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Animosity and Purchase Intention: How Perceived Quality Impacts Consumers' Willingness to Buy, As A Moderating Factor

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ANIMOSITY AND PURCHASE INTENTION: HOW PERCEIVED QUALITY IMPACTS CONSUMERS' WILLINGNESS TO BUY, AS A MODERATING FACTOR

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ABSTRACT

Purpose – The purpose of this study is to examine the interactive effect of consumer animosity and perceived quality. More specifically, it is focused on measuring how consumers' attitudes and behavior toward a brand are affected by varying levels of both animosity (high and low) and product quality (high and low).

Design/methodology/approach – A two-by-two experimental design was used for this study. The hypotheses of which was tested using a specific Japanese automobile brand among Chinese consumers.

Findings – The analysis confirmed a strong interactive effect between consumer animosity and perceived quality: for a high-quality product, an insignificant effect of consumer animosity on product judgment and purchase intention was found. On the contrary, for a low-quality brand, a negative effect of consumer animosity on both of the same attitude and behavior variables was found.

Research limitations/implications – Future research needs to study different types of products and samples to enhance the external validity of the findings. Real market data that records consumer animosity status over time needs to be examined to confirm the findings of the study.

Practical implications – A managerial implication drawn from the study is: firms aiming to develop in an offending country need to downplay their country of origin, while communicating and stressing their high quality and performance.

Originality/value – The study is very original because it does not repeat any past research, but taps into a problem not previously investigated. The value of the study is very straightforward for brand and positioning managers.

Keywords: Consumer animosity, Perceived quality, Product judgment, Purchase intention

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INTRODUCTION

Prior studies have exposed how some emotional effects such as consumer ethnocentrism and consumer animosity significantly influence the evaluation and response of consumers to foreign products (Klein et al. 1998, 2006, Supphellen and Rittenburg 2001, Reardon et al. 2005, Huang et al. 2010). Additionally, several studies have also shown that the effect of consumer evaluation and expectation, on quality perception, is based on the intrinsic and extrinsic factors of a product (Carneiro et al., 2005). Moreover, most of the previous research done in this area exhibits a negative effect of consumer animosity and a positive effect of perceived quality on consumers' product judgment and purchase intention. Ron Edwards et al. (2007) mentioned that rather than just affecting the perception of quality of particular products from a country, the concept of consumer animosity relates to all products from a particular country regardless of their perceived quality. Thus, consumers refuse to buy any product associated with an offending country. Again, animosity is distinct from ethnocentrism, in that ethnocentrism relates to avoidance of all foreign products, rather than products from a specific country. Although this conclusion implies that perceived quality may not have a significant effect on purchase attention while in the presence of consumer animosity, there has been few research studies done to definitively support this implication. Therefore, it would be very important to study how consumer animosity and perceived quality interact to affect product judgment and purchase intention. The result will provide insight into how to improve quality, and how to avoid or reduce consumer animosity, with the ultimate goal of increasing purchase intention. The purpose of this research is to develop and test a conceptual model of the interactive effect between consumer animosity and perceived quality on product judgment and purchase intention.

LITERATURE REVIEW AND HYPOTHESES

Consumer Animosity's Influence on Consumer Attitude and Consumer Behavior

Consumer animosity is found to cause a negative effect on product judgment and purchase intention. Klein et al. (1998) define consumer animosity as the "remnants of antipathy related to previous or ongoing military, political or economic events that affect a consumer's purchase behavior in international markets". There are two kinds of animosity as identified by Jung et al. (2002) and Ang et al. (2004). "Personal stable animosity" is rooted in individuals' personal experiences: for instance, the feelings of older Chinese citizens who suffered under Japanese occupation and knew about the Nanjing Massacre. The second kind of animosity is "Personal situational animosity", which is a temporary negative sentiment caused by specific current circumstances. For example, a special economic reason could induce the American consumers to avoid buying automobiles from Japan for a period of time.

We contend that compared with a typical host country with low animosity, consumers in a host country with high animosity toward a particular offending country will exhibit greater reluctance to buy products from the target country, regardless of their product quality judgments (Fong et al. 2014). The obvious phenomenon about the animosity context, social pressures and fears of psychosocial consequences may also contribute to consumer reluctance to buy products from an offending country (Amine 2008). Furthermore, some examples have explored the extent to which consumer animosity lowered purchase intention. For example,

Klein et al. (1998) showed that Chinese consumers living in Nanjing (the site of many atrocities done during the eight years of Japanese occupation up to the Second World War) "might" avoid products made in Japan on account of animosity towards Japan. In another study, Cong Sui (2014) designed an experiment which recorded the responses of college students to advertisements promoting laptop computers that were produced in Germany, Japan, India, and the Philippines. The sample of the study was one hundred and seventy Chinese college students. The analysis of the results indicated that the general product purchase intentions were significantly influenced by participants' consumer animosity perceptions. Similarly, Nijssen and Douglas (2008) found Dutch consumers to be reluctant to purchase German-made products because of German occupation of their country during war. De Nisco et al. (2016) mentioned that consumer animosity is derived from country-of origin effects, according to which "made-in" influences the intention to buy and has an impact on product judgment (Guido 2010, Papadopoulos and Heslop 2003, Peterson and Jolibert 1995, Verlegh and Steenkamp 1999).

Perceived Quality's Influence on Consumer Attitude and Consumer Behavior

Perceived quality can be defined as the subjective response to several explicit characteristics of a product (Calvo 2002). It should be seen in terms of the perceptions and expectations of consumers based on their evaluation of a product's attributes. (Steenkamp 1990, Meiselman 2001 and Grunert et al. 2004). In layman's terms, perceived quality is the consumer's judgment about the superiority or excellence of a product (Valarie A. Zeithaml 1988). However, an important point to focus on is that perceived quality is definitely different from objective, product-based quality and manufacturing quality. Rather, perceived quality is a more abstract concept which refers to the perception of the customer first. Therefore, we always see perceived quality as the image of products in the mind of consumers. Further, this concept shows that the effect of consumer expectation on quality perception is based on the intrinsic and extrinsic factors of a product (Carneiro et al., 2005). Balestrini and Gamble (2006) define intrinsic attributes as follows: Intrinsic attributes are related to the objective quality of the product and the methods of processing, used to make it. In a beverage, intrinsic cues would include such attributes as: flavor, color, texture, and degree of sweetness. Intrinsic attributes cannot be changed without altering the nature of the product itself and are consumed as the product is consumed (Olson 1977; Olson and Jacoby 1972). In contrast, Extrinsic attributes are related to the subjective quality. They include the price, packaging, labeling and brand name, all of which can be altered without changing the product.

Evaluations of quality from consumers usually takes place in a comparison context. Maynes (1976) claimed that quality evaluations are made within "the set of goods which would, in the consumer's judgment, serve the same general purpose for some maximum outlay." In fact, a high-level or low-level quality is perceived by customers through judging, evaluating and comparing with products, depending on their own assessment. Thus, it could directly influence consumers' overall judgment toward a product. Further, Steenkamp et al. (2003) emphasized that higher perceived quality is a key source of enhanced consumer value for global brands. It has a strong effect on purchase likelihood through perceptions of superior quality.

The Interaction Between Consumer Animosity and Perceived Quality

We saw that two types of personal animosity have been identified. "Personal stable animosity" is based on personal experiences and durable over time, and is therefore likely to be related to the age of the individual. "Personal situational animosity" is a response to particular current circumstances, more temporary in nature and likely to relate to perceived out-group threats. As we mentioned before, American consumers avoided buying automobiles from Japan during a specific period in time. In a long-term observation, however, the "Best-Selling Car in America – February 2016" was reported to be a Japanese brand, with its higher quality being the main reason for purchasing it. No matter the level of animosity a consumer may have, there is probably some moderating effect by perceived quality. It is thus reasonable to assume that the influences on purchase intention and product judgment will be, to some extent, the interaction between two key variables relating to the individual: animosity and perceived quality.

The relevant literature is rather limited. Associating a product with a country that has a reputation for high-quality merchandise can have a positive impact on evaluations of the product. However, if consumers feel animosity toward the country, it can sometimes have a negative impact on the desire to purchase the product (Hong and Dong2006). The social pressures may exceed consumer cognition that the offending country produces high-quality products (Amine 2008; Klein, Ettenson, and Morris 1998). Although lower levels of animosity may not influence product judgments, higher levels of animosity may be so strong that they influence or cloud judgments and lead to an unwillingness to buy a nation's products (Rose et al. 2009). Hong and Dong (2006) speculated that the negative effect of high consumer animosity would be more pronounced when the product was not strongly associated with the country in question. There is also a study that states a finding with the opposite judgement. Although lower levels of animosity may not influence product judgments, higher levels of animosity may be so strong that they influence or cloud judgments and lead to an unwillingness to buy a nation's products (Rose et al., 2009). On the other hand, when the country was known for high-quality products, the effect of its reputation might override any effects that animosity toward the country has created. Consumers are not dogmatic and are willing to purchase products if they perceive them to be of high quality. The average consumer, despite bearing high animosity, will change their predicted behavior based on their product-quality assessment (Guido, Prete et al., 2010).

Therefore, according to the analysis above, our hypotheses are stated as the following:

H1: Consumer animosity has a negative impact on product judgment and purchase intention.

H2: Perceived quality has a positive impact on product judgment and purchase intention.

H3: When perceived quality is high, consumer animosity has an insignificant impact on purchase intention.

H4: When perceiver quality is low, consumer animosity has a negative impact on purchase intention.

METHODOLOGY

Experimental design

The purpose of this study was to test the interactive effect of perceived quality and consumer animosity. Specifically, we wanted to measure how consumer attitude and intention toward a product are affected for a high/low-animosity consumer group, when different qualities of products are offered. To test the research hypotheses, we created a two (animosity level: high versus low; between) by two (quality level: high versus low; between) experimental design, under which we planned to conduct a survey study.

For the "low-quality" level, we selected a 2015 Toyota Camry XSE with a list providing the history of its recalls. For the "high-quality" level, the same 2015 Toyota Camry XSE was shown, however, this time with a description of its performance, reliability, and overall high quality. Animosity had two categories. To get a "higher animosity", we provided the material of the Nanjing Massacre that Japan had conducted during World War II. For "low animosity", we provided information about Japan's beautiful scenery, delicious food and friendly Japanese people. Each survey of the two-by-two scenarios that were presented to participants contained both a written description, as well as a set of pictures. As part of the experimental design, there were sets of manipulation questions within the survey. These were utilized to test whether our stimuli successfully controlled the consumers' perception of our variables. The quality perception variable was measured by three check questions, while consumer animosity was also measured by three questions. In addition to the manipulation check questions, there were questions designed to measure our dependent variables. Purchase intention was measured by three questions, and product judgment was measured by four questions. Each participant responded to a total of 13 questions, which were provided in a random order. Appendix 1 exhibits the four possible scenarios conveyed in our experimental design.

Due to the fact that this particular study focuses on Chinese consumers' animosity toward Japan, we decided to ask solely Chinese consumers to participate. The survey was given in both Chinese and English to accommodate the sample participating. We chose the automobile industry because it is one of the most important industries world-wide and is one that the Japanese market very well in China. Also, the demographic of automobile consumers is very large.

Procedure

As previously mentioned, the four versions of the survey were randomly assigned to participants. Each survey consisted of four pages: a brief description of the study and background questions in the first two pages, stimulus pictures with manipulation check questions and effect measures on the third page and demographic measures on the last page. Participants were requested to respond to every question of the survey. A total of 235 Chinese consumers within the age range of 18 to 60 voluntarily participated and a total of 199 of those 235 were usable responses. A summary of the sample demographics is available in Table 1 and it indicates a broad representation in terms of gender, age, and education. The chi-square test indicates that the four scenarios were not shown equally among the different age groups (Animosity: chi-square = 0.396, df = 5, $p < .05$; Quality: chi-square = 21.521, df = 5, $p < .05$).

For example, those within the "elder" age groups more often received "high animosity" and "low quality" scenarios, whereas younger age groups saw more "low animosity" and "high quality." However, the four scenarios were evenly assigned among different gender (Animosity: chi-square = 1.662, df = 1, p> .05; Quality: chi-square = 1.290, df = 1, p> .05) and education level (Animosity: chi-square = 0.834, df = 5, p> .05; Quality: chi-square = 3.243, df = 5, p> .05) groups. We will further discuss this situation in detail in the following parts. To reiterate, the consumer animosity and perceived quality were each measured by three manipulation check questions. It was significantly different for the consumer animosity manipulation: Low animosity (M = 2.94) versus High animosity (M = 4.26) (t = -16.702, df = 197, p < 0.01), than for the perceived quality manipulation: low quality (M = 2.75) versus high quality (M = 4.08) (t = -17.616, df = 197, p < 0.01).

Table 1 Demographic Profile for 4 Scenarios

	Age	Gender	Education Level
Low Animosity	19 or below: 7.0%	Male: 41.8%	High school graduate: 13.0%
	20 – 24: 30.0%	Female: 58.2%	Bachelor's degree: 47.0%
	25 – 29: 31.0%		Master's degree: 33.0%
	30 – 34: 2.0%		Professional degree: 2.0%
	35 – 39: 2.0%		Doctoral degree: 2.0%
	40 or above: 28.0%		Other: 3.0%
High Animosity	19 or below: 7.1%	Male: 51.0%	High school graduate: 12.1%
	20 – 24: 26.3%	Female: 49.0%	Bachelor's degree: 44.4%
	25 – 29: 24.2%		Master's degree: 33.3%
	30 – 34: 9.1%		Professional degree: 3.0%
	35 – 39: 8.1%		Doctoral degree: 2.0%
	40 or above: 25.3%		Other: 5.1%
Low Quality	19 or below: 6.0%	Male: 50.5%	High school graduate: 13.0%
	20 – 24: 18.0%	Female: 49.5%	Bachelor's degree: 49.0%
	25 – 29: 29.0%		Master's degree: 29.0%
	30 – 34: 10.0%		Professional degree: 3.0%
	35 – 39: 9.0%		Doctoral degree: 1.0%
	40 or above: 28.0%		Other: 5.0%
High Quality	19 or below: 8.1%	Male: 42.4%	High school graduate: 12.1%
	20 – 24: 38.4%	Female: 57.6%	Bachelor's degree: 42.4%
	25 – 29: 26.3%		Master's degree: 37.4%
	30 – 34: 1.0%		Professional degree: 2.0%
	35 – 39: 1.0%		Doctoral degree: 3.0%
	40 or above: 25.3%		Other: 3.0%

Measures

The goal of this study is to measure the effect of our two independent variables (the level of consumer animosity and the level of perceived quality) on specific consumer behaviors. Which, in this case, are the dependent variables product judgement and purchase intention. Product judgment is defined as a consumer's evaluation of a product's overall attributes based on intrinsic (for example, quality, durability) and extrinsic cues (brand, country of origin) (Rao and Monroe 1989, Josiassen 2011). Purchase intention is defined as the consumer's tendency to purchase a brand routinely and resist switching to other competing brands (Diallo 2012). These two outcomes were determined to be appropriate performance measures of both the consumer animosity and perceived quality stimuli.

For the manipulation check questions of consumer animosity and perceived quality, the measures were adopted from Klein et al. (1998). According to Klein et. al., there are two types of measures for animosity, but we chose to focus solely on the "war animosity." The measures for both product judgment and purchase intention were taken from Klein et al. (1998) as well. They were revised specifically for our study; questions were formulated around a Japanese brand in the automobile industry. All measures anchored on 1 = strongly disagree and 5 = strongly agree. The validity of the 13-item measurement scale was analyzed using confirmatory factor analysis. The result validates the four-factor structure. The detailed measure items are reported in Table 2. Consumer animosity, measured by three items, had a reliability of 0.707. Perceived quality, measured by three items, showed a reliability of 0.782. Purchase intention, measured by three items, had a reliability of 0.801, and product judgment (measured by 4 items) had a reliability of 0.790.

Table 2 Measures of constructs

Dimensions and Items		Loading	M (SD)
Consumer Animosity (α = .707)			
CA1	I feel angry toward the Japanese.	.791	3.73 (1.211)
CA2	I will never forgive Japan for the Nanjing Massacre.	.803	3.99 (1.168)
CA3	Japan should pay for what it did to Nanjing during the occupation.	.780	3.38 (1.139)
Perceived Quality (α = .782)			
PQ1	Cars made in Japan are carefully produced and have higher quality.	.863	3.32 (.892)
PQ2	Cars made in Japan are generally of a higher quality than similar products available from other countries.	.849	2.96 (.881)
PQ3	Cars made in Japan show a very high degree of technological advancement.	.782	3.47 (.898)
Purchase Intention (α = .801)			
PI1	Whenever available, I would prefer to buy a car made in Japan.	.884	2.34 (.992)
PI2	If two cars were equal in quality, but one was from Japan and one was from China, I would pay 10% more for the car from Japan.	.777	2.28 (1.190)
PI3	If it were an option, I would prefer to purchase Japanese brand car.	.864	2.35 (1.008)
Product Judgment (α = .790)			
PJ1	Cars made in Japan are carefully produced and have fine workmanship.	.784	3.38 (.967)
PJ2	Cars made in Japan usually show a very clever use of color and design.	.770	3.38 (.890)
PJ3	Products made in Japan are usually quite reliable and seem to last the desired length of time.	.708	3.19 (.927)
PJ4	Cars made in Japan are usually a good value for the money.	.838	3.48 (.968)

Note: All loadings are significant at $p < 0.05$; loadings: standardized. M = mean; SD = standard deviation. All items were scored on a 5-point scale, where 5 = strongly agree and 1 = strongly disagree.

Result

We conducted the independent-samples t test to demonstrate the demographic (including gender, age and education level) effect on all manipulation variables and dependent variables. The results are shown in Table 3 below. Based on the results, there is no evidence to support the idea that demographic differences have an impact on either our manipulation variables or dependent variables. The only exception is that age has a significant impact on product judgment at $p<.05$ level. We will expand on this point further in the discussion section of the paper.

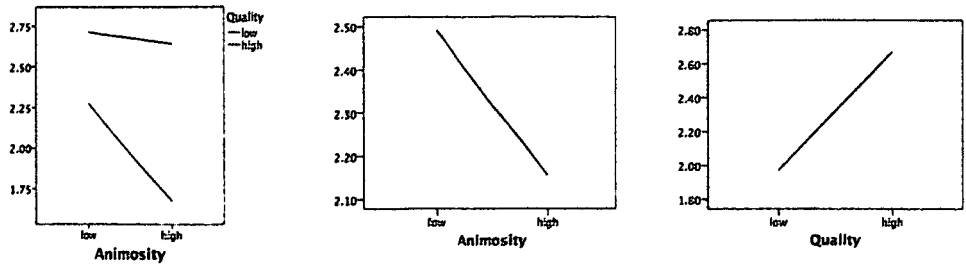
Table 3 Demographic t test

		Gender		**Age**		**Education**	
		Male	Female	18-30	Above 30	Bachelor or lower	Master or higher
N		91	105	125	74	116	83
Consumer	M (SD)	3.69 (.94)	3.51 (.80)	3.42 (.87)	3.90 (.78)	3.57 (.90)	3.63 (.83)
Animosity	t-value	1.459		3.976		.447	
	Sig.	.146		.000		.655	
Perceived	M (SD)	3.33 (.84)	3.50 (.86)	3.56 (.82)	3.16 (.85)	3.35 (.82)	3.49 (.89)
Quality	t-value	-1.384		-3.327		1.152	
	Sig.	.168		.001		.251	
Purchase	M (SD)	2.21 (.93)	2.44 (.86)	2.48 (.90)	2.05 (.84)	2.28 (.96)	2.38 (.82)
Intention	t-value	-1.784		-3.385		.770	
	Sig.	.076		.001		.442	
Product	M (SD)	3.37 (.83)	3.38 (.60)	3.43 (.65)	3.22 (.84)	3.33 (.73)	3.38 (.74)
judgment	t-value	-.175		-1.950		.535	
	Sig.	.862		.053		.593	

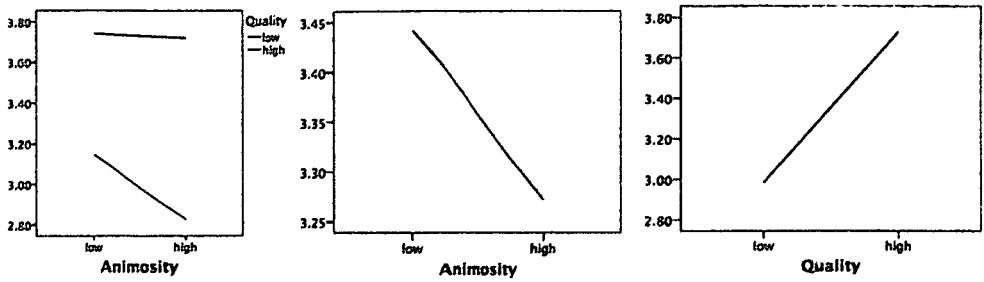
Note: standardized. M = mean; SD: standard deviation.

Four groups (two levels of animosity x two levels of quality) had a statistically equivalent sample size to one another. An ANOVA test was conducted to simultaneously test the effect of consumer animosity, perceived quality and their interaction on purchase intention. The main effect of both consumer animosity and perceived quality was significant ($p< 0.01$). Also, the interaction effect of consumer animosity and perceived quality proved to be significant ($F = 5.272$, $p<0.05$). We also tested the interaction effect of consumer animosity and perceived quality on product judgment. The result shows that the main effect of perceived quality was significant while the main consumer animosity was not significant at the 0.05 level but was significant at the 0.10 level. Similarly, the interaction effect of consumer animosity and perceived quality on product judgment was not significant at the 0.05 level but was significant at the 0.10 level ($F = 2.833$, $p<0.10$).

Figure 1 Graphical presentations of ANOVA results



(a) Effect on Purchase Intention



(b) Effect on Product Judgment

The results are shown in Figure 1 and Table 4. The result of a linear regression test indicated that when quality is low, consumer animosity has significant negative impact on purchase intention ($t = -4.409$, $p < 0.01$) and product judgment ($t = -2.233$, $p < 0.05$); when quality is high, consumer animosity has an insignificant impact on purchase intention ($t = 0.400$, $p = 0.690$) and product judgment ($t = -0.196$, $p = 0.845$). Thus, all hypotheses are supported.

Table 4 Univariate tests for group differences in dependent variables

Source	Dependent variable	Sum of squares	df	Mean square	F	p-value
Consumer animosity	Purchase intention	5.648	1	5.648	8.648	.004
	Product judgment	1.443	1	1.443	3.666	.057
Perceived quality	Purchase intention	24.589	1	24.589	37.655	.000
	Product judgment	27.588	1	27.588	70.100	.000
Consumer animosity x Perceived quality	Purchase intention	3.442	1	3.442	5.272	.023
	Product judgment	1.115	1	1.115	2.833	.094

Conclusion and Discussion

By studying the effect of consumer animosity in the presence of different product qualities (and their interaction effect on consumer behaviors), this study differentiates itself from previous research done in the field. The study, which used a 2x2 factorial design, confirmed that consumer animosity and perceived quality not only have a uniform effect across brands but also have an interaction effect. In other words, the consumer's behavioral intentions were dependent on both their level of animosity, as well as the product quality they were faced with. Specifically, for a product that was perceived to be high-quality, we observed that consumer animosity had an insignificant effect on purchase intention and product judgment. On the contrary, for a low-perceived quality product, we observed a negative effect on both of the same attitude and intention variables. Additionally, we found a significant behavioral difference when consumers perceived a higher product quality.

This study expands our understanding of how consumer's attitudes and behaviors are affected, when there is existing animosity and the opportunity for the consumer to process product quality.

Managerial Implications

The findings of this research suggest that marketers in an international organization have to rethink brand strategies when they are trying to launch a product in a country with a relatively high animosity. Firms now face more culturally diverse and globally connected markets than ever before (Wan et al., 2014), and consumer power is increasing in a digitally connected world (Labrecque et al., 2013). International brand managers must determine which negative attributes warrant a strategic response in order to effectively deploy (or not deploy) resources (Harmeling et al., 2015). Our research has highlighted the need for managers to be aware that there is more to consumer animosity than just the anger emotion. If they are going to be successful, it is important to understand all the emotional responses associated with consumer animosity. This raises the need for managers to track both consumers' animosity and quality perception to diminish the likelihood that these attributes will redirect towards firms from the nations of high animosity.

One important consideration related to this study is the visibility of consumer animosity. Something known as country-of-origin image can create a good impression towards consumers, from a specific brand or product. For example, as Klein (2002) points out, L'Oreal products in Australia may have benefited from their 'Frenchness'. However, when France began its nuclear test program, this labeling association created the opposite effect, showing that although effective, this strategy can also be harmful. Thus, brand managers must be able to recognize consumer animosity and implement a strategic response. An often-suggested strategy for firms to mitigate the effects of consumer animosity is to downplay their country of origin in an attempt to decrease the association of the product with the offending nation. While this may be a viable option for some international companies, in many other firms the country of origin is a significant contributor to the firm's identity and is not easily diluted (Magnusson et al., 2014 and Magnusson et al., 2011).

The interactive effect between consumer animosity and perceived quality studied in our research increases the need for firms to emphasize their focus on what it is that drives consumers' perception of quality. A higher perceived quality can diminish the effect of

consumer animosity towards a brand. Combined, our results suggest that global firms that position and communicate their brand/products as icons of high quality and good performance, can generate higher perceived quality by consumers even in an offending country. Good quality creates, in the mind of the consumer, a reputation of greater value for a brand. For example, "Apple" in the computer industry, and "Rolls-Royce" and "Ferrari" in the automobile industry. Branding can bring a lot of profit to logistics enterprises. (Chen and Kuang 2013)

We admit that our study does not provide enough detailed insights into many related issues such as whether perceived quality can be completely valued over other attributes or whether the interactive effect could be proven in an economic animosity situation. Also the question of "what quality level is objectively or subjectively high enough for consumers to recognize?" Nevertheless, it seems to be a reasonable conclusion that perceived quality should be improved, if possible, even if consumer animosity cannot be changed. As the study has shown, perceived quality acts a primary positioning tool for a brand trying to positively influence consumers' attitudes and intentions.

Limitations and Future Research

Overcoming the limitations of this study is what can drive future research. First, our experimental design could be stronger. Specifically, we chose the 2015 Toyota Camry XSE as the brand to focus on. The car was presented with different information to measure the effect of perceived quality. Although the automobile industry is one that Japanese brands use to enter the market in China and Toyota is a typical Japanese automobile brand, the study could be strengthened. Perhaps by looking into different brands in different industries. Likewise, we relied on recall history and high performance to examine the different levels of quality. Future research needs to make a thorough introduction of the product to enhance the internal validity of the findings.

Second, our sample consisted of consumers primarily from China, and the "consumer animosity" of the study is Chinese consumers' war animosity toward Japan generated during the World War II. However, different countries have different kinds of consumer animosity through different relationships with their neighbor countries. This calls for a need to replicate this study in other countries. Likewise, individuals' personal cultural orientations might affect how they evaluate marketing stimuli in the context of animosity. Therefore, future research needs to test whether the findings of this study can be invariant at the country- as well as individual-level. Finally, along with this line, another potential approach for future research could be on what role the socio-demographics and psychological characteristics have in how consumers react to consumer animosity and perceived quality situations.

Third, the study was based on experiments. Although an experiment is a reliable method to test causality, it lacks reality. Thus, future research needs to examine real market data that has recorded different quality levels across product categories over several time periods. In addition, there's a need for socio-demographics that has recorded different levels of animosity. When studying all this real market data, specific time periods need to be noted because the interactive effect of consumer animosity and perceived quality can differ depending on how consumers' view the current social and political situation.

Finally, in investigating the interactive effect of consumer animosity and perceived quality, this study observed consumer attitude and consumer behavior as the dependent variables. However, future research needs to also pay attention to mediating variables which

can provide more details into the procedural mechanism of how animosity interacts with quality. Then researchers and marketers could discover strategic insights and intervene in the middle of the procedure to generate more effective strategies when facing animosity.

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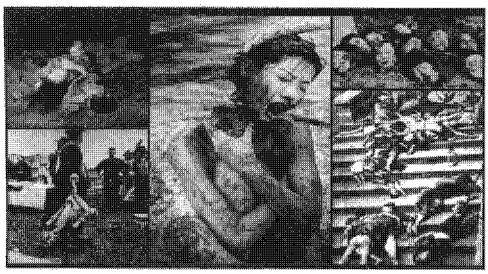
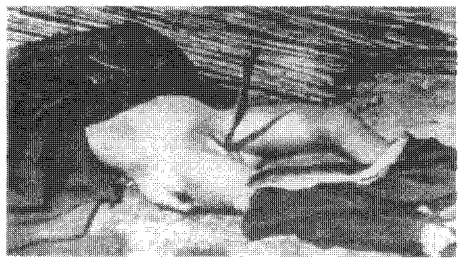
APPENDIX EXPERIMENTAL STIMULI

Scenario 1 - High Animosity

The historical facts about Nanjing Massacre: Beginning from December 13, in 1937, over a period of six weeks, Imperial Japanese Army forces brutally murdered at least 300,000 Chinese people, and about between 20,000 and 80,000 women were sexually assaulted.

The International Military Tribunal for the Far East estimated that, in an addition to children and the elderly, 20,000 women were raped. On 19 December 1937, the Reverend James M. McCallum wrote in his diary: "I know not where to end. Never I have heard or read such brutality. Rape! Rape! Rape! We estimate at least 1,000 cases a night and many by day. Women are being carried off every morning, afternoon and evening."

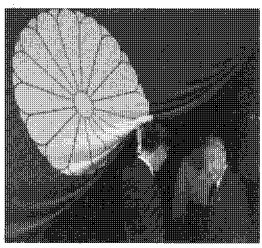




Japanese people don't know or even deny historical facts about Nanjing Massacre: In December 13, 2013, A CCTV correspondent asked people on the streets of Tokyo about what they know about the Nanjing Massacre. Many people said that they had never heard of the massacre.

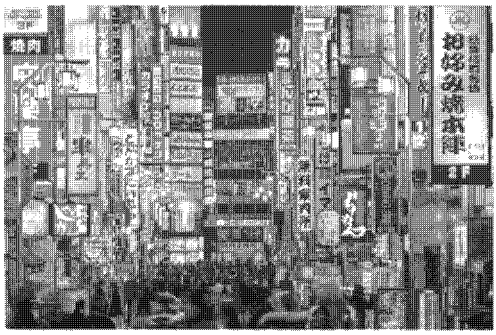
CCTV reporter asked: "Have you ever heard of the Nanjing Massacre?"
Japanese answered: "No, I don't know about it."
CCTV reporter asked: "Do you know anything about the Nanjing Massacre?"
Japanese student answered: "No."
CCTV reporter asked: "Have you learned anything in history books?"
Japanese student answered: "No, I don't think so."

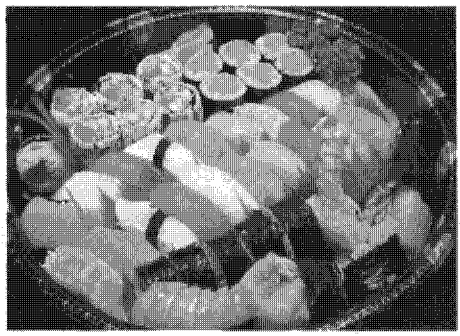
More than that, TOKYO, April 22, 2016 (Xinhua) -- Japanese lawmakers visit Yasukuni Shrine in Tokyo, capital of Japan, on April 22, 2016. A group of around 90 Japanese lawmakers, including a senior member of Prime Minister Shinzo Abe's Cabinet, on Friday visited the controversial war-linked Yasukuni Shrine which stands as a symbol of Japan's militarism and honors its war dead including criminals convicted by an international tribunal.



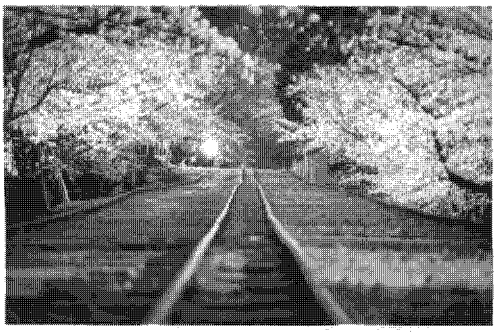
Scenario 2 - Low Animosity

Beautiful scenes, politeness and delicate food are the most popular reasons why people prefer to travel Japan. Fantastic city, night-lights and shopping, Shibuya 109 is a multi-store shopping center just for teenage girls. Akihabara in Tokyo is known solely for its electronics and games.





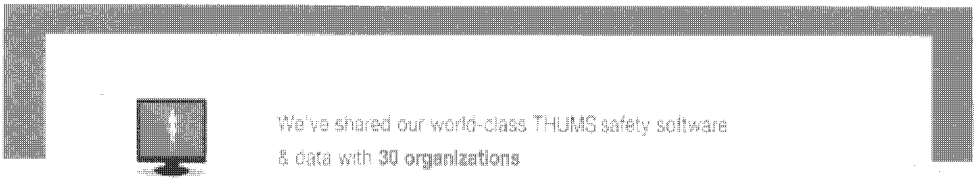
The flowers are deeply symbolic: their short-lived existence taps into a long-held appreciation of the beauty of the fleeting nature of life, as echoed across the nation's cultural heritage, from tea ceremonies to wabisabi ceramics. Japanese being "very polite" but goes beyond just saying excuse me or thanks you or holding the door open for someone, they emphasize politeness can also be synonymous with respect and patient. Japan is a culinary wonderland thanks to an incomparable uniqueness, a national obsession with cuisine and an almost religious embrace of freshness and productive perfection. The most popular Japanese foods perceived by worldwide people such as Horsemeat, Warfabi mochi, Ramen, and Sushi.



Scenario 3 - High Quality

2015 Toyota Camry XSE
Price : $ 25,000
External color: Black
Output volume: 2.5L
4-cyl; 6-speed Automatic

Quality Report of Toyota	
Total evaluation	★★★★☆
Mechanical	★★★★☆
Power train system	★★★★☆
Interior trim part	★★★★☆
Accessory	★★★★☆



We've shared our world-class THUMS safety software & data with **30 organizations**

1.5 million drivers have participated in our teen driving safety initiatives

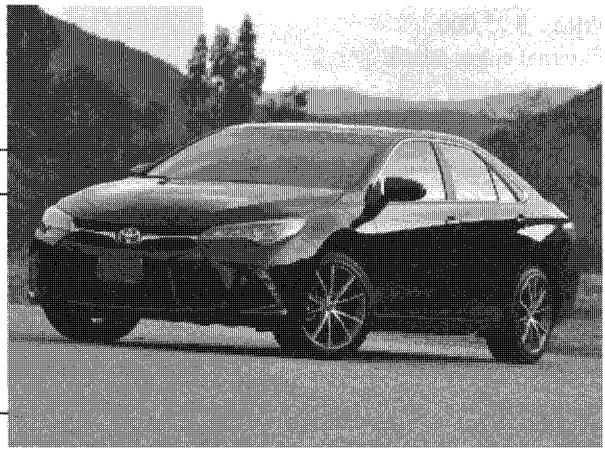
Over $1 million spent every hour on Research & Development

6 Safety Systems available across all vehicle lines

TOYOTA
Let's Go Places

Scenario 4 - Low Quality

2015 Toyota Camry XSE
Price : $ 25,000
External color: Black
Output volume: 2.5L
4-cyl; 6-speed Automatic



Quality Report of Toyota	
Total evaluation	★★☆☆☆
Mechanical	★★☆☆☆
Power train system	★★☆☆☆
Interior trim part	★★★☆☆
Accessory	★☆☆☆☆

Recall Timeline for Toyota

Nov 26, 2009, US	Floor mat recall amended to include brake override and increased to 4.2 million vehicles
Jan 21, 2010, US	2.3 million Toyota vehicles recalled due to faulty accelerator pedals
Jan 27, 2010, US	1.1 million Toyotas added to amended floor mat recall
Apr 28, 2010, US	50,000 MY 2003 Toyota Sequoia recalled to reprogram the stability control system
Feb 22, 2011, US	Toyota recalls an additional 2.17 million vehicles for gas pedals that become trapped on floor hardware
April 9, 2014, JP	Toyota Motor Corp called back more than 6 million vehicles including RAV4 sport vehicle and Corolla cars to fix a range of safety defects
Oct 21,2015, JP	Toyota announced a global recall of 6.5 million cars to fix power window switches that can short circuit and catch fire
Feb 2,2016, JP	Toyota recalls 320,000 vehicles for safety issue vehicles include 2003 to 2006 Land Cruisers, 2004 to 2006 4Runners, 2005 to 2006 Tundras and Sequoias, and 2003 to 2006 Lexus LX and GX 470s.