

## ABSTRACT

In the present time of globalization of markets and division of labor of the world, consumers face a huge of number of product items which come from foreign countries. Except for product attributes such as taste, size, country-of-origin, price, and warranty, non-marketing factors such as patriotism, consumer ethnocentrism, attitude toward a particular country, and the congruency of the country's political, economic or social system with those of the buyers' country, have been found to impact consumers' willingness to buy foreign products. This research aims to examine how attitudes toward a country – in particular, remnants of antipathy left by previous military, political, or economic conflict – might affect consumers' willingness to buy a nation's products.

A self-administered questionnaire was distributed to collect the data from 400 respondents aged 18 years or above in Kunming, Yunnan province. The convenience-sampling technique was chosen. All data were analyzed and summarized by using the Statistical Package for Social Science (SPSS). This thesis applied Pearson Correlation Coefficient as a statistic tool to test all nine hypotheses.

The findings showed that consumer ethnocentrism is related to product judgments, and not related to purchase intentions; animosity affects consumers' purchase intentions independently of product judgments. Historical war-related animosity is associated more closely with consumers' purchase intentions than contemporary economic-related animosity. Product judgment is a significant predictor of willingness to buy.

The major recommendations regarding the research's finding are that exporting firms associated with a country whose military or political histories are enduring and controversial should consider administering research surveys to measure levels of animosity in selected target markets. In this way, the marketers could identify the animosity effect and find ways to modify their existing marketing and

communications strategies in regions where animosity might present informal but significant barriers to trade. The firms who are customer-oriented companies should consider the nations from which they purchase goods and avoid engendering animosity from their customers. Besides, further study should consider factors which may affect consumers' willingness to buy such as different product settings, product categories, and demographic factors.

