

The Impact on Animosity and Consumer Ethnocentrism on Purchase Intention of City Residents in First and Second Line...

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ABSTRACT

The study describes whether residents' animosity will affect their consumer ethnocentrism or not; consumer ethnocentrism will affect their purchase intention or not; residents' animosity will affect purchase intention or not of city residents in first and second line cities of China. The study used quantitative methods to analyze the relationships among residents' animosity, consumer ethnocentrism on purchase intention of the first and second line cities in mainland China. The study randomly collected 440 questionnaires in Shanghai and Nanning, 430 valid questionnaires (98.4%) were returned, and structural equation modeling (SEM) was used to test the hypothesized relationships. The findings showed that residents' animosity has a positive impact on consumer ethnocentrism in Shanghai and Nanning; consumer ethnocentrism has a negative impact on purchase intention foreign products in Shanghai and Nanning; the residents' animosity has negative impact on purchase intention foreign products in Nanning but not Shanghai.

Keywords : animosity、 consumer ethnocentrism、 purchase intention

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