

"Does Consumer Animosity Impact Purchase Involvement? An Empirical Investigation"

Dr. Villy Abraham

Professor of Marketing and Consumer Behavior
Ono Business School
Kiryat Ono, Israel.

Abstract

A large body of research demonstrates that purchase involvement and consumer animosity are predictors of consumer behavior. Previous research suggests that consumer animosity may impact purchase involvement. However, the possible relationship between purchase involvement and economic animosity has not been investigated in past research. The objective of this experimental pilot study is to explore whether economic animosity has an effect on purchase involvement. The mall-intercept method was employed to collect data from 100 Israeli consumers. Consumer animosity was manipulated with a statement about the trade relations between two countries, namely, Israel and Germany. 50 consumers were assigned to an experimental group (negative statement) and 50 were assigned to a control group (positive statement). The findings of the study suggest that consumers that animosity is likely to increase purchase involvement. It is apparent that because of the sensitivity of the issue to certain parts of the population, even social campaigns using scenes from movies about Hitler, for example, can be traumatic to Holocaust survivors. Therefore, governments around the globe should establish bodies empowered to penalize websites or TV stations that violate laws aimed at protecting sensitive populations such as Holocaust survivors.

Keywords: Country of origin, economic animosity, consumer ethnocentrism, purchase involvement, Germany, the Holocaust

1. Introduction

Country of origin(henceforth referred to as COO) research focuses on studying what consumers feel when they are exposed to country of origin cues, how they form their country images, and how they may use them in their marketplace behavior (Chen (2009), Khan & Bamber (2008), Laroche and Papadopoulos et al. (2005)). Nagasihma (1970) defines country of origin images as “the picture, the reputation, the stereotype that businessmen and consumers attach to products of a specific country. This image is created by such variables as representative products, national characteristics, economic and political background, history and traditions”. COO cues are operationalized through made-in labels. Made-in labels (extrinsic cue) are required by law in many countries (e.g. Israel, USA) including those that are members of various trade blocks (NAFTA, EU, ASEAN). Hence, consumers are exposed to country of origin information regardless of the product in question.

Most studies demonstrate that COO cues are likely to have a significant effect on assessments of product quality and product choice (Bilkey and Nes (1982), Han and Terpstra (1988), Tse and Gorn (1992), Lee et al. (2005)). A review of the consumer animosity literature demonstrates that the COO cue becomes a more salient product cue (perhaps greater than any other extrinsic or intrinsic product cue) to consumers’ decision-making process also when they harbor animosity (Ettenson & Klein (2005), Klein et al. (1998), Russell & Russell (2006), Shoham et al. (2006)). Thus, it is important for both firms and researchers to study the potential effects of country images on consumer behavior.

The saliency of COO cues to consumers’ decision-making is controversial as its effect is context-specific (Zafar et al. (2002), Samiee (2005), Tse & Gorn (1992), Usunier (2006)). Studies that have employed product familiarity and product involvement as moderators of COO effects demonstrate that these moderators are context-specific and determine the importance consumers attribute to COO images during their assessment of product quality (Sadrudin & Alain (2004), Johansson (1989), Sadurin & Alain (2008)).

The relevance of COO research becomes more critical when one considers the increasing trend toward free trade and the high pace with which national economies are becoming globally orientated (Laroche & Papadopoulos et al (2003)). The globalization of world markets has led to a significant reduction in import tariffs (which are significant barriers to free trade) by numerous countries (Schuman, 2009). However, there are some non-tariff barriers to free trade which are more difficult to overcome. This difficulty results from the fact that consumers' acceptance of foreign products is variable and depends on personal factors such as consumer demographics, product familiarity, purchase involvement, ethnocentrism, animosity, etc. The present study focuses on the relationship between two personal factors: animosity and purchase involvement.

Purchase involvement and consumer animosity are recognized as critical factors to consumers' decision-making process. Some researchers have suggested that these two factors may be inter-related (Klein (1999)). However, to the best of knowledge of the author of the present study, no research has been undertaken to examine the possible relationship between consumer animosity and purchase involvement. The purpose of this study is to examine this potentially immensely important relationship between these two constructs. The remainder of this paper is organized as follows: First, the authors conduct a review of the literature, in particular, literature related to the constructs comprising this study's research model: Economic animosity, consumer ethnocentrism, judgments of product quality, and purchase involvement.

2. Literature Review

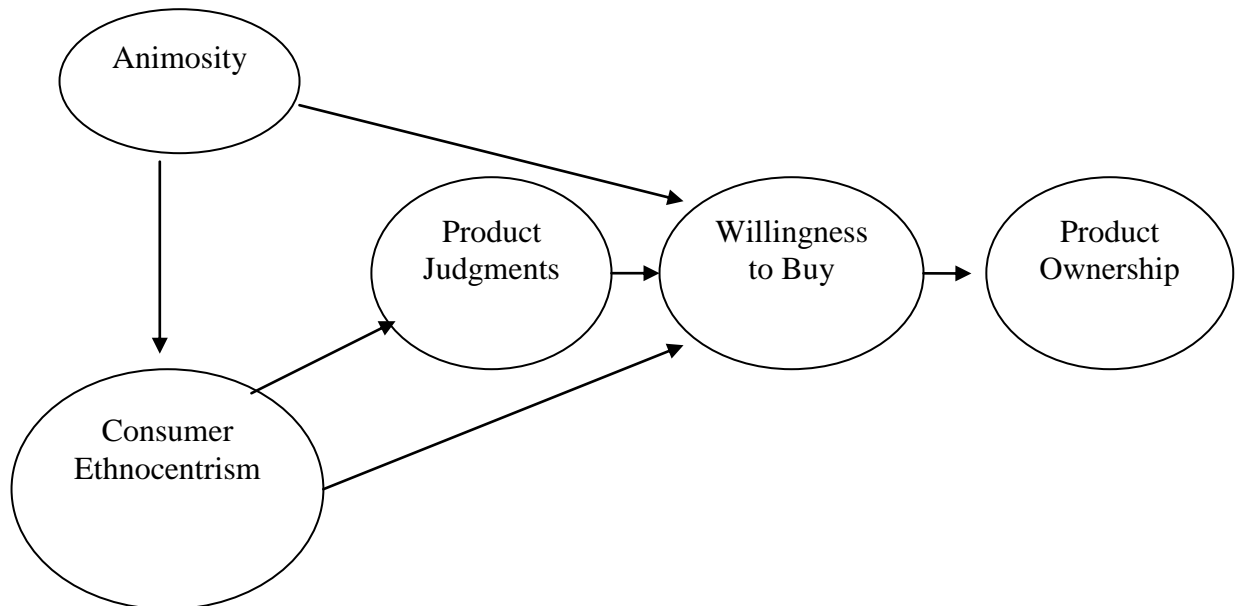
2.1 Economic Animosity

According to Averill (1982), animosity is a strong emotion of dislike and hatred stemming from past or present military, political, or economic aggression and actions either between nations or peoples that are perceived to be unjustifiable or as going against what is socially acceptable.

Extant research points to a casual relationship between consumers' feelings (emotion) towards a country and consumer behavior. Feelings of animosity will, in all likelihood, result in consumer boycotts which could last for decades (Klein (1998), Podoshen (2005), Shimp et al. (2004)). The tense political relationship between China and Tibet, for instance, has taken its toll: Chinese consumers refrain from buying Tibetan jewelry and clothing (Muhubani (2008)).

Klein's et al. (1998) seminal study on the impact of animosity on consumer behavior has led to their development of the 'Animosity Model of Foreign Product Purchase" (see Figure 1). The study was conducted in the context of the Japanese – Chinese conflict back in WWII. Klein's et al. study has produced interesting findings: (1) Contrary to conventional wisdom, COO cues have a direct impact on the willingness to buy regardless of product judgments; (2) Consumer animosity has long-term effects on consumer behavior. These findings are in line with later studies which have examined the effects of consumer animosity in different contexts. Shimp et al. (2004), for example, conducted their study in the context of the American Civil War while Podoshen (2005) conducted a similar investigation but in the context of the Holocaust. Both researchers find that animosity has long-term effects on consumer behavior.

Just as wars are likely to lead to war animosity, trade disagreements between countries are likely to result in economic animosity (Klein & Morris (1996), Klein & Ettenson (1999), Hinck et al. (2004)). Klein and Morris' (1996) study results, for example, indicate that Americans harbor economic animosity toward Japan because they feel that the latter is being unfair in its trade relations with the U.S. Economic animosity is more likely to be prevalent in small nations or economies, where the population may be discontent with the fact that their country's economy is dominated by a larger and stronger country. Economic animosity may lead to general animosity and in turn to reluctance to buy products from the country in question (Nijssen & Douglas (2004)).

Figure 1 – The Animosity Model of Foreign Product Purchase

2.2 Consumer Ethnocentrism

Consumers' attitudes toward foreign products are influenced not only by animosity but also by their level of ethnocentrism. Ethnocentrism is a means of evaluating other cultures (out-groups) in relation to the standards of the culture a given individual belongs to (in-group) (Upadhyay & Singh (2006)). Since trade tariffs have significantly decreased, the barriers to trade have shifted from tariff related to non-tariff related (Shankarmahesh (2006)). In the consumer behavior and international marketing literature, ethnocentrism is regarded as a non-tariff block to trade.

Ethnocentrism is likely to affect not only consumers' assessments of quality (Han & Tepstra (1988), Kinra (2006), Marcoux et al. (1997), Wall et al. (1991), Hamin & Elliot (2006)) and their willingness to buy (Olsen et al. (1993), Yelkar & Chakrabarty et al. (2006)) but also their actual purchase decisions (Herche (1994), Shoham & Brencic (2003)). Ethnocentric consumers tend to prefer domestic products (Rice & Wongtada (2007)). However, the country associated with a particular product moderates the effects of ethnocentrism on consumer choice. In other words, consumers from a single country may avoid making a purchase from a particular country one product but not another (Balabanis & Diamantopoulos (2004), Sharma et al. (1995)). The availability of domestic alternatives is likely to account for this discriminatory behavior on the part of consumers (Nijssen & Douglas (2004)).

2.3 The Differences between Animosity and Ethnocentrism

Animosity and ethnocentrism are unique constructs (Klein (2002)). Ethnocentrism differs from animosity in several ways. First, ethnocentrism becomes more dominant when consumers have to choose between domestic and foreign products. Second, consumer ethnocentrism is negatively related to product judgments (Shimp and Sharma (1987)). Finally, ethnocentrism is not context-specific and can be applied in various countries and cultures.

Animosity, on the other hand, influences behavior when a consumer has to choose between foreign products only (Klein (2002)). In contrast to ethnocentrism, in most cases animosity doesn't affect judgments of product quality. Thus, an individual may have a very positive attitude towards products originating from a particular country. Nonetheless, he or she may refuse to purchase products from that particular country due to animosity. Finally, unlike ethnocentrism, animosity is context specific (Klein (1998)).

2.4 Judgments of Product Quality

The judgment of product quality concept is comprised of two dimensions: a cognitive dimension and an affective dimension. According to the cognitive dimension, consumers' decision results from an evaluation procedure. According to the affective dimension, however, consumers' decision-making stems from emotions resulting from an evaluative judgment and interpretation of stimuli in the environment. Especially noteworthy is that emotions are action-oriented and could result in internal (mental) and external (behavioural) reactions (Hansen (2005)) such as denigrating the quality of the products manufactured by the country which is the target of consumers' animosity (Ettenson and Klein (2005), Shoham et al. (2006)).

Dichter (1962) was the first to suggest that the country of origin could possibly have an effect on judgments of product quality. Later studies demonstrate that COO cues are more likely to impact consumers' evaluation of product quality than their purchase intentions (Leonidou et al. (2007), Roth & Diamantopoulos (2009), Verlegh & Steenkamp (1999)). However, the effects of country of origin cues are product specific (Dmitrović & Vida (2007), Knight (1999), Powers & Fetcher (2008), Sevgin & Karen (1989), Thorelli et al. (1989)).

Unlike consumers that harbor feelings of animosity, ethnocentric consumers tend to perceive foreign – made products to be of poorer quality than those that are produced domestically (Hamin & Elliot (2006), Wall et al. 1991)). Furthermore, ethnocentric consumers tend to buy domestic products and avoid purchasing foreign ones (Rice & Wongtada (2007)). However, the majority of consumer animosity research demonstrates that when consumers harbor feelings of animosity they are likely to avoid buying products originating from the target country but will not denigrate the quality of these products (Cui et al. (2009), Ettenson & Klein (2005), Klein & Ettenson (1996), Nijssen & Douglas (2004), Shimp et al. (2004), Shoham et al. (2006)).

2.5 Purchase Involvement

Slama and Tashchian (1985) define purchase involvement as 'a general measure of the self-relevance of purchasing activities to the individual' (pg. 73). The types of involvement found in the consumer behavior literature can be classified into two general groups: (1) product involvement and purchase involvement (Clarke & Belk (1978), Howard & Sheth (1969), Hupfer & Gardner (1971), Mittal & Lee (1989)). Product involvement can be described as a situation where a particular consumer expresses constant interest with a particular product category as with computers, cars, etc. As opposed to product involvement, purchase involvement is more temporary in nature as it can occur only when making a purchase (Clarke and Belk (1979)). In other words, purchase involvement is context-specific as it may be affected by various situational factors.

According to Foxall and Goldsmith (1994) situational factors consist of five dimensions: (1) physical surroundings; (2) social surroundings; (3) temporal issues; (4) task definition and (5) antecedent states.

A number of studies have examined the effects of situational factors on decision making (Belk (1974), Duncan & Capella (1995), Gehrt et al. (1991), Klein & Manjit (1989), Newman & Foxall (2003)). These studies show that situational variables have a significant effect on consumer decision-making. In Belk's study, for example, situational main effects and interactions explained almost 50% of variance in meat and snack preferences. In another study (Duncan and Capella, 1995) it was demonstrated that shoppers spend less time making a purchase when under time pressure.

The abovementioned situational factors are, however, not the only factors that are likely to affect consumer behavior. Hadjimarcou & Hu's (1999) were the first to study the effect of apparently another situational factor, ambient task complexity, on information processing. Hadjimarcou & Hu define ambient task complexity as "any cognitively demanding judgmental task required of or brought upon an individual that is the result of cognitive complexity related to *events* (emphasis added) often remotely connected to the task at hand per se, but may otherwise bear some weight on the context in which evaluations are made" (Hadjimarcou & Hu, 1999, p. 586). This implies that consumers' feelings that have no connection to an evaluation process at hand are likely to become unusually salient and impact their decision-making process.

COO cues are one of the many informational cues consumers take into consideration prior to making a purchase decision. But since COO cues cannot be used to describe a situation, they are not considered to be part of the several situational factors that are likely to impact consumers' behavior.

However, COO cues may trigger consumers' memory of a particular ambient event (e.g. memories of the Holocaust), thereby making them important to consumers' decision-making process in particular situations. Thus, consumers may pay more attention to COO cues in particular situations. This is likely to result from the fact that the more it is difficult for consumers to evaluate a product the more it is likely that they will depend on extrinsic product cues (e.g. COO) in assessing product quality and product choice (Kwon (1990), Li et al. (2000), Park & Hastak (1994), Richardson et al. (1994)). It would seem that consumers tend to pay more attention to extrinsic cues such as COO when their level of involvement is high (Li & Wyer (1994)).

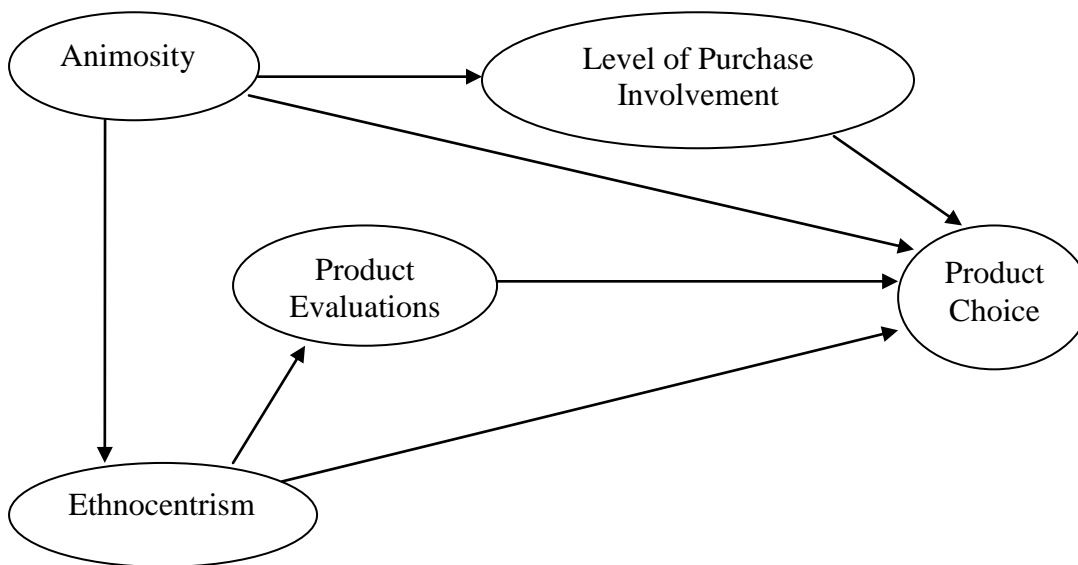
3. Conceptual Framework

The purpose of some of the studies that have investigated the effects of animosity on consumer behavior was to examine how demographic variables such as age, income and gender moderate consumer animosity (Klein et al. (1998)). But other studies, in an apparent attempt to learn what precursors may increase or decrease consumer animosity, have focused on antecedents such as dogmatism, nationalism and internationalism (Shoham et al. (2006)).

However, to the best knowledge of the authors of the present study, animosity's potential consequences on purchase involvement have not been investigated by previous studies.

The model tested in the present study (see Figure 2) builds on "The Model of Foreign Product Purchase" developed by Klein et al. (1998). Incorporating the involvement construct in the animosity model would contribute to a better understanding of why animosity affects product choice. Currently, we only know when animosity affects willingness to buy or product choice but we still do not know how. Thus, understanding the relationship between these two constructs could provide researchers and practitioners alike with a clearer picture of why consumers would choose one product over another when they harbor animosity.

Figure 2 – The Modified Animosity Model of Foreign Product Purchase



4. Methodology

4.1 Hypothesis

A review of the related literature suggests the possibility that COO cues are likely to trigger feelings of animosity which, in turn, impact consumers' level of purchase involvement (Klein (1999), Russell & Russell (2006)). Hence, it can be assumed that consumer animosity's effect on consumer behavior is mediated by involvement. Although the theoretical relationship between animosity and purchase involvement has been suggested in previous studies (Klein (1999), Russell & Russell (2006)), no empirical research has been conducted to investigate this relationship. Thus, the present study was conducted with the aim of testing the following hypothesis:

Consumer involvement affects consumers' level of purchase involvement.

4.2 Participants

Data was collected during the winter of 2009/2010. The investigation was conducted in the Tel-Aviv metropolitan area. 176 consumers were intercepted at random outside electronic stores and supermarkets using the mall-intercept method. 100 consumers agreed to take part in the study (response rate: 57%). The sample comprised of 43 males and 57 females. Their age ranged between 18 and 65.

4.3 Choice of Countries

Israel was chosen as one of the COO proxies for several reasons. The first reason is linked to the difference between animosity and ethnocentrism. Feelings of animosity affect consumer behavior when a consumer has to choose between two foreign products. Ethnocentrism, however, is pronounced when a consumer has to choose between a foreign product and a domestic alternative. Although consumer animosity and consumer ethnocentrism are different, they are related. The greater the level of animosity harbored by a consumer the more he or she is likely to be ethnocentric. Thus, because of this relationship between animosity and ethnocentrism, researchers need to eliminate the possibility that respondents or subjects of research have avoided buying products from a given country due ethnocentrism rather than animosity. The only manner in which they can do this is by employing two foreign COO proxies and one domestic COO proxy.

Economic animosity can result from two reasons: trade disagreements between countries (Klein and Morris (1996), Klein & Ettenson (1999), Hinck et al. (2004)) and feelings of economic dominance or aggression (Klein et al. (1998)). Economic animosity is more likely to be prevalent in small nations or economies, where the population may be discontent with the fact that their country's economy is dominated by a larger and stronger country. These feelings may lead to general animosity and in turn to reluctance to buy products from the country in question (Nijssen and Douglas, 2004)). Because German is one of Israel's most important trade partners and because Israel is dependent on importation from Germany, Israeli Jews might feel that Germany is taking advantage of them and their small country.

Finally, the U.S. was also considered as a possible COO proxy. The U.S. is considered a good candidate for several reasons. First, while it is one of Israel's most important trade partners (CBS (2008)), there is no history of animosity between the Jewish nation and the US. Second, products made-in the U.S. are highly regarded (Leonidou (2007)). Thus, it appears that the U.S. would make a good alternative to Germany.

4.4 Design

The purpose of the present study is to examine whether economic animosity effects purchase involvement. This study is a 1 product (shower gel) * 2 economic animosity (high vs. low)* 3 COO (Israel, USA, Germany) between subjects design. Because the effect of COO cues depends upon the order in which they appear (Pecotich & Ward (2007)), the order of the product attributes was rotated so as to avoid order effects. All other product attributes (price and quantity) were kept constant. All subjects were exposed to a statement about the present trade relations between Israel and Germany. Subjects assigned to the low animosity experimental treatment comprised the control group. The subjects in the control read a positive statement about the current trade relations between the two countries. The subjects assigned to the high animosity experimental treatment comprised the experimental group. These subjects read a negative statement about the trade relations between the two countries (see Appendix A). Both statements were adapted from Russell & Russell (2006). Subjects' purchase involvement was measured both before and after the manipulation of economic animosity so as to examine whether there were any statistically significant differences between the two measurements of involvement.

4.5 Product Stimuli

The product stimuli employed in this study are shower gels. Because shower gels (i.e. perishable product) are assumed to be associated with low purchase involvement, it would be easier to observe differences in the level of purchase involvement as a result of the different experimental treatments than would be the case with durable products such as refrigerators.

4.6 Measuring Instrument

The scales employed in the present study (general animosity, war animosity, economic animosity, product familiarity, Purchase Decision Involvement, product judgments, the CETSCALE, product choice) have been adapted from previous studies. All of these scales were measured on 7-point Likert scales.

Klein's (2002) 7-point scale items were employed to measure general animosity, war animosity, and economic animosity. These items were adapted to the present study as researchers have used them in various countries including Australia (Ettenson and Klein (2005)), China (Klein et al. (1998)), The Netherlands (Nijssen and Douglas (2004)), Israel (Shoham et al. (2006)), the US (Klein (2002)). Cronbach's alpha, the convergent validity, construct reliability and validity were all satisfactorily high in all these studies.

Mittal's (1983) Purchase Decision Involvement scale was employed to measure purchase involvement. The scale consists of three items measured on a 7 point Likert scale. The cutoff point is determined by averaging the total score. Individuals who have scored below average would be considered to have low involvement and vice versa. In line with previous research, median scores were calculated during the analyses (Quester and Smart (1998)).

The items measuring the judgments of product quality construct were adapted from Klein et al. (1998). The scale items were originally developed by Darling and Arnold (1988), and Darling and Wood (1990). The construct includes six items measured on a seven point Likert scale.

The original CETSCALE developed to measure ethnocentrism included 17 items (Shimp & Sharma (1987)). However, later studies have used a shorter 10-item scale to measure ethnocentrism. The findings of these studies demonstrate that the shorter scale is as reliable as the 17-item scale. Hence, shorter 10-item scale has been adapted to the present study. Klein's (2002) single item scale was employed to measure product choice.

5. Analysis

Confirmatory factor analysis was employed to measure the reliability of scales used in the present study. An ANOVA analysis was conducted to examine the differences between subjects in the sample.

6. Results

6.1 Construct Reliability

6.1.1 Purchase Decision Involvement

Cronbach's α in the PDI scale measured prior to the manipulation of economic animosity is 0.665 is which is slightly lower than the acceptable range of 0.7 – 0.89 (Nijssen & Douglas (2004)).

In order to discover which item did not load well with the construct, an inter-correlations table was generated. It was found that item number 3 has a low correlation with both item number one and item number two (see Table 1). Thus, the author of the present study decided to re-test the constructs internal reliability but this time excluding item number 3. When item number was dropped from the analysis Cronbach's α increased to 0.809. This shows that the Cronbach's α was low when all three items were used because item # 3 did not load well with the construct.

Table 1 – Cronbach's α of PDI Scale Before and After Treatment.

Item #	PDI (before manipulation) Cronbach's α (0.665)	PDI (after manipulation) Cronbach's α (0.816)
1	In selecting from the many types and brands of refrigerators available in the market, would you say that: (1) I would not care as to which I buy (7) I would care a great deal as to which I buy	While examining the three refrigerators made available to you in this experiment, would you say that: (1) I did not care as to which refrigerator I buy (7) I cared a great deal as to which refrigerator I buy
2	How important to you would it be to make the right choice of this product? (1) Not at all important (7) Not at all important	How important to you was it to make the right choice of a refrigerator? (1) Not at all important (7) Not at all important
3	In making your selection of this product, how concerned would you be about the outcome of your choice? (1) not at all concerned (7) very much concerned	In making your selection of a refrigerator, how concerned were you be about the outcome of your choice? (1) not at all concerned (7) very much concerned

6.1.2 Consumer Animosity

Cronbach's α scores were within the acceptable range of reliability in the case of both general animosity (0.753) and war animosity (0.707). Subjects assigned to the experimental group scored 3.09 (on average) on the economic animosity scale. The average score in the control group, however, was lower (2.63). The average score on the war animosity scale is much higher than it is on the economic animosity scale. Subjects assigned to the experimental group scored 5.46 (on average) on the economic animosity scale. The average score in the control group, however, was lower (5.28).

6.1.3 CETSCALE

Cronbach's α (0.935) of the CETSCALE adapted to the present study is in line with the findings of previous studies that have used the 10-item scale and show that it is as reliable as the longer 17-item scale.

6.2 The Effects of the Treatment Conditions Purchase Involvement

An ANOVA (Multivariate analysis) was conducted to examine the differences between the two experimental groups regarding purchase involvement prior to the treatment. There were differences in the average scores on the PDI scale between subjects assigned to the high animosity group and those assigned to the low animosity group. The average score of those assigned to the high animosity group is 3.85 while the average score of those assigned to the low animosity group is 3.67. However, there were no statistically significant differences between the two groups.

$$P = 0.502; F(2, 100) = 0.454 \text{ (PI1)}$$

Notwithstanding the statistically insignificant results observed before the treatment, a statistically significant difference was found between the groups in their level of purchase involvement after treatment. Thus, the hypothesis that purchase involvement is likely to increase consumers' level of purchase involvement is supported.

No statistically significant difference was found between the treatment groups regarding the other variables (see Table 2).

Table 2 - Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Treatment	Purchase Involvement After Treatment (mean)	10.862	1	10.862	4.735	.032
	Familiarity with German Products	1.871	1	1.871	.815	.369
	Familiarity with American Products	5.623	1	5.623	2.396	.125
	Economic Animosity mean	3.080	1	3.080	2.302	.133
	GAmean	.981	1	.981	.514	.475
	Wamean	.582	1	.582	.285	.595
	Purchase Involvement1 mean	1.623	1	1.623	.906	.344

A positive correlation was found between PDI before treatment and PDI after treatment. As a result, an additional ANOVA test was conducted with all variables, this time however, PDI after treatment was treated as a co-factor rather than as a dependent variable. After this test the statistically significant difference between the groups slightly dropped. In particular, no statistically significant difference was observed at the 0.95 confidence interval between the groups neither concerning economic animosity ($p = 0.09$; $F(2,100) = 2.901$) nor purchase involvement ($p = 0.077$; $F(2,100)=3.201$).

7. Discussion and Conclusions

The findings of the current pilot study indicate that ambient events, such as the Holocaust could increase consumers' level of purchase involvement indirectly through COO cues. This study shows there is a marginal statistically significant difference between the two treatment groups regarding PDI after treatment. Consequently, it is possible that what really affected purchase involvement was not the treatment per se but rather a different variable unrelated to the treatment itself. In other words, it is likely that the treatment only amplified the high level of purchase involvement and economic animosity that has already existed. There are a number of factors that could have had an impact on purchase involvement. However, subjects' purchase involvement was re-measured after going through two major stages in the experiment. First, subjects have read a statement about the current Israeli-German trade relations. Then, they were given three alternatives of a single shower gel and they were requested to choose one alternative.

Thus, if the manipulation of economic animosity has not increased subjects' level of purchase involvement, then there is only other reasonable possibility: subjects' level of purchase involvement has increased probably because they were required to choose from three alternatives among which one was made in Germany. In other words, the increase in purchase involvement could be connected to Germany's role in the Holocaust. According to the results of the present study, some Israeli consumers harbor feelings of animosity towards Germany because of its role in WWII. Over the years various advertising campaigns have used scenes and characters that inevitably bring back memories of the Holocaust. Consequently, governments around the world should establish bodies with the legal power to sanction websites that violate laws intended to protect sensitive populations such as Holocaust survivors.

8. Study Limitations and Directions for Future Research

The present investigation has several limitations. First, the research is exploratory in nature. Consequently, a relatively small sample was employed to examine the relationship between consumer animosity and purchase involvement. However, similar sample sizes were employed in previous pilot studies (Dholakia (2001), O'Casey (2000)). Second, a single product category was employed in the current research. It would be interesting to see whether a positive association will be observed between consumer animosity purchase involvement with other product (high involvement) categories such as computers, televisions, cars, etc. Finally, the study described here was conducted in a single country (Israel) and in a particular context (the Holocaust). Hence, the results of the study should be treated with caution when extrapolating to other countries and contexts.

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