

Impact of Consumer Animosity of Iranian toward Saudi Arabia on the Purchase Decisions

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ABSTRACT: Purpose of this study is impact of consume animosity on the impulse buying this study use a between subject factorial design. First a pre-test for select country with high and low animosity for Iranian people and also choose comments that can take to account as positive EWOM had been done. Animosity toward manufacturer country cannot hinder Irresistible desire to impulse buying. But normative evaluation or Afraid of social consequences can reduce likely to impulse purchase Among Iranians. EWOM as a new marketing stimulus increases Chance of impulse Buying. In previous research, regardless of division types of buying, only was studied relationship between animosities and planned buying. Also compare the role of consumer animosity and normative evaluation as two phenomena with different source was a new topic in this research.

Keywords: Consumer Animosity, EWOM, Normative Evaluation, Impulse Buying.

INTRODUCTION

Marketing managers face daily with a large set of new challenges and opportunities. The decision about where to produce, how to enter the international markets and marketing communications strategies all have a dramatic effect on the performance of marketing and the entire company. On the other hand consumers with a wide range of domestic and foreign products and different brands have faced. Understanding the basis for decision-making process and selection of brands and products subject is strategically important for marketing managers. International marketing of consumer purchase decision process much more complex and more factors that will be effective. Among the large number of studies on the origin of some developing countries is focused on extending its function in comparison with other developed countries have. But recent studies have questioned this generalization. For example, in 1998, Klein et al have shown that Chinese consumers in Nanjing (the area during World War II, Japan has been occupied for eight years) from buying products made in Japan because of its hostility towards refused they do. stated that ethnicity has a negative effect on the willingness of consumers to buy foreign goods by Australian consumers. This study shows that the willingness to buy foreign products simple function of the level of development of the product, but ethnicity and different consumer attitudes also affect the choice. The impact of these factors on consumers' purchasing behavior in the present and the tensions between the various countries takes on greater importance. Stresses that may be caused by border disputes, economic, diplomatic difficulties or religious disputes. Limiting relations or even military conflicts these tensions are inevitable consequences. But the tensions in the marketing world as well as the consequences and the impact on the purchasing behavior of consumers towards products manufactured by companies in the country are examined in many studies is trespassing

Klein et al (1998) study was the first to introduce the concept of consumer hostility tensions between the two countries linked to consumer purchasing behavior. His consumer hostility and hatred left over from conflicts, political, economic or military knows during the past or the desire to buy products produced by the companies' hostile influences. The judge also noted that hostility towards foreign products does not affect consumers. In other words, although consumers may be deemed acceptable quality products but reluctant to buy

them. For this reason, it can be seen that the impact of the country of origin of the first study on purchasing behavior independent of the quality of the products knows. Clean the hostility of war and hostility from economic issues to distinguish a subject that was addressed in subsequent studies. Consumer hostility in the study as a second-order structures are considered a subset of the hostility caused by the war and economic hostility. It is also observed in the present study.

Consumer hostility to any sort of discrimination between domestic products and products of a specific country by Klein et al (1998) is defined as: antipathy events associated with the military, political and economic influence on purchasing foreign products. Several studies over the last ten years shows that consumer hostility toward a specific country or region could be pushed back significantly reduced its sales of products subject among North American consumers, Europe, Australia, China and South Korea (Klein et al., 1998) Middle East (Shoham et al., 2006). Studies also a clear framework as the basis for hostility consumer research among domestic exposed to foreign goods have used. Unlike many studies, literature review shows that not enough attention to factors and consequences of hostility are not consumers. Only the Shoham and others in 2006 and in 1999 clean and variables such as age, religious fanaticism and nationalism as variables have been introduced. In addition, conflicting evidence about the effect of consumer hostility on consumer judgments about the quality of the product and purchasing foreign products is available. Han in 1989 showed that only affects the image of the product quality evaluation. On the other hand Klein et al. (1998) have shown that consumer animosity judgment does not impact the consumer of the product quality is positively related to purchase intention. On the contrary, the study by Shoham et al (2006) have shown that consumer hostility and judgment both on the intention to leave the negative impact.

Social identity theory realistic group conflict theory

The idea is that people tend to self-esteem and their mental picture of your category and others in two categories: "the Group" (itself) and "out-groups" (unconscious) that naturally exist in communities to upgrade and improve with people outside the group and try to distinguish between the groups with respect to their group and discrimination against others preferred to maintain. Against life are perceived within the group. Negative perceptions that may be due to inadequate experience in contact with people outside the group. Limited resources also makes the out-group to be considered as a threat against the life of the group. The perception of a threat from outside the group can increase the feeling of hatred towards them as well as the cohesion within the group.

Select countries to study

Previous research, including Batra et al (2000) has been the focus of future research should be focused on consumers in countries other than the United States is hostile to increase the effectiveness of existing knowledge for the international marketing managers. According to the study, which evaluated the effect of hostilities on a temporary consumer products, as well as the intention was to teach quality. Saudi Arabia has been selected as a target for Iranian consumers. The recent incident in which two police security at the airport in Jeddah, Saudi Arabia Iranian passenger airport to the sexual assault have caused a negative reaction and hatred of Iran. The negative stance towards nuclear negotiations between Iran and Saudi Arabia and has taken major world powers that it causes negative feelings against the country's forces in Iran. Iran also saw the involvement of Saudi Arabia, Yemen's internal conflicts which even led to military action against the people of Yemen. The majority of the Yemeni people as people are Shiite Iran and the murder of Iranian hatred was caused by military Arabia. So it can be concluded that a set of historical factors, political, economic and religious hostility against the people of Iran, Saudi Arabia is sent. Judgments about the quality of foreign products can be very complex. This complexity is one of the factors that increase is consumer hostility. But its effect on product quality circles Kadamyk judge is suspected. Studies have shown that not have a negative impact on the purchase decision. For example, Klein (2002) noted that the consumer hostility effect on his mental image of the target country does not and he is not only the country of purchase. On the other hand, most research has been done on the origin of production in recent years have been built on the premise that consumers of the name of the country as a sign of the quality of the product. According to social cognitive theory can be said that a group of people with beliefs and values are aligned to each other foreign groups are preferred. Several studies have been conducted to investigate this phenomenon in individual countries and demonstrated those differences in national level as well as the perceived threat of judgment on the quality and purchasing influences.

Those conservative traditions and institutions inherited from the past to fear. They turn away and rarely change their tone. Conservatism can be considered for these characteristics: religious fundamentalism, insists on strict rules and punishments, tradition and principles and ideology anti-pleasure. In the investigations made about the origins of an inverse relationship between conservatism and attitude toward foreign goods. According to a conservative view of the negative and positive attitude toward domestic production and imports. The studies on the relationship between conservatism and consumer ethnocentrism has been shown that people are more

conservative ethnicity. Accordingly, it can be expected that increasing conservatism in consumer characteristics could increase his hostility toward a specific country to be. Therefore, the following hypothesis is presented:

H1: Iranian consumers, who are more conservative traits than Saudi feels hostility.

Oral statements electronically

According to oral communications product that is among those who think product independent vendor in the media that they are independent of the company is ongoing. This informal communication among people who trade interests in encouraging others not to purchase goods or services and therefore have no incentive to distort reality in favor of a particular product. While at first oral statements refer to the conversations between consumer's person to use the Internet and especially the emergence of Web 2.0 creates a new version of oral statements, which are less personal and the very wide range of users principally. These new electronic oral statements naming Davis and Khznchy (2008) oral statements can be defined as follows: a positive or negative statement by customers, previous real or a product or the company is to collect a wide range of people through the Internet. It is assumed that because most people through blogs, websites, social networks are more effective (Chatterjee, 2001) as well as through social networks can provide feedback that more credit than-generated content marketing. It seems that consumer hostility towards a particular country reduces its production be positive word of mouth advertising. The consumer knowledge sharing on the Internet in recent years has been a popular research area, most studies in this field focused on the factors that cause consumers to share knowledge and information through the Internet and less focused his research on the factors which makes the comments on the Internet should be used in the purchase decision. It seems that according to comments about a product in the social networks has an important role in the desire to purchase.

H2: Iranian consumers have a negative effect on the verbal hostility toward products Saudi Arabia. Several studies have confirmed that positive oral statements on attitudes and consumer behavior has a significant impact (Chatterjee, 2001) exchange of information in the context of states that information at the time of first exposure to positive (or negative) positive attitude in the minds of the audience (or rejection) of the which leads to positive behavior (or negative) than the phenomena. The next oral statements cannot change the impact of the first encounter. It can be confirmed due to the positive impact of electronic, oral statements on the attitude and behavior of people assumed that:

H3: increasing positive oral statements about products Saudi Arabia, Saudi Arabia's increased willingness to purchase products.

Judgments about the quality of foreign products

The evaluation process goods and services produced in foreign countries more complex process than domestic goods during the evaluation. On whether the consumer hostility role in evaluating the quality of foreign products or not there are conflicting views. Some studies have shown that the effect of hostility on the consumer purchase decision is independent of judgment on the quality. For example, according to Klein believes consumers who are hostile towards a country goods produced by the country's image degradation or distortion, but they simply do not buy this product are negligible. Therefore hostility towards a country that has no effect on the assessment of outputs. On the other hand, studies on the origin of the name of the country were based on an assessment of the impact on consumers of the quality of the product. According to Hung opinion and Weir reputation of producing even more effective than objective information on consumer product is its specialty.

H4: Consumers Iranian hostility significant negative effect on judgments about the quality of products Saudi Arabia.

H5: Saudi judge the quality of products has a positive effect on purchasing Iranian consumers.

Willingness to Order

Contrary to the conflict in the relationship between the consumer and the judge consumer hostility there, previous studies in this area are clear that increasing hostility towards a country, reduced consumers' willingness to purchase the products of the country (Shin 2001). In this study the effect of hostility on the consumer's willingness to purchase Iranian consumers are tested.

H6: Iranian hostility negative effect on consumers' intention to purchase products Saudi Arabia

METHODOLOGY

Information needed for the study through a questionnaire survey among students of Islamic Azad University, Science and Research Branch Tehran has been collected. Because of the student class education and awareness, access to and pursuit of stories about the history of the relations of Iran and Saudi Arabia and

between political and economic events and said. The students in the study of consumer behavior and the use of marketing research are very common and they are working better than the rest of the researcher. Our statistics society is 253. considerate to the “ Korgecy And Morgan “ table have determined sample size 382 .for this research we use random sampling with proportionate blocks with society size. For the first divided with college , after that for choosing samples our method is random systematic which did sampling in front of entrance each college .the population of each society is known .the number of each college samples is determined with society size of each college compare to general society size.

Table 1. Number of samples compare with colleges.

College	Management and economy	Science	engineering	Humanities
Proportion	17.20	22.5	29.04	31.26
Number of sample	66	86	110	120

With prediction that 30% of answers are failed or wrong, has provided 496 questionnaires. Inspection of answers showed that 410 questionnaire was helpful. Conclusion of this research is resulting of analysis this questionnaire. Give out 260 questionnaires between collegians, after inspection 246 units were eseful.63% of replier were girls (155 units), 37% were boys (91 units). 2% PHD student (5 unit), 52% MSC student (127 unit), 46% BSC student (114 unit),31% were under 25 years old (73 unit), 32%were 25 to 30 years old(80 unit), 33% were 31 to 35 years old(82 unit), and 0.04 % were above 36 years old (11unit).

Measurement

Measurement tool in this research is based on before investigation about consumer enmity that almost has English language. With notice to this matter, translate questionnaire with “converse translate” (in this method, for first translate o one language to another language after that third person retranslate to the base language) use of this method is for avoid of imbroglio. In this research for structure measurement use multiple structures – which you can see in the appendage-

Consumer enmity is structure that shows the level of consumer opposition in front of one nation. Consumer enmity shows with less than 3 subset:

- General hostility in front of one nation
- Hostility arising from past wars or current wars
- Hostility arising from past economic event or current economic event

Like Kelin research, for general hostility we used only one item. For measurement hostility arising from wars used 3 items and hostility arising from economic event used 4 items. These items have provided with same search and studies and conforming to our goal in this research. The scale for product verdict measurement inspection the perceived quality of products that come from Saudi Arabia. The scale for buying tendency, measure the tendency of customers for buying the products that come from Saudi Arabia. In this item, have measured attitude proportion tradition, discipline social and national security. After analysis result, function and confidence capability with 6.18 and 6.09 score have the most important specialized of all. And based on both of them build 4item for electronics oral saying. Final coefficient for scales shows in table number 1.that is over 0.7 for all. Also in table number 2 providing a summary of index of goodness of fit for measurement model. As you can see, all the scales show the acceptable level for goodness of fit (with more than 0.9 for CFI-GFI-IFI-and Alfa coefficient is 0.7).

RESULTS

Table 2. Indices Measures.

Structures	X ²	df	P value	CFI	GFI	IFI	α	No of item
Hostility of war	13.23	4	0.01	0.93	0.94	0.96	0.86	3
Economic hostility	13.97	4	0.01	0.97	0.96	0.96	0.82	4
Judgment product	34.23	10	0.00	0.92	0.93	0.92	0.85	5
Willingness to Order	22.87	10	0.00	0.96	0.97	0.97	0.81	5
According to oral	28.90	10	0.00	0.97	0.98	0.98	0.85	4

For effective compliance with the target audience in a pre-test questionnaire was used. First, an initial questionnaire was given to 25 participants and they were asked about the writing and the clarity of their statements and comments. After collecting the opinions and applying the final questionnaire was prepared. To ensure the validity of the measures used in this study, confirmatory factor analysis (CFA) was used in Table

3 that the factor loadings of the threshold of 0.05 at a significance level were higher 0.005 is the average variance (AVE) for all structures is greater than the 0.5 threshold.

Table 3. Results of confirmatory factor analysis.

	Structures practice time items	AVE
Hostility of war	1	0.70
	2	0.79
	3	0.72
Economic hostility	1	0.62
	2	0.71
	3	0.78
	4	0.82
	5	0.52
Judgment product	1	0.73
	2	0.82
	3	0.79
	4	0.85
	5	0.71
Willingness to Order	1	0.85
	2	0.85
	3	0.63
	4	0.53
	5	0.77
Electronic oral statements	1	0.91
	2	0.88
	3	0.87
	4	0.89

Analysis

Before analyzing the data to find out the missing values or out of range of the exposure. There's dropped down and the amount of missing data are analyzed by the EM algorithm in the software SRS. The proposed value of $p = 0.006$ $p > 0.000$ is higher. Structural equation modeling was used to test the hypotheses. Structural equation creates the possibility that a series of separate but related regression equations simultaneously by statistical programs estimated. The information about the direct effect of a variable on other variables or indirect effect by an additional variable that will be presented between them. LISREL software to implement structural equations used in this study is that the results are presented in Table 5. The parameters on the basis of the model outputs are shown in Table 4. As can be seen, these values within the threshold specified by and others (2006) is located.

Table 4. Parameters of the model.

Index	Value
p-value	0.92
Chi-square/df	0.01
RMR	0.000331
RMSEA	0.00053
CFI	0.99
GFI	0.99

These inferences can be made from the output of the correlation considered: First, the relationship between conservatism and hostility consumer is established. This hypothesis is strongly confirmed ($R = 0.35$, t -value = 3.47, $p = 0.03$). Therefore, increasing the hostility of consumer conservatism is increasing. The second hypothesis negative relationship between consumer hostility and verbal statements from positive-mail this product has been tested been confirmed. $R = -0.27$, t -value = -3.02, $p = 0.041$), thus increasing the level of consumer hostility reduced consumer willingness to disseminate positive information about the target country is. The third hypothesis positive relationship between oral statements and willingness to buy the product was studied. This hypothesis has been confirmed ($R = 0.22$, t -value = 2.75, $p = 0.043$) increase the amount of

information was published by the user in a virtual environment is increased willingness to buy foreign products. The fourth hypothesis hostility in the relationship between consumers and judge the quality of the product is evaluated. This hypothesis is not confirmed. ($R = 0.037$, $t\text{-value} = 0.47$, $p = 0.34$) in the fifth hypothesis relationship between judgment about the quality of the product and the willingness to buy foreign products is investigated. ($R = 0.42$, $t\text{-value} = 4.23$, $p = 0.031$), this hypothesis has been confirmed. It can be concluded that a better understanding of consumers about the quality of his product increases the chance of shopping. The sixth hypothesis of a negative relationship between consumer hostility and willingness to buy foreign products is. The assumption is based on the outputs of statistical analysis has been confirmed. ($R = -0.45$, $t\text{-value} = -4.88$, $p = 0.01$), thus increasing hostility towards a country's consumers can reduce their willingness to purchase the products of the country.

Table 5. Results of testing theories by using structural equation.

Hypothesis	Variables	Standard rate	t-value/p-value
1	Conservative / aggressive consumer	0.35	3.47/ 0.03*
2	Hostility consumer / oral statements	-0.27	-3.02/ 0.04*
3	Positive oral statements / willingness to purchase products	0.22	2.75/0.043*
4	Hostility consumer / judge the quality of the product	0.037	0.47/0.34
5	Judging the quality / willingness to buy foreign products	0.42	*4.23/0.031
6	Hostility consumer / willingness to buy foreign products	-0.45	-4.88/0.01*

* Significant at 0.05

DISCUSSION AND CONCLUSION

The aim of this study is to answer three main questions are: 1. Are people more hostility toward Iran's conservative Saudi Arabia the show? 2. Does the hostility of Iran towards its consumers on the positive oral statements about the products of this country have a negative effect? 3. Iranian hostility to Saudi consumers judge products of this country and want to buy products affected? Based on conservative structures mean score (23.4 out of 7) it is clear that the conservative Iranian consumers are moderate. Also according to the mean consumer hostility structures (17.5 of 7) was concluded relatively high consumer's hostility to Saudi model. Klein showed a negative study on the desire to purchase foreign products is consumer hostility. He also states that the hostile relationship between the consumer and judgments about the quality of foreign products there. As mentioned earlier, at the same time, the consumer can be attributed to a particular country may show hostility over the country's positive assessment to product quality. The results of this study suggest that this is true for consumers Iran. Although they have shown hostility over to Saudi Arabia, but the impact on their assessment of the products of this country.

In response to another question about the impact of conservatism on hostility consumer research results show this relation is confirmed. In other words, high levels of trait conservatism May Iranians to show their hostility than Saudi Arabia. As was said in the study of the history of this study examines the relationship between these two structures is found. But the effect of conservatism on the structure of consumer ethnocentrism has been studied in several research also identified in which conservatism has a positive effect on ethnicity.

In another part of this study was to investigate the relationship between the oral and electronic consumer hostility to foreign products has been positive. This relationship has been studied for the first time in this study. Iranian consumers desire to purchase virtual goods increased research also a positive relationship between oral statements electronically and similar structures have been confirmed. Negative reaction to the policies of Saudi Arabia against Iran, as opposed to the nuclear deal between Iran and six world powers and events Jeddah airport users increased Iranian hostility toward this country. This hostility to reduce Iranian consumers desire to purchase products of this country and sharing positive information about them is reduced by Iranians in a virtual environment. Previous studies have shown that even the excellent technical characteristics of the products cannot be retaliated against feelings of hostility consumer. It seems that marketing managers of companies that want to export goods or services to Iran, Saudi Arabia, should consumer's regularly Iranian hostility toward Saudi measured level and the high level of measures to reduce its impact consider it.

Conclusions, limitations and future research directions

This study investigates the role of consumer hostility on purchasing foreign products and advertisement by word of mouth and judgments about Iranian foreign products among consumers to purchase products of Saudi Arabia's results show that:

- Iranian consumers a high level of hostility to Saudi Arabia shows.
- On the characteristics of conservative hostility to Saudi influence.
- Hostility consumers' willingness to purchase products Saudi Arabia have negative effects.
- Consumer Iranian hostility makes consumers less information about the products of Saudi Arabia to share.
- Oral statements made by Iranian consumers' willingness to buy foreign products are electronically enhanced.

The study also had limitations. First, we can say that is not focused on a specific product category and may result in any particular product class for further studies to evaluate the results of the other recommended pay in certain product categories. The study was conducted over a specified period of time and longitudinal studies may be useful. This study was conducted in the city of Isfahan where people are Shia studies in other parts of Iran especially in Sunni areas could lead different results.

Conflict of interest

The authors declare no conflict of interest

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