

An extended abstract of animosity and ethnocentrism effects on a three-component model of country of origin image

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ABSTRACT

This research contributes to the vast literature on country of origin image (COI) by examining the construct dimensionality through its affective, cognitive and conative aspects, and its interactive effects with felt animosity and ethnocentrism on consumer product belief and evaluations. While extant studies have looked at COI effects in Western developed markets and Eastern emerging markets, our study further contributes by examining a Western emerging market context, Portugal. Data were collected from Portuguese consumers' perception of two different countries, namely Germany and Spain. The findings support the multi-dimensional nature of the second-order COI construct and further confirm its first order cognitive, affective and conative components. Results also suggest the significant importance of affective and conative dimensions in building COI. A major theoretical contribution of the study is the full operationalization of COI as a three-dimensional construct added with the interactive effects of animosity and ethnocentrism. Moreover, by examining these effects in a cross-national setting the findings offer a number of managerial and policy insights.

Keywords

Country-of-origin image; animosity; ethnocentrism; product belief; product evaluation