

AN INTEGRATIVE FRAMEWORK OF REPURCHASE INTENTIONS WITH THE EFFECTS OF CONSUMER ETHNOCENTRISM AND CONSUMER ANIMOSITY WITH MEDIATING ROLE OF CONSUMER LOYALTY

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Abstract

Present study is about an integrative framework of repurchase intentions with the effects of consumer ethnocentrism and consumer animosity with mediating role of consumer loyalty. Study then proposed a theoretical framework after the extensive literature review. Contemporary study framework consists of four (4) constructs and six (6) hypothesis. Study model was tested using SPSS, where 376 valid responses were obtained from different sources such as sharing the unique link for survey on (social media channels) and some questionnaires were distributed in store in the capital city Riyadh Saudi Arabia. The relevant tests, including descriptive analysis and examination of all demographic data, were carried out. Testing for measurement validity and reliability, including Cronbach alpha, was done. The hypothesis and correlation test were then conducted in a manner identical to that which was done following the standard deviation and correlation tests. All of the considered hypotheses were shown to be significant and to have a positive association with one another after all relevant tests had been run.

Keywords: ethnocentrism, animosity, loyalty, repurchase intention

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1- INTRODUCTION

Consumer ethnocentrism is a term used to describe the beliefs held by consumers about the appropriateness, indeed morality, of purchasing foreign products. This concept was first developed by Shimp and Sharma in 1987, and it proposes that ethnocentric consumers believe it is wrong to buy imported products because it can harm the domestic economy, reduces jobs, and is basically unpatriotic (Shimp & Sharma, 1987).

Consumer loyalty is a widely studied area in the field of marketing and consumer behavior. As evident, consumer loyalty is a multifaceted concept that has been studied from multiple angles including the cognitive processes of consumers, the role of attitudes and behaviors, the impact of service quality, the effectiveness of loyalty programs, and the importance of trust in multi contexts (Dick & Basu, 1994; Oliver, 1999; Reichheld & Sasser, 1990; Sharp & Sharp, 1997).

Consumer animosity is a concept that refers to the anger and resentment that consumers in one country may feel towards another country, often due to geopolitical events or conflicts. This animosity can impact consumers' willingness to purchase products from the country they feel animosity towards. animosity model of foreign product purchase, demonstrating how historical and political conflicts can influence consumers' purchasing decisions (Klein et al., 1998).

Repurchase intention refers to the likelihood that a customer will choose to buy a product or service again from the same company. It's a critical factor in assessing the success of businesses and is closely linked to customer satisfaction, customer loyalty, and customer retention.

2- DEVELOPMENT OF HYPOTHESES

2.1- Consumer ethnocentrism and consumer animosity

Consumer Ethnocentrism and Consumer Animosity are related concepts that explore how societal and geopolitical factors can influence consumer behavior. The term consumer ethnocentrism was introduced by (Shimp & Sharma, 1987) and describes consumers' tendencies to view their own country's products as superior and believe that it is inappropriate or even immoral to purchase foreign goods. Ethnocentric consumers feel a sense of responsibility towards their own national economy, so they favor domestic products in order to protect local jobs and industries.

However, consumer animosity was introduced by (Klein et al., 1998) for the very first time as a concept that distinct from consumer ethnocentrism. Consumer animosity refers to the remnants of antipathy related to previous or ongoing military, political, or economic events of one country towards another. This can lead consumers to avoid purchasing products from countries towards which they feel animosity, regardless of the objective quality or value of these products.

While both concepts consider the influence of societal-level and geopolitical factors, they focus on slightly different aspects. Consumer ethnocentrism reflects a general preference for domestic products, driven by a sense of national loyalty or economic concern, while consumer animosity represents a specific aversion to another country's products, usually based on historical or ongoing conflicts. Both can co-exist in a consumer and influence their purchasing behavior in complex ways. Understanding these concepts can provide valuable insights for international

marketing strategies, as they can strongly affect consumers' attitudes towards foreign and domestic products.

H1: Consumer ethnocentrism has positive impact on consumer animosity.

2.2- Consumer ethnocentrism and repurchase intentions

Consumer ethnocentrism and repurchase intentions are two important concepts in consumer behavior research. Consumer ethnocentrism refers to the tendency of consumers to favor products that are domestically produced over those that are foreign-made. Repurchase intentions, on the other hand, pertain to a consumer's inclination or willingness to buy a product or service again in the future. In this literature review, we will explore the relationship between consumer ethnocentrism and repurchase intentions, highlighting key findings from relevant studies.

Numerous studies have investigated the impact of consumer ethnocentrism on repurchase intentions across various industries and cultural contexts. One consistent finding is that consumer ethnocentrism tends to negatively influence repurchase intentions for foreign-made products. Consumers with high levels of ethnocentrism are more likely to exhibit a preference for domestic products, resulting in reduced repurchase intentions for foreign alternatives.

For instance, a study by (Bloemer & Odekerken-Schröder, 2002) examined the relationship between consumer ethnocentrism and repurchase intentions among Dutch consumers. The results revealed that ethnocentric consumers displayed lower repurchase intentions for non-domestic products, indicating a clear negative relationship between the two variables.

Similarly, a study conducted by (Hsieh et al., 2004) explored the impact of consumer ethnocentrism on repurchase intentions in the context of Taiwanese consumers. The findings indicated that ethnocentric consumers were less likely to repurchase foreign products, demonstrating a negative association between consumer ethnocentrism and repurchase intentions.

However, it is worth noting that the relationship between consumer ethnocentrism and repurchase intentions may be influenced by various factors, such as product category, consumer knowledge, and perceived product quality. For instance, research by (Akgün et al., 2012) focused on the effects of consumer ethnocentrism on repurchase intentions specifically for durable and non-durable goods. The results showed that while consumer ethnocentrism

negatively influenced repurchase intentions for non-durable goods, it had no significant effect on repurchase intentions for durable goods.

Moreover, studies have also investigated the role of moderating variables in the relationship between consumer ethnocentrism and repurchase intentions. For example, (Lee et al., 2010) explored the moderating effect of consumer knowledge on this relationship. Their findings suggested that consumer knowledge played a crucial role in attenuating the negative impact of ethnocentrism on repurchase intentions. Consumers with higher levels of knowledge were less influenced by ethnocentrism and were more likely to repurchase foreign-made products.

In summary, the literature suggests that consumer ethnocentrism negatively influences repurchase intentions, indicating a preference for domestic products over foreign alternatives. However, the relationship may vary depending on factors such as product category, consumer knowledge, and perceived product quality. Future research could further explore these factors and investigate additional moderators to gain a deeper understanding of the complex dynamics between consumer ethnocentrism and repurchase intentions.

H2: Consumer ethnocentrism has positive impact on repurchase intentions.

2.3- Consumer animosity and repurchase intentions

Consumer animosity and repurchase intentions are two important constructs in consumer behavior research. Consumer animosity refers to a negative emotional response or hostility towards a specific country or its products, typically arising from political, economic, or social conflicts. Repurchase intentions, on the other hand, refer to a consumer's inclination or willingness to buy a product or service again in the future. In this literature review, we will explore the relationship between consumer animosity and repurchase intentions, highlighting key findings from relevant studies.

Several studies have examined the impact of consumer animosity on repurchase intentions across different cultural contexts and industries. The general consensus in the literature suggests that consumer animosity has a significant negative effect on repurchase intentions towards products originating from the target country.

For example, in a study conducted by (Klein et al., 1998), the researchers explored the effects of consumer animosity on repurchase intentions among American consumers during the period of intense trade disputes between the United States and Japan. The findings indicated

that consumer animosity towards Japan had a negative impact on repurchase intentions for Japanese products, suggesting that negative emotions influenced consumer behavior.

Similarly, a study by (Johnson et al., 2012) investigated the impact of consumer animosity on Chinese consumers repurchase intentions towards US products. The results revealed that consumer animosity towards the United States significantly influenced repurchase intentions for American products in China, demonstrating a negative relationship between the two variables.

Furthermore, several studies have also examined the mediating and moderating factors in the relationship between consumer animosity and repurchase intentions. For instance, (Wang et al., 2017) investigated the role of product involvement as a mediator in the relationship between consumer animosity and repurchase intentions towards Japanese products in China. The findings suggested that product involvement partially mediated the negative effect of consumer animosity on repurchase intentions.

In addition, studies have explored the moderating role of factors such as product attributes, country image, and consumer ethnocentrism. For instance, (Han et al., 2016) examined the moderating effect of product attributes on the relationship between consumer animosity and repurchase intentions in the context of South Korean consumers. The results indicated that product attributes, such as quality and price, moderated the negative impact of consumer animosity on repurchase intentions.

In summary, the literature suggests that consumer animosity has a significant negative impact on repurchase intentions towards products from the target country. This relationship is often influenced by mediating variables such as product involvement and can be moderated by factors such as product attributes and country image. Further research is needed to explore additional mediating and moderating factors and to investigate the dynamic nature of consumer animosity and its implications for repurchase intentions.

H3: Consumer animosity has positive impact on repurchase intentions.

2.4- Consumer ethnocentrism and consumer loyalty

Consumer ethnocentrism and consumer loyalty are two important constructs in consumer behavior research. Consumer ethnocentrism refers to the tendency of consumers to favor domestic products over foreign alternatives, while consumer loyalty represents the degree of commitment and repeat purchasing behavior exhibited by consumers towards a particular brand or company (Haseebullah & Saad Alflayeh, 2021). In this literature review, we will

explore the relationship between consumer ethnocentrism and consumer loyalty, highlighting key findings from relevant studies.

Numerous studies have investigated the impact of consumer ethnocentrism on consumer loyalty across various industries and cultural contexts. The general consensus in the literature suggests that consumer ethnocentrism has a significant negative effect on consumer loyalty towards foreign brands or products, while fostering loyalty towards domestic options.

For example, in a study conducted by (Shimp & Sharma, 1987), the researchers explored the relationship between consumer ethnocentrism and consumer loyalty among American consumers. The findings indicated that consumers with higher levels of ethnocentrism were more loyal to American brands, demonstrating a negative association between consumer ethnocentrism and loyalty towards foreign alternatives.

Similarly, a study by (Leonidou et al., 2013) examined the impact of consumer ethnocentrism on consumer loyalty in the context of Greek consumers. The results revealed that ethnocentric consumers exhibited higher levels of loyalty towards domestic brands and were less likely to switch to foreign alternatives, indicating a negative relationship between consumer ethnocentrism and consumer loyalty.

Moreover, studies have also explored the role of mediating and moderating variables in the relationship between consumer ethnocentrism and consumer loyalty. For instance, (Chao et al., 2013) investigated the mediating effect of perceived brand global-ness in the relationship between consumer ethnocentrism and consumer loyalty towards global brands. The findings suggested that perceived brand global-ness partially mediated the negative impact of consumer ethnocentrism on consumer loyalty.

In addition, studies have examined the moderating role of factors such as product category, consumer attitudes, and cultural values. For example, (Wang et al., 2016) explored the moderating effect of consumer attitudes towards foreign countries in the relationship between consumer ethnocentrism and consumer loyalty. The results indicated that consumer attitudes towards foreign countries strengthened the negative impact of ethnocentrism on consumer loyalty towards foreign brands.

In summary, the literature suggests that consumer ethnocentrism has a significant negative impact on consumer loyalty towards foreign brands or products while fostering loyalty towards domestic options (Al Mousa et al., 2022). This relationship is often influenced by mediating variables such as perceived brand Global-ness and can be moderated by factors such as product category and consumer attitudes towards foreign countries. Further research is

needed to explore additional mediating and moderating factors and to investigate the dynamics of consumer ethnocentrism and its implications for consumer loyalty.

H4: Consumer ethnocentrism has positive impact on consumer loyalty.

2.5- Consumer animosity and consumer loyalty

Consumer animosity and consumer loyalty are two important constructs in consumer behavior research. Consumer animosity refers to the negative emotional response or hostility that consumers hold towards a specific country or its products due to political, economic, or social conflicts. Consumer loyalty, on the other hand, represents the degree of commitment and repeat purchasing behavior exhibited by consumers towards a particular brand or company. In this literature review, we will explore the relationship between consumer animosity and consumer loyalty, highlighting key findings from relevant studies.

Several studies have examined the impact of consumer animosity on consumer loyalty across different cultural contexts and industries (Al Mousa et al., 2022). The general consensus in the literature suggests that consumer animosity has a significant negative effect on consumer loyalty towards products or brands originating from the target country.

For example, in a study conducted by (Kabadayi & Eyuboglu, 2015), the researchers explored the relationship between consumer animosity and consumer loyalty among Turkish consumers towards American brands. The findings indicated that consumer animosity towards the United States had a negative impact on consumer loyalty towards American brands, suggesting that negative emotions influenced loyalty behavior.

Similarly, a study by (Wang et al., 2016) investigated the impact of consumer animosity on Chinese consumers' loyalty towards Japanese brands. The results revealed that consumer animosity towards Japan significantly influenced consumer loyalty towards Japanese brands, indicating a negative relationship between the two variables.

Furthermore, studies have also explored the mediating and moderating factors in the relationship between consumer animosity and consumer loyalty. For instance, (Jin et al., 2014) examined the mediating role of perceived brand image in the relationship between consumer animosity and consumer loyalty towards US brands in South Korea. The findings suggested that perceived brand image partially mediated the negative impact of consumer animosity on consumer loyalty.

In addition, studies have explored the moderating role of factors such as product involvement, consumer ethnocentrism, and cultural values. For example, (Lee et al., 2019)

investigated the moderating effect of consumer ethnocentrism in the relationship between consumer animosity and consumer loyalty towards Japanese brands in South Korea. The results indicated that consumer ethnocentrism strengthened the negative impact of consumer animosity on consumer loyalty.

In summary, the literature suggests that consumer animosity has a significant negative impact on consumer loyalty towards brands or products from the target country. This relationship is often influenced by mediating variables such as perceived brand image and can be moderated by factors such as product involvement and consumer ethnocentrism. Further research is needed to explore additional mediating and moderating factors and to investigate the dynamics of consumer animosity and its implications for consumer loyalty.

H5: consumer animosity has positive impact on consumer loyalty.

2.6- Consumer loyalty and repurchase intentions

Consumer loyalty and repurchase intentions are two important constructs in consumer behavior research. Consumer loyalty refers to the degree of commitment and repeat purchasing behavior exhibited by consumers towards a particular brand or company. Repurchase intentions, on the other hand, pertain to a consumer's inclination or willingness to buy a product or service again in the future. In this literature review, we will explore the relationship between consumer loyalty and repurchase intentions, highlighting key findings from relevant studies (Alflayyeh et al 2020).

Numerous studies have examined the relationship between consumer loyalty and repurchase intentions across various industries and contexts. The literature suggests a strong positive relationship between consumer loyalty and repurchase intentions, indicating that loyal customers are more likely to have higher repurchase intentions.

For example, a study by (Verhoef et al., 2009) investigated the relationship between customer loyalty and repurchase intentions in the context of mobile telecommunications services. The findings revealed a positive association between customer loyalty and repurchase intentions, indicating that loyal customers were more likely to have stronger intentions to repurchase mobile services from the same provider.

Similarly, a study conducted by (Dick & Basu, 1994) examined the relationship between customer loyalty and repurchase intentions in the context of retailing. The results demonstrated that customer loyalty positively influenced repurchase intentions, indicating that loyal customers had a higher likelihood of repurchasing from the same retailer.

Furthermore, studies have explored the mediating and moderating factors in the relationship between consumer loyalty and repurchase intentions. For instance, (Yoon et al., 2016) examined the mediating effect of customer satisfaction in the relationship between customer loyalty and repurchase intentions in the airline industry. The findings suggested that customer satisfaction partially mediated the positive relationship between customer loyalty and repurchase intentions.

In addition, studies have investigated the moderating role of factors such as brand trust, service quality, and switching costs. For example, a study by (Lee et al., 2018) explored the moderating effect of brand trust on the relationship between customer loyalty and repurchase intentions in the context of cosmetic products. The results indicated that brand trust strengthened the positive impact of customer loyalty on repurchase intentions.

Overall, the literature suggests a positive relationship between consumer loyalty and repurchase intentions. Loyal customers are more likely to exhibit stronger intentions to repurchase products or services. This relationship can be influenced by mediating factors such as customer satisfaction and moderated by factors such as brand trust and service quality. Further research could explore additional mediating and moderating factors to gain a deeper understanding of the dynamics between consumer loyalty and repurchase intentions.

H6: Consumer loyalty has positive impact on repurchase intentions.

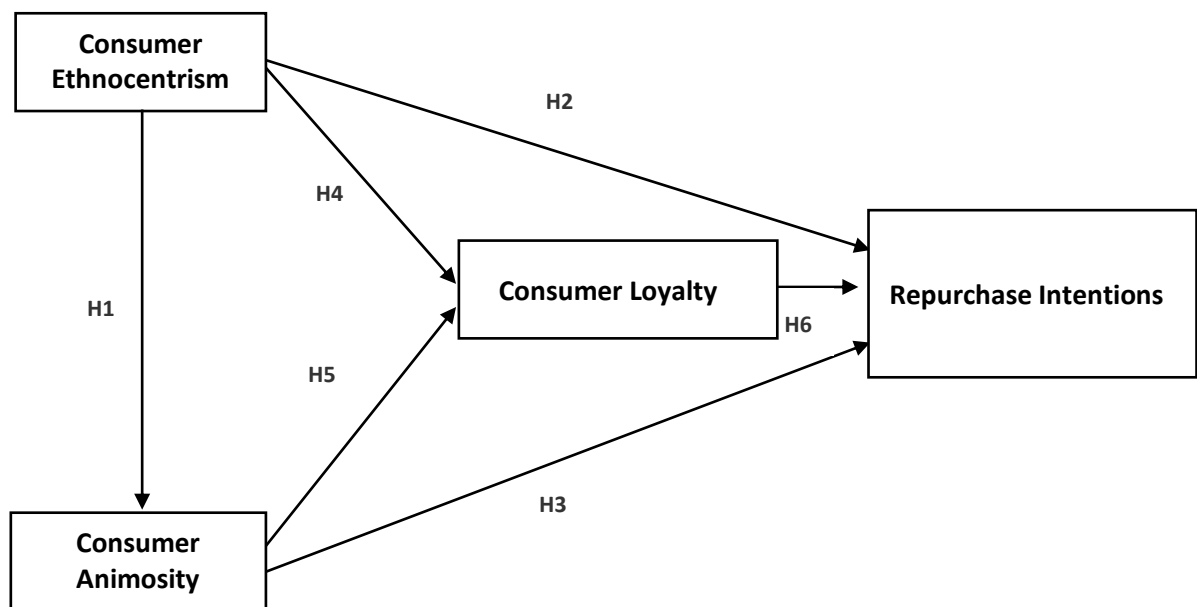


Fig. 01: Theoretical Framework

3- RESEARCH METHODOLOGY

Research methodology refers to the systematic approach and techniques employed by researchers to conduct research, gather data, analyze information, and draw meaningful conclusions. It encompasses the overall design of the study, the methods used for data collection, and the procedures for data analysis. A well-defined research methodology ensures that the research is rigorous, reliable, and valid. However, for the contemporary study the effects of consumer ethnocentrism and consumer animosity on repurchase intent, with the mediating role of consumer loyalty, the following methodology adopted:

Research Design: Conducted a quantitative research study using a cross-sectional survey design to collect data from a diverse sample of consumers. Randomly selected a representative sample of consumers from different demographic backgrounds, including age, gender, income level, and geographic location. And was ensured an adequate sample size to ensure statistical validity.

A validated scale, such as the Consumer Ethnocentrism Scale (CETSCALE), was then produced after a structured questionnaire with many sections was created to measure the variables of interest, consumer ethnocentrism. Utilized a trustworthy scale for measuring customer loyalty, such as the Net Promoter Score (NPS), etc. Consumer animosity: A scale that takes into account factors relating to unfavorable feelings, perceived threats, and opinions towards foreign goods or nations has been devised to measure consumer animosity. Repurchase Intent, which took into account both domestic and foreign options, measured customer intentions to repurchase goods or services using a Likert scale.

4- DATA ANALYSIS

The actions listed below were followed to carry out data analysis using SPSS (Statistical Package for the Social Sciences).

Data preparation involved entering the information into an SPSS dataset. Furthermore, it was made sure that each variable had a precise definition and that any missing values were coded properly.

The "descriptive statistics" function in SPSS can be used to provide a summary of the statistics for each relevant variable. Another viewpoint is "correlation analysis," which uses SPSS's "Correlations" feature to look at the connections between variables. The correlation coefficients (like Pearson's r) between two variables will be determined using this method. Look for connections between consumer ethnocentrism, loyalty, hostility, and repurchase intention.

Similar reasoning applies to hypothesis testing, a statistical analysis used to judge the importance of correlations and effects found. We picked SPSS because it offers a variety of statistical tests, including t-tests, p-values, and regression analysis, which may be used to examine particular hypotheses.

4.1- Descriptive analysis

Information about the respondents' gender, age group, nationality, education level, marital status, monthly income, and occupation were included in the descriptive analysis of the current study. 376 valid responses were received, including 246 men and 130 women. A total of 220 locals (Saudis) and 156 responders of different nationalities. There were 217 respondents in the largest cluster of people in the 31-40 age range. With 299 married respondents, those who had graduated from universities had the greatest response rate (172). The majority of the respondents 161 in total were working full-time, and they reported monthly earnings of between 15001 and 20000. All of the respondents' demographic details are shown in the table below.

Table 1: Respondents Demographics

Demography	Options	Frequency = 376	Percentage %
Gender Category	Male	246	64.89
	Female	130	35.10
		N=376	100%
Nationality	Saudi Nationals	220	59.57
	Non- Saudi Nationals	156	40.42
		N=376	100%
Age Cluster	Up to 20 Years	16	04.52
	21-30	36	34.16
	31-40	217	57.44
	41-50	69	18.61
	50 & above	38	10.10
		N=376	100%
Marital Position	Married	299	80.85
	Non-Married	77	19.14
		N=376	100%
Education Level	Diploma/Certificate/etc.	83	22.87
	Undergraduate	96	24.73
	Graduate	172	47.07
	PhD	13	01.59
	None of them	12	03.72
		N=376	100%
Profession	Full time Employee	161	44.41
	Part Time Employee	22	05.58
	Own Business	131	32.71
	Retired	46	11.70
	Un-employed	16	05.58
		N=376	100%
Monthly Income	Less than 1000 SR	11	03.45
	1001-5000	12	02.39
	5001-10000	86	23.13

	10001-15000	107	28.98
	15001-20000	134	35.37
	20001 & Above	26	06.64
		N=376	100%

4.2 measurement validity and reliability analysis

Among social science academics, Cronbach alpha is regarded as the most common and widely used. The validity and reliability of the items and constructs were therefore also evaluated using the Cronbach alpha test in the current study (Cronbach, 1951). According to studies, the minimal need for the Cronbach alpha test should be more than 0.70 (Vinzi et al., 2010). The reliability test was then performed using SPSS software. All of the considered constructs meet the minimum and necessary requirements, as shown in the values in the table below.

Table 2: Cronbach’s Alpha values

Constructs	Value of Cronbach Alpha
Consumer Ethnocentrism (CE)	0.802
Consumer Animosity (CA)	0.919
Consumer Loyalty (CL)	0.811
Repurchase Intentions (RI)	0.884

4.3 Standard deviation and mean value

The term "standard deviation" refers to both the average dataset and the degree of variability within the dataset. This essentially illustrates the mean and the variance between all of the values and the mean values. However, deviations are poor in quality and are referred to as being near the mean level and cluster values (Pritha Bhandari, 2023). The standard deviation, mean, and level of mean values are all displayed in Table 3 in their entirety.

The computed mean for (CE) is 5.214, the calculated standard deviation is 0.733, and this result is regarded as being middle to mean level. The (CA) mean value was 5.298, with a 0.907 standard deviation, which is regarded to be in the middle of the range. (CL) mean value is 6.006, standard deviation is 0.701, and it is also noted as being in the middle of the range. The mean value for (RI) was similarly determined as 5.119 with a standard deviation of 0.881, which also took into account the median to mean level.

Table 3: Means & Standard Deviation

Constructs	Mean	Standard Deviation	Mean Level
Consumer Ethnocentrism (CE)	5.214	0.733	Middle
Consumer Animosity (CA)	5.298	0.907	Middle
Consumer Loyalty (CL)	6.006	0.701	Middle
Repurchase Intentions (RI)	5.119	0.881	Middle

4.4 Hypotheses and correlation test

In order to investigate the correlation and link among and across constructs, the Pearson correlation test, which is significant at two tailed, was performed. The findings for the buildings considered are displayed in Table 4 below. Consumer ethnocentrism, consumer animosity, consumer loyalty, and repurchase intentions were all evaluated using SPSS to test for correlation. The results are significant at the 0.01 level (2-tailed), as shown in Table 4 for the hypothesis correlation.

Table 4: Hypotheses Correlation Test

		Consumer Ethnocentrism	Consumer Animosity	Consumer Loyalty	Repurchase Intentions
Consumer Ethnocentrism	Pearson Correlation	.511**	.602**	.313**	.789**
	Sig. (2-tailed)		.000	.000	.000
	N =	376	376	376	376
Consumer Animosity	Pearson Correlation	.749**	.601**	.602**	.758**
	Sig. (2-tailed)	.000		.000	.000
	N =	376	376	376	376
Consumer Loyalty	Pearson Correlation	.611**	.600**	.786**	.598**
	Sig. (2-tailed)	.000	.000		.000
	N =	376	376	376	376
Repurchase Intentions	Pearson Correlation	.735**	.693**	.738**	.505**
	Sig. (2-tailed)	.000	.000	.000	
	N =	376	376	376	376

***Correlations are significant at 0.01 level (2-tailed)

4.6 Hypotheses results

All of the outcomes for the investigated hypotheses for the current investigation are shown in table 5 below. Positive linkages have been reported since H₁ between (CE) and (CA) is significant at 0.000 and recorded with the t-value of 6.018. H₂ which examined the relationship between (CE) and (RI), was significant at 0.000 and documented with a t-value of

8.127, indicating a positive correlation. Similar to H₂, the H₃ that links (CA) and (RI) was significant at 0.000, with t-values of 7.004, indicating a positive relationship between the constructs. H₄ that ties together (CE) and (CL) is determined to be significant at 0.000, with a t-value of 9.019, indicating a positive link between these two constructs. Similar results were obtained for H₅, (CA), which relates with (CL), and found significant at 0.000 and has a positive t-value of 7.181. The t-value for H₆, which indicates that linkages between (CL) and (RI) are significant at 0.000 and is 6.002.

Table 5: Hypotheses Results

	Constructs	t-value	Significant	Result
H₁	Consumer Ethnocentrism (CE) → Consumer Animosity (CA)	6.018	0.000	Positive
H₂	Consumer Ethnocentrism (CE) → Repurchase Intentions (RI)	8.127	0.000	Positive
H₃	Consumer Animosity (CA) → Repurchase Intentions (RI)	7.004	0.000	Positive
H₄	Consumer Ethnocentrism (CE) → Consumer Loyalty (CL)	9.019	0.000	Positive
H₅	Consumer Animosity (CA) → Consumer Loyalty (CL)	7.181	0.000	Positive
H₆	Consumer Loyalty (CL) → Repurchase Intentions (RI)	6.002	0.000	Positive

5- DISCUSSION AND SUMMARY

An integrative framework that combines the effects of consumer ethnocentrism, consumer animosity, and consumer loyalty on repurchase intentions provides a comprehensive understanding of the complex dynamics involved in consumer decision-making. The framework proposes that consumer ethnocentrism and consumer animosity directly influence repurchase intentions, and that consumer loyalty mediates these effects by shaping attitudes, trust, and preferences toward a specific brand (Lee & Kim, 2015). Previous studies have examined the individual effects of consumer ethnocentrism, consumer animosity, and consumer loyalty on repurchase intentions. For example, research by Lee and Kim (2015) found that consumer ethnocentrism negatively influenced repurchase intentions, while consumer loyalty positively mediated this relationship. Other studies have explored the impact of consumer animosity on purchase decisions and found that it can lead to product avoidance or boycott behaviors (Klein et al., 1998).

However, for the present study the results in table 5 shows that the proposed hypothesis and its relationship were positive. Study proposed the initial link as H₁ and suggested that consumer ethnocentrism has positive impact on consumer animosity. It shows even in the definition of the ethnocentrism, that refers to the belief and preference of consumers for products made in their own country over those made in other countries. A kind of patriotism

and affection toward the country's. Thus, study results are found positive in this regards and endorsed the positive association between consumer ethnocentrism and consumer loyalty. In continuation, with the H₂ that linked consumer ethnocentrism and consumer repurchase intentions. An extensive literature has been discussed the behavior of consumers when it comes to patriotism and repurchase intentions. Based on the affections and patriotism, the consumers can be expected for repurchase behavior. And thus contemporary study found this relationship as positive relationship. H₃ was proposed as the link between consumer animosity and consumer repurchase intentions. A huge and extensive literature has been discussed the relationship between loyalty and repurchase intentions. However, both the terms are representing the behavior of consumers, and hypothetically present study proved that there is a positive relationship between consumer animosity and repurchase intentions. Similarly, H₄ that is linked between consumer ethnocentrism and consumer loyalty. Ethnocentrism is one term which represents affection towards local products, while animosity refers to the negative emotions, hostility, or aversion that consumers may experience towards foreign products, brands, or countries. It is a psychological construct that arises from various factors, including cultural, social, political, and economic influences. Past literature has witnessed that both are hypothetically linked and the same relationship between the construct has developed even for the contemporary study. Next hypothesis i.e. H₅ linking between consumer animosity and consumer loyalty, present study results shows the positive association between these two constructs. Loyalty is a positive behavior whereas animosity is considered as negative behavior but towards other country's products. Similarly, H₆ that is linking between consumer loyalty and repurchase intention. The relationship has been positive since loyalty is a positive behavior towards products and ultimately attracted to own country's product.

6- STUDY LIMITATION AND FUTURE DIRECTIONS

The results of this study might only apply to the particular population or setting that is being studied. The generalizability of the findings can be impacted by differences in cultural, socioeconomic, and demographic aspects among different geographic regions or consumer groups. Every study should carefully have analyzed the sample choice and guarantee that it represents the relevant target group.

For the study to be valid, it is essential to quantify constructs like customer ethnocentrism, consumer loyalty, consumer repurchase intent, and consumer antagonism

accurately. To acquire accurate and useful data, it is crucial to select the proper measuring scales and to confirm the validity and reliability of the tools utilized.

Instead of expressing their genuine sentiments or behaviors, participants may give answers that conform to cultural standards or expectations. The reliability of self-reported statistics on loyalty, anger, and ethnocentrism might be affected by social desirability bias. In order to reduce this bias, prospective researchers should use strategies like maintaining anonymity and employing verified metrics.

The suggested connections between the variables are supported by theoretical presumptions. Alternative theories or reverse causality, however, could exist. Future research should take into account and study the possibility of reciprocal or bidirectional interactions between factors.

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