

A GENERATIONAL COMPARISON OF ECONOMIC-BASED AND WAR-BASED CONSUMER ANIMOSITY: THE CASES OF U.S. CONSUMER ANIMOSITY TOWARDS CHINA AND VIETNAM

JOSEPH P. LITTLE, Grand Valley State University

K. CHRIS COX, Indiana University Southeast

ELDON L. LITTLE, Indiana University Southeast

Marketing literature suggests that unique marketing strategies are needed for each American generation (Moschis, 2003). The current research examines how unique generational formative experiences affect the American consumer's animosity towards China (economic-based animosity) and Vietnam (war-based animosity). The research responds to the Amine et al. (2005) call for the examination of consumer animosity in a historical context. The generational age cohorts are used as a proxy for values and dispositions that help determine a consumer's animosity towards China and Vietnam and the willingness to buy Chinese and Vietnamese products. The contribution of the research is to place American consumer animosity in a historical context in order to shed light on how environment and context lead to differences in attitudes towards foreign countries and their products. Results indicate that economic-based animosity is more temporary and less likely to be passed from generation to generation compared to war-based animosity.

INTRODUCTION

Marketing literature suggests that unique marketing strategies are needed for each American generation (Moschis, 2003). The differences between the Depression (born between 1925 and 1945), Baby Boomer (born between 1946 and 1964), Generation X (born between 1965 and 1976), and Generation Y (born between 1977 and 1994) (Hawkins et al., 2003) age cohorts are based upon values, preferences, and behaviors unique to each generation and were developed based upon individuals' formative experiences shared as a generation (Smith & Clurman, 1997). While age has been identified as a factor to the development of consumer animosity (Klein & Ettenson, 1999), the questions remain: Do older consumers harbor more animosity towards foreign nations? Is it the environment in which each person forms his or her values, preferences, and behaviors that helps determine one's level of animosity?

The current research examines how these unique generational formative experiences affect the American consumer's animosity towards China and Vietnam. The current research responds to the Amine, Chao, and Arnold (2005) call for the examination of consumer animosity in a historical context. The generational age cohorts are used as a proxy for values and dispositions that help determine a consumer's animosity towards China and Vietnam and the willingness to buy Chinese and Vietnamese products. The contribution of the research is to place American consumer animosity in a historical context in order to shed light on how environment and context lead to differences in attitudes towards foreign countries and their products.

First, a review of the consumer animosity and generational differences literature is provided. Next, Study 1 examines the relationship between the United States and China. The study focuses on the environment of the U.S. during each generational age cohort and the U.S./China relationship during those years. Based on the literature review and historical

examination hypotheses are developed. The methodology and results are then provided for Study 1.

Next, Study 2 examines the relationship between the United States and Vietnam. The historical examination focuses on the U.S./Vietnam relationship during each of the American generations. Based on the literature review and historical examination hypotheses are developed. The methodology and results are then provided for Study 2. Finally, a discussion of both studies is provided focusing on the differences between war-based and economic-based animosities. The paper concludes with the study's limitations and suggested future research.

LITERATURE REVIEW

Consumer Animosity

Previous literature has defined animosity as anger directed at a particular country due to political, economic, diplomatic, or military events (Klein, Ettenson, & Morris, 1998). Regardless of the cause of the animosity, the overall consensus is that a firm's sales can be damaged by consumers' animosity towards the firm's home country (Riefler & Diamantopoulos, 2007). Klein et al. (1998) was the first study to suggest that consumer animosity leads to a lower willingness of the consumer to purchase products from the nation for which the animosity is focused. Using the background of the Nanjing massacre in which the Japanese killed thousands of Chinese, Klein et al. indicated that animosity had a negative impact on Chinese consumers purchasing Japanese products.

The Klein et al. (1998) study also suggested that animosity affected the willingness to purchase separately from product quality judgments. The finding that animosity affected purchase decisions separately challenged the findings from previous country-of-origin (COO) literature (Riefler & Diamantopoulos, 2007). Previous COO literature had suggested that COO affects purchase decisions through

product judgments (Bilkey & Nes, 1982; Liefeld, 1993). Therefore, consumer animosity may act as a direct independent variable instead of a moderating variable of product quality perceptions.

Since Klein et al.'s (1998) study subsequent research has studied animosity in other contexts. Much of the research studied animosity in less extreme contexts (Shin, 2001; Klein, 2002) because the Nanjing massacre is such an extreme antecedent to the development of animosity. Also, Amine et al. (2005) reviewed animosity research with a focus on managerial implications instead of focusing on the conceptualization or measurement of the animosity construct. Riefler and Diamantopoulos (2007) categorize previous consumer animosity studies into three categories. The first group of research is the original papers that contributed to the theoretical foundation of the animosity construct. The second group of research consists of replications of the original animosity research provided by Klein et al. (1998) that sought to validate the behavioral impact of the consumer animosity construct. The third group of research focuses on extending the applicability of the animosity construct. For example, Hinck (2004) studied "domestic animosity", looking at the impact of inter-border tensions on buying behavior. Also, Shoham (2006) studies inter-ethnic animosity between Jewish and Arab Israelis. These more recent studies that attempt to extend the animosity construct supports our suggestion of a need of a broader consumer animosity model.

The Nanjing massacre study (Klein et al., 1998) is a demonstration of stable animosity (Ang, Jung, Kau, Leong, Pornpitakpan, & Tan, 2004). The Chinese have had a long lasting, enduring animosity directed at Japan for more than 50 years (the Nanjing massacre took place in 1937). A more recent longitudinal study (Ettenson & Klein, 2005) provided evidence for situational animosity (Ang et al., 2004). The Ettenson and Klein research measured animosity levels of Australian consumers at two points in time. The first time point was during

France's nuclear testing in the South Pacific which caused tensions between the two nations. The second measurement of animosity took place one year later after the nuclear testing had been stopped. The findings showed that the level of consumer animosity had decreased within the one year period. Not only did the Ettenson and Klein study demonstrate that temporary animosity exists, providing evidence that Ang et al.'s (2004) refinement of the animosity construct was warranted, it also provided evidence that Amine et al.'s (2005) suggestion that a historical perspective and contextual understanding is needed in order to distinguish between the different types of consumer animosity.

The Klein et al. (1998) study showed that war-based, economic-based, or overall animosity (animosity measured without distinguishing the sources of the negative feeling) all have a negative impact on the willingness of the consumer to purchase a product from the country in which the consumer has feelings of animosity. However, the study also suggested that consumers were able to objectively evaluate the quality of the product as earlier mentioned.

Multiple antecedents to the development of consumer animosity have been shown in previous literature. The antecedents can be classified as war-, economic-, social/ cultural-, and personal-based (Riefler & Diamantopoulos, 2007). Along with consumer animosity antecedents, subjective norms such as patriotism, nationalism, and collectivism have been shown to affect how consumers use their animosity in their purchase intentions (Riefler & Diamantopoulos, 2007; Klein & Ettenson, 1999; Shoham, Davidow, Klein, & Ruvio, 2006).

War-based indiscretions may be war atrocities committed by a country such as the Nanjing massacre (Klein et al., 1998). War-based consumer animosity is a more stable, long lasting animosity that can be passed down from generation to generation (Jung, Ang, Leong, Tan, Pornpitakpan, & Kau, 2002; Ang et al.,

2004). Therefore, American animosity towards Vietnam developed due to the Vietnam conflict would be long lasting and passed down from generation to generation.

Economic animosity is concerned with a country's economic policies, power, and suffering caused by these policies and power. Furthermore, economic animosity may be more situational and shorter in duration compared to war-based animosity (Ang et al., 2004). Therefore, American animosity, based on the increasing economic power of China, may not be passed down from generation to generation thus will be shorter in duration.

Additionally, subjective norms or reference group influences affect behavioral intentions (Fishbein & Azjen, 1975). Marketers have generally accepted that reference group influence is important in at least some types of consumer decision making (Bearden & Etzel, 1982). Witt (1969), in a consumer brand choice study, found that group cohesiveness, which cultural beliefs such as patriotism, nationalism, and collectivism are closely tied, influences behavior (Bearden & Etzel, 1982). The more group cohesiveness a consumer believes to be involved, the more influence the group has upon brand choice decisions. By using prominent reference group members, or alluding to reference groups in persuasive marketing attempts, marketers demonstrate the belief that reference groups generate pressure for conformity to group, or subjective norms. A consumer whose cultural beliefs include a high group cohesiveness, such as being highly patriotic, nationalistic, and highly collective in evaluating a behavior, will consider the reference group influences, or subjective norms more than a consumer who is less patriotic, nationalistic, or collectivistic. As consumers we regard possessions as a part of ourselves (Belk, 1988). Consumers use their possessions as an extension of themselves. Consumers allow their possessions to reflect who they are. So, if a consumer has the ability to purchase or not purchase a product, they have the ability to shape how others see them by shaping their extended self. The consumer's evaluation of

the consequences of a behavior due to social pressures, or subjective norms, help determine a consumer's behavioral intention. Thus, a consumer, as a member of a certain generation may use others within their generation as a reference group in order to make purchase decisions towards products from foreign countries.

Generational Differences

The development of beliefs about countries-of-origin, cultural beliefs, and pressures provided by subjective norms are affected by the environment for which a person is exposed. American consumers differ in the individuals' formative experiences shared as a generation (Smith & Clurman, 1997). For example, the environment experienced by those of the Depression generation differs considerably from the environment experienced by the Generation Y cohort. Therefore, individuals of different generations may have considerable differences in their cultural beliefs, in their beliefs about foreign countries, and in their beliefs about the appropriateness of purchasing certain products.

While the current research is the first to investigate generational differences in consumer animosity, previous studies have focused on differences in consumer behavior between generations. Williams and Page (2011) indicate that while it is possible to market to multiple generations, it is of utmost importance to be sensitive to each individual generation. The authors find that in order to market to multiple generations a firm must take into account the unique experiences, such as war and terrorist attacks, that have had a significant and unique impact on each generation. Furthermore, Schewe and Meredith (2004) found that while many firms perform segmentation based on birth age, a much more rich method of performing age segmentation is to study each generation's experiences during their "coming-of-age" period. By examining environmental experiences of each generation a firm may be able to more readily uncover purchase motivations.

A classic article by Belk (1985) indicated that there are differences in the level of materialism between generations. Related to Belk's findings is more recent research by Eastman and Liu (2012) that found that there are differences in status consumption between generations. The authors found that Generation Y consumers were significantly more interested in status consumption than were consumers in the Baby Boomer generation. These findings may be an indication that the younger generations', such as Generation Y, purchase decisions are influenced more by their cohort peers than are older generations, such as the Baby Boomer generation.

The generations are grouped because of their unique shared experiences. As marketing literature states, consumers in each generation interpret products, at least partially, by using their prior experiences with the products or similar products (Smith & Clurman, 1997), the unique environmental experiences that have influence them (Schewe & Meredith, 2004; Williams & Page, 2011), and the felt influence of their peers (Eastman & Liu, 2012). Therefore, it is not the age of the consumer, or whether a consumer is older or younger, but an individual's formative experiences that leads to their product interpretations.

STUDY 1

A Generational Perspective of the U.S./China Relationship

The Depression Generation

Born from 1925 to 1945 (Hawkins, Best, & Coney, 2003), the Depression Generation's formative years were in an environment of economic depression and then of war. By the late 1920s the U.S. had become a consumer society where not only could individuals afford the means of subsistence but also discretionary goods and services (Brinkley, 1993). However, in October of 1929 the stock market crashed sending the United States into the Great Depression for which the nation would stay for more than ten years. The American gross

national product fell from \$104 billion in 1929 to \$76.4 billion in 1932. Unemployment skyrocketed throughout the nation. For instance, Ohio's major cities had unemployment rates as high as 80% (Brinkley, 1993). However, the economic struggles did not change the teachings of a "success ethic," that every individual can work hard and advance in the American Society (Brinkley, 1993). International trade was a major factor that was blamed for the Great Depression. The international demand for American exports had dropped. Also, trade with China that had existed prior to 1929 started to dwindle as China's markets began to close to the outside world. In response to a growing Chinese nationalism, the Kuomintang of Chiang Kai-shek came to power and started to reclaim many trading ports, cutting back on any privileges enjoyed by foreign traders (Huntsman, Jr., 2002).

World War II ended the Great Depression. The war caused a major increase in patriotism and pride in the United States as American citizens banded together to fight off communist movement (Brinkley, 1993). The result of World War II left the United States as the most powerful country in the world (Brinkley, 1993).

The formative years of the depression generation included a rejuvenation of both the economic and military power of the United States, along with experiencing the pains of economic depression and war. After fighting off the advancement of communism in World War II, Americans took notice as Chinese Mao's Communist Party rose to power in 1949 slamming the door shut completely on trade with the United States until the 1970s (Huntsman Jr., 2002).

The Baby Boomer Generation

The birth rate in the U.S. greatly increased after World War II resulting in the Baby Boomer Generation (Born between 1946 and 1964) (Hawkins et al., 2003). Also, around 1948 the third phase of globalization began due to the development of GATT (General Agreement on

Tariffs and Trade) lowering barriers to international trade, and the Marshall Plan that was meant to rebuild Europe and repel communism after World War II (Cavusgil, 2007).

U.S. consumers welcomed imports but were warned against the evils of communism. While there are differences in opinion to who caused the Cold War, whether or not Soviet expansionism or American imperial ambitions were at fault, a distinction was made between the Western "free" world and the communist world which included China. The Cold War had profound effects on American domestic life producing the most corrosive outbreak of antiradical hysteria in the history of the country (Brinkley, 1993). The Baby Boomer generation's formative environment was made up of a dichotomy of the prosperous expansion of international trade and increased globalization against the protectionism of antiradical thinking produced by the fear of the communism. In fact, as the Mao communist party came to power in China in the mid to late 1940s, the U.S. government did little to stop the takeover, instead investing in a strong Western-influenced Japan. The vision of an open, united Asia was replaced with the acceptance of communism along side a pro-American influenced Japan (Brinkley, 1993). While China and the United States never fought a war directly, they did fight indirectly during the Korean War as China backed the communist North Korea and the U.S. fought on the side of the South Koreans. The prosperity that followed World War II has been thought of as a result of the struggle against communism that encouraged Americans to look approvingly at their own society compared to the communist societies of the Soviet Union and China. The growth of the middle class that resulted in the United States achieving the highest standard of living of any society in the history of the world (Brinkley, 1993) drove discretionary spending. U.S. imports totaled over \$30 billion for the first time in 1965 (U.S. Census Bureau, 2008).

Generation X

As the Vietnam War began Generation X consumers were being born (born between 1965 and 1976) (Hawkins et al., 2003). The Vietnam conflict along with the Civil Rights movement began the social revolution against the authoritative figures made up of previous generations. Generation X consumers grew up in an environment of domestic social change and liberalization and continued globalization and international trade. For the first time the balance of trade of the United States (Balance of Payments) became negative. The U.S. was importing more than it was exporting by 1971 (U.S. Census Bureau, 2008).

In 1971 China was admitted to the United Nations. The next year Richard Nixon paid a formal visit to China, erasing much American animosity towards China (Brinkley, 1993; Huntsman, Jr., 2002). In 1972, China accounted for just 0.7% of world trade. In 1978 Deng Xiaoping formally launched Chinese economic reform and by 1985 China accounted for 2.0% of world trade (Huntsman, Jr., 2002). Chinese economic power had begun to increase as the U.S./China relationship had begun to warm.

Generation Y

The beginning of Generation Y (born between 1977 and 1994) (Hawkins et al., 2003) coincides with the opening of the Chinese markets. U.S. imports exploded from \$149 billion in 1976 to \$1.45 trillion in 2000 (U.S. Census Bureau, 2008). Imports from China alone increased from approximately \$3.8 billion in 1985 to \$321 billion in 2007 (U.S. Census Bureau, 2008). During their formative years Generation Y consumers have become quite accustomed to imported goods especially Chinese imports. Along with China opening markets, the 4th phase of globalization began during Generation Y's formative years which was driven by increased technological abilities, the Internet, and emerging markets (such as China) (Cavusgil, 2007). Communications and

technology had brought the world closer together.

Also, communism is no longer the great fear of Western society. Fear and mistrust have migrated from the communist nations such as China to the "terrorist nations" of North Korea and Iran. Generation Y consumers no longer read news stories, or hear Presidential speeches on the evils of communism, the subject is now the evils of terrorism (Bush, 2005).

Hypotheses

Based on the American environment during each of the Generations formative years and the consumer animosity literature review the following hypotheses are proposed:

H_{1a}: The Depression Generation consumers have significantly higher levels of animosity towards China than all later generations.

H_{1b}: The Depression Generation consumers are significantly less willing to buy Chinese products than all later generations.

H_{2a}: The Baby Boomer Generation consumers have significantly higher levels of animosity towards China than all later generations.

H_{2b}: The Baby Boomer Generation consumers are significantly less willing to buy Chinese products than all later generations.

H_{3a}: The Generation X consumers have significantly higher levels of animosity towards China than Generation Y consumers.

H_{3b}: The Generation X consumers are significantly less willing to buy Chinese products than Generation Y consumers.

Methodology

A sample of American consumers was gathered by undergraduate business students at a medium sized Midwestern university in connection to a class project on developing

marketing strategies for different generations. Each student was asked to collect a sample of two respondents from each of the four generations (one male and one female). Each respondent, while being kept confidential, was asked to also give a telephone number or an email address. After surveys were collected 10% of respondents were contacted to verify that they did indeed complete the questionnaire. This procedure has been used in previous marketing literature to provide confidence in the sample and avoid students simply filling out the questionnaires themselves (Bitner, Booms, & Tetrault, 1990).

The respondents in each generation completed a questionnaire using a modified animosity measure using both economic-based and general animosity items developed by Klein et al. (1998) focusing on China. Along with the animosity instrument, demographic items (gender, household income, and level of education) that have been found to affect consumer animosity levels (Klein et al, 1998; Klein & Ettenson, 1999; Riefler & Diamantopoulos, 2007) were also included in order to control for confounding variables and create homogenous groups. While the collection procedure may not be conducive to providing external validity, it is only necessary to provide internal validity in a rigorous theoretical test. Controlling for, instead of varying and examining, background factors is encouraged for theoretical research (Calder,

Phillips, & Tybout, 1982). The data collection procedure resulted in 174 useable questionnaires with generation group sample sizes of 30 or more allowing the use of ANCOVA and post hoc analysis to examine the differences between each specific generation. A one-way ANCOVA allows researchers to examine group differences while controlling for confounding variables. The research design uses generation membership as the independent categorical variable and the mean scores of the animosity measure as the dependent variable.

Results

First, the internal reliability of the economic-based animosity measurement was tested and was found to be satisfactory with a Cronbach's Alpha of .85. Next, an examination of the means took place. Table 1 shows descriptive statistics of each generation including means, standard deviations and group sample sizes. The mean of each generation's animosity decreases as proposed.

The ANCOVA for generations effect on animosity level is significant ($F=5.715$, $p = .000$) indicating that there is at least one significant difference of animosity level between the generational age cohorts. Also, the ANCOVA for generations effect on willingness to buy is significant ($F=3.880$, $p<.05$). Furthermore, post hoc pairwise comparisons were used to test the hypotheses. The Least

TABLE 1:
Study 1 Descriptive Statistics

	Generation	Mean	Std. Deviation	N
TotalAnim	Depression	30.7778	6.45473	36
	Baby Boomer	28.6667	6.39592	48
	Generation X	27.2647	6.54267	34
	Generation Y	24.2857	5.24219	56
	Total	27.4195	6.51205	174
TotalWilltoBuy	Depression	9.3611	2.91942	36
	Baby Boomer	9.2917	2.88767	48
	Generation X	8.7941	3.23597	34
	Generation Y	6.9821	2.96336	56
	Total	8.4655	3.14146	174

Significant Difference (LSD) procedure was used to test individual hypotheses. Tables 2 and 3 show the results of the pairwise comparisons.

The results indicate that the Depression generation does harbor significantly higher levels of animosity towards China than does Generation X and Generation Y. However, Hypothesis 1a is only partially supported based on there is not a significant difference between the animosity level of the Depression generation and the Baby Boomer generation. In support of Hypothesis 2a, the Baby Boomer generation does have significantly higher levels of animosity towards China than all later generations. There is also a significant difference between Generation X and Generation Y, in support of Hypothesis 3a. Therefore, it looks as though economic-based animosity towards China was not passed down

from generation to generation. There was no significant difference between the willingness to buy Chinese products between the Depression, Baby Boomer, and Generation X cohorts. However there was a significant difference between Generation Y and all earlier generations. Thus, Hypothesis 3b is supported while Hypotheses 1b and 2b are partially supported.

Furthermore, a linear regression was run to examine the effects of the level of consumer animosity and the consumer’s willingness to purchase products from China. The regression was significant ($F=226.16, p=.000$) with an R squared of .486, indicating that there is a strong relationships between the two variables. This finding coincides with previous findings (Klein et al., 1998; Riefler & Diamantopoulos, 2007)

**TABLE 2:
Study 1 Pairwise Comparison of Consumer Animosity by Generation**

Group	Mean	1.	2.	3.	4.
1. Depression	30.78	--			
2. Baby Boomer	28.67	1.93	--		
3. Generation X	27.26	3.38*	1.45	--	
4. Generation Y	24.29	6.38*	4.45*	2.97*	--

**p<=.05, Least Significant Difference*

**TABLE 3 STUDY 1:
Pairwise Comparison of Willingness to Buy by Generation**

Group	Mean	1.	2.	3.	4.
1. Depression	9.36	--			
2. Baby Boomer	9.29	-.24	--		
3. Generation X	8.79	.7	.3	--	
4. Generation Y	6.98	2.3*	2.53*	2.23*	--

**p<=.05, Least Significant Difference*

STUDY 2

A Generational Perspective of the U.S./ Vietnam Relationship***The Depression Generation***

There was not a well known relationship between the U.S. and Vietnam within the United States during the Depression Generation.

The Baby Boomer Generation

France and the communist led Viet Minh had fought an eight year guerilla war until a cease fire agreement was signed in 1954. While the United States witnessed the agreement they did not sign the agreement which split the country of Vietnam at the 17th parallel into the Communist north and the Republic south (U.S. State Department, 2008). In the late 1950s the North reactivated a network of communist guerillas in the South referred to as the Viet Cong. The Viet Cong led an armed campaign against Southern officials and villagers. At the request of the South Vietnamese President Ngo Dinh Diem, U.S. President John F. Kennedy sent military advisors to South Vietnam to help the government deal with the Viet Cong. Due to increasing political turmoil in the south, U.S. military increased its presence in 1963 (U.S. State Department, 2008).

Generation X

As earlier stated Generation X consumers were being born (born between 1965 and 1976) (Hawkins et al., 2003) as the Vietnam Conflict began. In 1965, U.S. President Lyndon Johnson sent the first U.S. combat troops to Vietnam. The peak number of U.S. troops reached 534,000 in 1969. The Paris Peace Accords was signed in 1973 ending the official American combat role in Vietnam. Finally, as Saigon fell in 1975 the last U.S. soldier is killed in the Vietnam conflict and Vietnam falls under the control of the communists (U.S. State Department, 2008). Approximately three to four million Vietnamese and 58,000 Americans

were killed during the conflict (vietnamwar.com, 2008). The Vietnam conflict, along with the Civil Rights movement, began the social revolution against the authoritative figures made up of previous generations.

Generation Y

During Generation Y's (born between 1977 and 1994) (Hawkins et al., 2003) formative years the U.S. placed an embargo against Vietnam in 1979 then eventually lifted it in 1992 (U.S. State Department, 2008) even though Vietnam was still led by the Communist Party. However, communism is no longer the great fear of Western society. Generation Y consumers no longer read news stories, or hear Presidential speeches on the evils of communism, the subject is now the evils of terrorism (Bush, 2005). In the 1990s the U.S. started to invest and trade again with Vietnam.

Hypotheses

Based on the American environment during each of the generation's formative years and the consumer animosity literature review, the following hypotheses are proposed. We find that outside the Vietnam conflict there is little perceived link between U.S. consumers and Vietnam. Since war-based animosity is long lasting and passed down from generation to generation (Jung et al., 2002; Ang et al., 2004) we hypothesize that age, or generational age cohort, has little effect on American's level of animosity towards Vietnam. Therefore:

H_{1a}: *The Depression Generation consumers do not have significantly higher levels of animosity towards Vietnam than later generations.*

H_{1b}: *The Depression Generation consumers are not significantly less willing to buy Vietnamese products than all later generations.*

H_{2a}: *The Baby Boomer Generation consumers do not have significantly higher levels of*

animosity towards Vietnam than later generations.

H_{2b}: *The Baby Boomer Generation consumers are not significantly less willing to buy Vietnamese products than all later generations.*

H_{3a}: *The Generation X consumers do not have significantly higher levels of animosity towards Vietnam than Generation Y consumers.*

H_{3b}: *The Generation X consumers are not significantly less willing to buy Vietnamese products than Generation Y consumers.*

Methodology

The same data collection procedure used in Study 1 was duplicated for Study 2. The respondents in each generation completed a questionnaire using a modified animosity measure using both war-based (economic-based was used in Study 1) and general animosity items developed by Klein et al. (1998) focusing on Vietnam. Along with the animosity instrument, demographic items (gender, household income, and level of education) that have been found to affect consumer animosity levels (Klein et al, 1998; Klein & Ettenson, 1999; Riefler & Diamantopoulos, 2007) were also included in order to control for

confounding variables and create homogenous groups. The data collection procedure resulted in 197 useable questionnaires with generation group sample sizes of 30 or more allowing the use of ANCOVA and post hoc analysis to examine the differences between each specific generation. The research design uses generation membership as the independent categorical variable and the mean scores of the animosity measure as the dependent variable.

Results

First, the internal reliability of the animosity measurement was tested and was found to be satisfactory with a Cronbach’s Alpha of .89. Next, an examination of the means took place. Table 4 shows descriptive statistics of each generation including means, standard deviations and group sample sizes. The mean of each generation’s animosity does decrease until Generation Y. Generation Y actually harbors a higher level of animosity than the generation before it.

The ANCOVA for generations effect on animosity level is significant ($F=6.427, p = .000$) indicating that there is at least one significant difference of animosity level between the generational age cohorts. Also, the ANCOVA for generations effect on willingness to buy is significant ($F=7.754, p=.000$). However, post hoc pairwise comparisons were

**TABLE 4:
Descriptive Statistics**

	Generation	Mean	Std. Deviation	N
TotalAnim	Depression	12.0870	5.48058	46
	Baby Boomer	10.3958	5.15603	48
	Generation X	8.5094	4.50906	53
	Generation Y	8.8400	4.17162	50
	Total	9.8883	5.00079	197
TotalWilltoBuy	Depression	10.1739	4.36809	46
	Baby Boomer	7.0625	3.80037	48
	Generation X	6.0566	3.63961	53
	Generation Y	6.1800	3.62919	50
	Total	7.2944	4.16431	197

used to test the hypotheses. The Least Significant Difference (LSD) procedure was used to test individual hypotheses. Tables 5 and 6 show the results of the pairwise comparisons.

The results indicate that the Depression generation does harbor significantly higher levels of animosity towards Vietnam than does Generation X and Generation Y. However, in partial support of Hypothesis 1a, there is not a significant difference between the animosity level of the Depression generation and the Baby Boomer generation. In support of Hypothesis 2a, the Baby Boomer generation does not harbor higher levels of animosity towards Vietnam than all later generations. Also, there is also no significant difference between Generation X and Generation Y, in support of Hypothesis 3a. Therefore, the results indicate

that animosity towards Vietnam was passed down from generation to generation since Generation Y was born after the Vietnam conflict had ended. However, Hypothesis 1b is not supported as there is a significant difference between the Depression Generation’s willing to buy Vietnamese products and all later generations. Finally, Hypotheses 2b and 3b are supported as there are no significant differences in willingness to buy Vietnamese products between the generations.

Furthermore, a linear regression was run to examine the effects of the level of consumer animosity and the consumer’s willingness to purchase products from Vietnam. The regression was significant ($F=126.442, p=.000$) with an R squared of .515, indicating that there is a strong relationships between the two variables. This finding coincides with previous

TABLE 5:
Pairwise Comparison of Consumer Animosity by Generation

Group	Mean	1.	2.	3.	4.
1. Depression	12.09	--			
2. Baby Boomer	10.40	.55	--		
3. Generation X	8.51	2.18*	1.64	--	
4. Generation Y	8.84	2.2*	1.66	.02	--

**p<=.05, Least Significant Difference*

TABLE 6:
Pairwise Comparison of Willingness to Buy by Generation

Group	Mean	1.	2.	3.	4.
1. Depression	10.17	--			
2. Baby Boomer	7.06	2.47	--		
3. Generation X	6.06	3.34*	.86	--	
4. Generation Y	6.18	3.38*	.9	.04	--

**p<=.05, Least Significant Difference*

findings in the consumer animosity literature (Klein et al., 1998; Riefler & Diamantopoulos, 2007).

Finally, a linear regression was run to examine the effects of whether or not having known a person who fought in the Vietnam Conflict affected a consumer's level of animosity towards Vietnam regardless of generation. The regression was significant ($F=4.418$, $p<=.05$), indicating that knowing a soldier did indeed effect a consumer's level of animosity. This finding suggests that it is the experiences of the consumer, not the age of the consumer that affects the consumer's level of animosity.

DISCUSSION AND CONCLUSION

While age has been identified as a determinant of consumer animosity (Klein & Ettenson, 1999), the reasons behind *why* age is a determinant have yet to be established. According to Smith and Clurman (1997) consumers develop values, preferences, and behaviors based upon individuals' formative experiences shared as a generation. Following the suggestion for the investigation of the historical contexts surrounding the development of consumer animosity (Amine et al., 2005), the presented research looked to examine how the environment each generation encountered during their formative years help shape their feelings of animosity towards China and Vietnam. As consumer animosity has been shown to have a direct effect on purchase intentions for products from the country in which the animosity is directed (Klein et al., 1998), we find that it is important to uncover the reasons behind why and how animosity is developed.

Consumer animosity is based on specific events, such as the Nanjing Massacre or the Vietnam Conflict, thus an examination of animosity must be placed in context. While previous literature has found that older consumers have higher levels of animosity, our findings suggest that age has a spurious relationship with consumer animosity. Our findings suggest that it isn't the age of an

individual, but the experiences of the individual that leads to the development of animosity.

The current study examines and compared generational differences between economic-based and war-based animosity. Using the context of American consumer animosity towards China (economic-based) and American consumer animosity towards Vietnam (war-based) the study results suggest that economic-based animosity is more temporary than war-based animosity. In fact, with war-based animosity age seems to not matter. Results indicate that Generation Y consumers harbor as much animosity towards Vietnam as earlier generations. Further examination indicated the level of animosity was due to personal experiences. Specifically, knowing someone that fought in the Vietnam Conflict led to a higher level of animosity towards Vietnam regardless of generational cohort membership.

While this study focused on American consumer animosity, future studies should study differences in consumer animosity between generations in other countries. Previous research has shown that there are cultural differences between countries and the effect of generational membership on consumer behavior (Fukuda, 2010). Furthermore, future research should investigate other sources for the development of animosity while embedding the empirical findings within a historical examination. The current research focuses on the development of consumer animosity based on war and economic factors. However, consumer animosity can be developed based on other factors. For example some would argue that the consumer animosity felt by American consumers towards France and the French consumer animosity felt towards the United States is based more on cultural differences than on any war or economic factors (Amine et al., 2005). Finally, future research should investigate psychological antecedents to the development of animosity such as dogmatism, and national level cultural values such as Hofstede's masculinity-femininity dimension shared as a generation (Hofstede & Hofstede, 2005). This future research suggestion builds

upon the latter suggestion. While different external (to the consumer) factors may lead to the development of consumer animosity and thus differences between generations, internal psychological factors may also influence the development of consumer animosity and create differences between the level of consumer animosity between generations.

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