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The Role of Subnational Cultural Value on Animosity: The China-South Korea THAAD Crisis

Abstract

Purpose – This study examines the impact of situational and stable animosities on quality evaluation and purchase intention while also testing the moderating effects of within- and cross-country cultural distance. We focus on the case of the US THAAD missile defense system deployment in South Korea (hereafter, Korea) and investigate how the resulting Chinese consumers' animosity affects their quality evaluation of and purchase intention toward Korean cosmetics.

Design/methodology/approach – This study utilizes a quantitative approach based on a survey and structural equation modeling. The sample comprises 376 Chinese consumers from 19 Chinese regions.

Findings – The results indicate that both stable and situational animosities are negatively associated with purchase intention toward Korean cosmetics. However, their effects on quality evaluation are different. While stable animosity is negatively related to product quality evaluation, situational animosity has no such negative association. Finally, the cultural distance between Chinese regions and Korea strengthens the negative relationship between stable and situational animosities and purchase intention.

Research implications – Our study contributes by better unraveling the effects of stable and situational animosities on perceived product quality. Our empirical context is unique because it allows us to investigate the relationship between Chinese antagonism toward the THAAD deployment in Korea and Chinese consumers' stable and situational animosities in terms of their quality evaluation of and purchase intention toward imported Korean cosmetics. Hence, this study contributes to the literature on consumer animosity by empirically testing the moderating effect of within- and cross-country cultural distance on the relationship between

stable and situational animosities and purchase intention.

Practical implications – Our study has relevant practical implications, notably for Korean exporters' marketing management and within- and cross-cultural management. Our results suggest that countermeasures are needed because Chinese consumers' stable and situational animosities are negatively related to their purchase intention toward Korean cosmetics. Moreover, our findings provide the insight that when foreign firms export culture-sensitive products to a large, multicultural country, their managers should pay attention to within- and cross-cultural differences simultaneously.

Originality/value – Previous studies have shown that the effects of animosity on product evaluation and purchase intention differ depending on the animosity dimension, product type, country, and the situation causing animosity, among others. However, the existing literature on animosity has neglected the reality that within-cultural differences in a single large emerging market are relevant to explaining the concept of animosity and its effect on the purchase intention toward culture-sensitive products. Furthermore, none of the animosity studies have touched on the important moderating role of within- and cross-cultural differences between a large and multicultural importing country and a brand's home country in this manner. Therefore, we fill this gap by empirically examining whether different moderating effects of stable and situational animosities exist for a specific conflict situation caused by a military issue and investigate the causes of these different effects.

Keywords International marketing, Consumer animosity, Quality evaluation, Within- and cross-cultural distance, Purchase intention, Missile defense crisis

Paper type Research paper

INTRODUCTION

While consumers once had only limited access to imported products in their home markets, they can now base their purchasing choices on a much more varied set of criteria. Goods are available from a variety of countries – not only advanced markets such as the United States (US) or the European Union (EU) but also transition economies such as China and post-Soviet states. With such an increase in the availability of products, the consumer selection process has become more fragmented and more complicated, with consumer choices being influenced by a plethora of factors (Eren, 2013; Nakos & Hajidimitriou, 2007).

Furthermore, the processes consumers use to evaluate imported products can be considerably diverse (Hong & Kang, 2006; Li & Wyer, 1994; Maheswaran, 1994). Consumers may decide, for example, to buy a product coming from a certain part of the world solely based on the good-quality image they associate with a country (Herz & Diamatopoulos, 2013). Similarly, consumers may also reject products if the country of origin they are associated with has a bad reputation. In this vein, consumer animosity against a nation can occur for military, political, or economic reasons and can make consumers avoid purchasing imported products from a certain nation, thereby overriding other factors such as high quality and reputation or a (psychological) affection toward certain products (Klein, 2002; Klein et al., 1998).

Generally, this consumer animosity can comprise stable animosity or situational animosity (Ang et al., 2004; Huang et al., 2010; Jung et al., 2002; Klein & Ettenson, 1999; Riefler & Diamantopoulos, 2007). Stable animosity is rooted in past experiences, as exemplified by older Chinese or Korean citizens' anger toward imported Japanese products due to their suffering from Imperial Japanese occupation and/or colonialization during the first half of the 1900s. By contrast, situational animosity refers to temporary negative sentiments emerging from certain current circumstances. For example, despite Korea being the largest exporting country to China and China being the largest importing country from Korea (World

Trade Organization, 2019), there is currently increasing Chinese consumers' animosity toward products from Korea due to Korea's deployment of the US Terminal High Altitude Area Defense (THAAD) anti-ballistic missile defense system (Korean International Trade Association [KITA], 2017a, 2017b).

Most prior studies on consumer animosity focused on stable animosity, and research on situational animosity is relatively insufficient due to the scarcity of circumstances in which it can occur. Among the consumer psychological variables influenced by consumer animosity, the most frequently examined are product evaluation (especially quality evaluation) and purchase intention (Eren, 2013; Ettenson & Klein, 2005; Hinck, 2005; Hong & Kang, 2006; Huang et al., 2010; Ishii, 2009; Klein, 2002; Klein et al., 1998; Leong et al., 2008; Nijssen & Douglas, 2004; Rose et al., 2009; Shimp et al., 2004; Shoham et al., 2006). Meanwhile, cultural values, particularly cross-cultural differences, can directly and indirectly influence animosity and its relationship with purchase intention (Westjohn, Magnusson, Peng, & Jung, 2020) toward imported culture-sensitive products from a brand's home country. Moreover, in the context of large and multicultural countries, such as China and India, the concurrent exploration of within- and cross-cultural distance is crucial in the international marketing and business field (Miao, Zeng, & Lee, 2016; Tung, 2008). Hence, this study aims to explore Chinese consumers' situational animosity resulting from the Korean THAAD deployment and their stable animosity toward Korea in general in the context of their quality evaluation of and purchase intention toward Korean cosmetics. Furthermore, it intends to test the moderating effect of cultural distance between Chinese regions and Korea on the relationship between stable and situational animosities and purchase intention.

With this study, we contribute to the literature in theoretical and practical terms. First, although the previous literature on consumer animosity has dealt with cross-country cultural differences (e.g. Westjohn et al., 2020), it has not examined within-country variations regarding

their cultural heterogeneous effects on the purchase intention toward imported products. Furthermore, particularly in the literature of international marketing and business, by basing on a general assumption of homogeneity in a single country, several studies have ignored heterogeneity in large and complex emerging markets, especially China. However, Chinese regions are distinctively diverse and complex (Gao, Wang, & Che, 2018), and such diversity and complexity create heterogeneous cultural and societal values, norms, and consumer lifestyles and patterns. Moreover, as Miao et al. (2016) point out, both within- and cross-country levels of cultural distance need to be simultaneously considered if researchers want to understand cultural norms and consumer sentiments and behaviors from the perspective of a national dyadic relationship (between home and host countries) in the context of exporting and/or foreign direct investment. Hence, this study's approach of examining the moderating effects of cultural distance between Chinese regions and Korea on the relationship between stable and situational animosities and the purchase intention toward Korean cosmetics is conceptually and theoretically meaningful.

Second, the international marketing literature has studied the relationship between consumer animosity and purchase intention within the context of a single or only a few countries (e.g. Ang et al., 2004; Ettenson & Klein, 2005; Jung et al., 2002; Leong et al., 2008; Westjohn et al., 2020). Meanwhile, in the international business literature (e.g. Chan, Makino, & Isobe, 2010; Gaur, Ma, & Ding, 2018; Pan & Xu, 2018; Shi, Sun, & Peng, 2012; Shi, Sun, Yan, & Zhu, 2017), while some studies have covered within-country cultural distance as relatively general cases in the context of foreign direct investment (Froese et al., 2019; Kwon, 2012; Kwon & Shan, 2012; Ma et al., 2013), studies addressing within- and cross-country cultural differences simultaneously are very scarce (Miao et al., 2016). Thus, the intersection between these two different streams has not yet been fully investigated despite the existence of consumer animosity toward certain nations (e.g. Japan) in large, complex emerging markets

(e.g. China) where culturally heterogeneous attitudes vary across diverse regions (e.g. Gao et al., 2018). We address these gaps by empirically examining stable and situational animosities in a specific conflict situation caused by a military issue and investigate the moderating effect of cultural distance between Chinese regional cultures and Korea on the relationship between stable and situational animosities and the purchase intention toward culture-sensitive products.

From a practical perspective, we study the importance of stable and situational animosities for marketing practices with respect to the export of foreign (here, Korean) cosmetics to a transition economy (here, China), which is lacking in previous consumer animosity research. Therefore, our results are of great practical significance for both the Korean economy, because China accounts for the largest share of its exports, and the Chinese economy, because cosmetics are the most preferred and representative Korean product for Chinese consumers due to the influence of Korean pop culture (KITA, 2014, 2017a, 2017b).[1]

CONTEXTUAL BACKGROUND

Historically, China and Korea have been both allies and foes, not only in the modern era but also in ancient times. At the end of the Cold War in 1992, China and Korea normalized their diplomatic relationship, thereby reversing China's negligible economic influence on Korea (Council on Foreign Relations, 2020). In 1992, the level of bilateral trade between the two countries was USD$6.4 billion (USD$2.65 billion from Korea to China and USD$3.73 billion from China to Korea), but by 2017 Korea's exports to China had increased 47 times (USD$124.4 billion) and Korea's imports from China had increased 23 times (USD$ 86.2 billion) (KOTRA, 2017). For Korea, China has become the most important partner for not only economic cooperation but also tourism and multiculturalism.

In July 2016, Korea decided to deploy the US THAAD defense system to counter North Korea's nuclear development and missile threat. The Chinese government expressed

strong opposition to this deployment and indeed has long been highly critical of the THAAD deployment in East Asia (Meick & Salidjanova, 2017; Rinehart et al., 2015). Specifically, China has complained that the radar capabilities of the THAAD system in Korea can be configured to allow the US to monitor Chinese airspace. Additionally, China has argued that the deployment signifies the expansion of US-aligned ballistic missile defense structures in the Asia-Pacific region, weakening China's nuclear deterrent and affirming a long-standing fear of the US containment of China (Meick & Salidjanova, 2017).

After the THAAD announcement in July 2016, the Chinese government launched an aggressive economic retaliation campaign and strengthened economic regulations against Korea. Specifically, China has blocked market access for Korean goods and services in a variety of sectors, including entertainment, consumer goods and tourism. In addition, Chinese consumers' animosity toward Korea has increased (KITA, 2017a, 2017b; Meick & Salidjanova, 2017), with Chinese consumer boycotts of Korean products being rationalized as acts of patriotic protest against foreign aggression. As a result, content and products related to the Korean (Culture) Wave (*Hallyu* in Korean) have been banned in China, and the sales of culture-sensitive Korean cosmetics have since declined significantly (KITA, 2017a, 2017b).

The Korean media and related industries mostly focus on the effects of the Chinese government's new regulations. However, from a psychological perspective, Chinese consumers' animosity toward Korea due to the THAAD deployment may affect their evaluation of and purchase intention toward Korean products. In addition, while the Chinese government's regulations may be lifted over time, Chinese consumers' animosity might have a more serious long-term impact. While the THAAD conflict has recently been somewhat resolved, it is expected to take a considerable amount of time for the cooperation between the two countries to recover to its previous level (KITA, 2017b).

THEORETICAL BACKGROUND AND HYPOTHESES

Consumer animosity

Consumer animosity is defined by Klein et al. (1998, p. 90) as "the remnants of antipathy related to previous or ongoing military, political, or economic events" toward another country that "affect(s) consumers' purchase behavior in the international marketplace." Some studies have measured consumer animosity as a single dimension (e.g., Abosag & Farah, 2014; De Nisco et al., 2016; Heinberg, 2017; Shimp et al., 2004), while Klein et al. (1998) originally measured it as the two sub-dimensions of war animosity and economic animosity. Subsequent studies have considered various dimensions, including general animosity, historical animosity, political animosity, military animosity, religious animosity, ethnic animosity, and regional animosity. Meanwhile, Jung et al. (2002) and Ang et al. (2004) classify animosity into four types: national stable animosity, personal stable animosity, national situational animosity, and personal situational animosity. Situational animosity includes feelings arising from certain present provocations, while stable animosity is associated with the accumulated and inherent emotional hostility arising from several military, economic, and political provocations over time. National animosity is related to the hostility that the victim country feels at the national level, while personal animosity refers to the feelings of personal frustration arising from such provocations at the individual level. Nevertheless, as their study is based on a five-country survey, they needed more detailed dimensions to reflect the cross-cultural psychological factors across the five countries; thus, based on these two dimensions, they propose four more detailed types of animosity.

Unlike Jung et al.'s (2002) and Ang et al.'s (2004) studies, our study is based on Chinese consumers' animosity toward Korea, accounting for these two countries' histories, cultures, and situations, which fits better with Jung et al.'s (2002) and Ang et al.'s (2004) original constructs and conceptions. Moreover, we focus only on animosity due to national events,

leaving personal animosity out of the scope because we focus on a national event (the THAAD deployment of Korea). Accordingly, in our study, we classify animosity into stable animosity and situational animosity, conceptualizing Chinese consumers' stable animosity as a general aversion toward Korea based on various past events and situational animosity as a temporary aversion due to the THAAD deployment in Korea.

Consumer animosity and purchase intention

Following previous studies, we use the definition and measures of purchase intention of Klein et al. (1998), who define it as expected or planned future behavior and the probability that beliefs or attitudes will be transferred to action. Indeed, according to existing studies, consumer animosity negatively affects the purchase intention toward foreign products (Ettenson & Klein, 2005; Mostafa, 2010; Shoham et al., 2006), but in some studies it varies according to the dimensions of animosity (Nijssen & Douglas, 2004). In particular, the reason for the different effects of stable and situational animosities is that the effect of situational animosity decreases over time (Ang et al., 2004; Ettenson & Klein, 2005; Hinck, 2005; Hong & Kang, 2006; Jung et al., 2002) while that of stable animosity does not.

For example, in Hinck's (2005) study, the negative effects of historical animosity were greater for younger consumers than for older consumers, suggesting that stable animosity does not diminish over time. By contrast, after priming a positive or negative image for a particular country, Hong and Kang (2006) found that situational animosity negatively affected purchase intention, albeit to different extents depending on the product typicality.

Accordingly, we expect that Chinese consumers' stable animosity does not diminish over time and that it has a negative impact on the purchase intension toward Korean cosmetics. Following a similar logic, we also expect that Chinese consumers' situational animosity toward Korea's THAAD system deployment, which was underway during this study, will also

negatively impact on the purchase intention toward Korean cosmetics.

Our above discussions are in line with the previous studies in psychology and sociology that have dealt with the roles played by cognition and emotions in the response to antagonistic events (Lazarus, 1991; Roseman, 1984). Cognitive-affective theories (Gelbrich, 2010; Roseman, 1996) imply that "individuals develop beliefs about an event that are incongruent with their expectations and these beliefs guide the emotional response, which consequently prompt coping processes, or efforts to alleviate distress" caused by a negative event (Harmeling, Magnusson, & Singh, 2015, p. 678). Negative emotions, such as stable and situational animosities, motivate unique psychological coping processes accordingly (Roseman, 1996). Therefore, we propose the following hypotheses:

H1. Chinese consumers' stable animosity is negatively associated with purchase intention toward Korean cosmetics.

H2. Chinese consumers' situational animosity is negatively associated with purchase intention toward Korean cosmetics.

Consumer animosity and quality evaluation

There is no consensus in the literature regarding the effect of consumer animosity on the quality evaluation of foreign products. There are studies showing that consumer animosity does not negatively affect quality evaluation (Abosag & Farah, 2014; De Nisco et al., 2016; Eren, 2013; Heinberg, 2017; Klein, 2002; Maher & Mady, 2010; Shin, 2001) as well as studies showing that it does negatively affect quality evaluation (Huang et al., 2010; Ishii, 2009; Mostafa, 2010; Shoham et al., 2016; Suhud, 2017). Meanwhile, there are mixed results on whether consumer animosity negatively affects quality evaluation according to the animosity dimensions, product types, time of measurement, and so on (Ettenson & Klein, 2005; Hong &

Kang, 2006; Lee & Lee, 2013; Leong et al., 2008; Rose et al., 2009; Sohail & Opoku, 2016; Tian & Pasadeos, 2012).

The studies arguing that animosity does not affect quality evaluation claim that quality evaluation is a cognitive factor and therefore consumers make the judgment separately from emotional factors, such as animosity. For example, while the product may be evaluated favorably, its purchase can be avoided due to animosity. In other words, animosity may affect emotional factors, but it does not affect cognitive factors. However, the studies arguing that animosity affects quality evaluation claim that emotional or normative factors can affect quality evaluation by distorting or undermining the evaluation of cognitive factors (Amine, 2008; Leong et al., 2008). Although there are opposing arguments, a clear and empirical identification of the causes for these conflicting results is still lacking. Moreover, previous research shows that the effects of animosity on quality evaluation vary according to the specific dimension under study. In particular, the results for personal animosity and national animosity differ, as do the results for stable animosity and situational animosity (Ettenson & Klein, 2005; Leong et al., 2008).

For example, Ahn (2014, 2015) and Ahn et al. (2014) show that Chinese consumers' personal animosity has a negative effect on quality evaluation, but national animosity does not, suggesting that personal animosity may have a greater effect on consumers' beliefs and attitudes toward foreign products than national animosity. Similarly, Leong et al. (2008) measured animosity as either personal situational animosity or national stable animosity according to the classification of Jung et al. (2002). They showed that the personal situational animosity of Asian consumers toward the US and Japan, which caused the Asian economic crisis in 1997, negatively affected the quality evaluation of US and Japanese products, while national stable animosity had no such effect. Ettenson and Klein (2005) investigated Australian consumers' national situational animosity emerging from France's nuclear testing in the South

Pacific, which led to a period of intense conflict between the two countries. They conducted a second survey after the conflict was resolved, by which time the Australian consumers' national situational animosity had become national stable animosity (Jung et al., 2002; Koh, 2015; Leong et al., 2008). Although the Australian consumers' national situational animosity did not negatively affect their quality evaluation of French products, the national stable animosity did. A comparison of the studies by Leong et al. (2008) and Ettenson and Klein (2005) shows that while their findings on the effects of situational and stable animosities are contradictory, the effects of personal and national animosity are similar. In other words, as in the study of Ahn (2014, 2015) and Ahn et al. (2014), they showed that personal animosity negatively affects quality evaluation, yet national animosity does not. More recently, Khan et al. (2019) found a negative effect of economic animosity on consumers' reactions toward a foreign product based on regret theory, while Antontti et al. (2019) found that extreme negative emotions of contempt and disgust play a crucial role in explaining the effect of war animosity on consumer behavior.

In relation to Japan's Senkaku archipelago (*Daouidao* in Chinese) disputes in 2010 and 2012, two distinct groups of Chinese people appeared following anti-Japanese demonstrations in China (KITA, 2017b). The nationalist group had a deeply stable animosity toward Japan, but the young intellectuals group believed that contemporary political issues should be kept separate from the economy. In the case of the THAAD issue, general Chinese citizens seem less disturbed because the antipathy toward Korea appears to be less severe than the antipathy toward Japan (KITA, 2017b). Moreover, for young Chinese intellectuals, situational animosity due to the THAAD deployment may not have had a negative effect on quality evaluation. According to a survey conducted by KITA in December 2017, despite the situational animosity due to the THAAD deployment, most Chinese consumers still perceive Korean consumer goods as positive, especially in terms of quality and design (KITA, 2017a). In other words, although the situational animosity due to the THAAD deployment negatively

affected purchase intentions toward Korean consumer goods, it did not negatively affect quality or design evaluations. Furthermore, Lee (2018) showed that Chinese consumers' animosity due to the THAAD deployment did not negatively affect their image of Korean products and rather had a positive effect. Similarly, Heinberg (2017) also found that Chinese consumers' situational animosity toward the invasion of China's air defense identification zone by US and Japanese military aircraft did not have a negative impact on the quality evaluation of US and Japanese products.

According to these previous studies, situational animosity due to the THAAD deployment may not have a negative impact on quality evaluation because it comprises purely national animosity caused by a political conflict between countries, not personal animosity formed by personal experience (KITA, 2017a, 2017b; Ettenson & Klein, 2005; Heinberg, 2017; Lee, 2018; Leong et al., 2008). However, stable animosity is an overall form of animosity based on various backgrounds in the past and is a mixture of national and personal animosity (Hoffmann et al., 2011); therefore, it is likely to deter quality evaluation. Hence, we propose the following hypotheses:

H3. Chinese consumers' stable animosity is negatively associated with the quality evaluation of Korean cosmetics.

H4. Chinese consumers' situational animosity is not negatively associated with the quality evaluation of Korean cosmetics.

Please note that H4 is not an alternative hypothesis (H_1) but a null hypothesis (H_0). Several previous studies (e.g. Heinberg, 2017, p. 520); Maher and Mady, 2009, p. 634) similarly set a null hypothesis as a research hypothesis. For instance, Heinberg (2017) and Maher and Mady (2009) set their arguments that animosity does not have an impact on product

judgement or purchase intention as the research hypotheses. This is possible because hypothesis testing statistically determines whether the null hypothesis is adopted or rejected instead of determining whether the alternative hypothesis is adopted or rejected.

The moderating effect of within- and cross-country cultural distance on stable and situational animosities and purchase intention

Culture can be defined as a set of values, beliefs, rules, and assumptions that distinguish one group of people from another (Hofstede, 1991; Tung & Verbeke, 2010). International marketing and business can occur across the borders of different countries, and so cultural differences are an important topic for international marketing and business studies. The cultural notion of international marketing and business was triggered by Geert Hofstede's (1980) seminal work on work-related values in 72 countries, thereby distinguishing heterogeneous national cultures. Using Hofstede's cultural index, based on historical survey data on over 88,000 IBM employees across the globe, Kogut and Singh (1988) first developed an index of "cultural distance". Their basic notion of cultural distance is in line with Hofstede's arguments that "[c]ulture is more often a source of conflict than of synergy", and "[c]ultural differences are a nuisance at best and often a disaster" (Hofstede, 2016). Based on Kogut and Singh's (1988) measurement of cultural distance, a number of international marketing and business scholars have researched its linkage to other determinants (e.g., Ambos & Ambos, 2009; Balabanis & Siamagka, 2017; Liou, Rao-Nicholson, & Sarpong, 2018; Zeng et al., 2013).

These studies only dealt with cross-country level cultural distance, however, there have been growing concerns about ignoring *within-country level cultural distance* as well as an emerging consensus on the need to link within-country level cultural distance with other determinants (e.g., Kwon & Shan, 2012; Ma et al., 2013; Tung, 2008). Nevertheless, compared to this gradually increasing interest in within-country level cultural distance, considering both

within- and cross-country level cultural distance simultaneously, i.e., the cultural distance between both subnational regions and countries, was neglected until Miao et al.'s (2016) study linking the construct of *within- and cross-country level cultural distance* to multinational corporations' subsidiary management. Yet, Miao et al. (2016) focused solely on the international business context and did not consider international marketing.

Since cultural values can "moderate the influence of emotions on evaluative judgements", "it is logical to expect some interaction between emotion, i.e., anger/animosity, and cultural values with respect to the consumer animosity-willingness to buy relationship" (Westjohn, Magnusson, Peng, & Jung, 2020, p. 4). In particular, when we examine a dyadic relationship of the cross-country level cultural distance between an exporting country (here, Korea) and a large, multicultural importing country (here, China), we must consider subnational cultures in the latter because there are substantial differences across its regions in terms of cultural values and norms as well as consumer lifestyles and purchasing patterns (Froese et al., 2019; Kwon, 2012; Kwon & Shan, 2012; Ma et al., 2013). Also, in reality, individual Chinese regions have heterogeneous levels of anger/animosity toward exporting countries, e.g., Japan and Korea, due to historical conflicts, e.g., the Second Sino-Japanese War, or injustices (Gao, Wang, & Che, 2018) causing stable animosity (i.e., enduring deep-rooted animosity based on historical wars or injustices) and due to situational events, e.g., the THAAD deployment in Korea, causing situational animosity (i.e., event-driven transient animosity) (Leong et al., 2008; Westjohn et al., 2020). Therefore, these regional cultural and experiential differences, which have created varied cultural and societal values, norms, and consumers' lifestyles and patterns in the country, may have differential interaction effects on the relationship between consumers' stable and situational animosities and purchase intentions, particularly for culture-sensitive products. Further, cultural differences between subnational regions in one large, multicultural importing country and an exporting country may strengthen

the already negative relationship between that importing country's consumers' stable and situational animosities and their purchase intention toward certain culture-sensitive products from the exporting country. Therefore, we propose the following hypotheses:

H5A. Cultural distance between Chinese regions and Korea strengthens the negative association between Chinese consumers' stable animosity and their purchase intention toward Korean cosmetics.

H5B. Cultural distance between Chinese regions and Korea strengthens the negative association between Chinese consumers' situational animosity and their purchase intention toward Korean cosmetics.

Quality evaluation and purchase intention

The existing literature in the field of consumer animosity and country image has noted that there can be differential effects of product quality evaluation on purchase intention depending on product lines or categories (Huang et al., 2010; Kaynak & Cavusgil, 1983; Pappu et al., 2007; Rose et al., 2009). Hence, product typology may affect the impact of product quality evaluation on purchase intention. It is possible to identify three main streams in the research on product typology in relation to consumer animosity: First, the studies of consumer behavior on the general products of a particular country (Huang et al., 2010; Leong et al., 2008); second, the studies examining specific product types (Jimenez & Martin, 2010; Klein, 2002, Shoham et al., 2006); and third, the studies examining composite products reflecting a multidimensional country-of-origin concept due to the advancement of globalization (Funk et al., 2010). According to such prior studies, a cognitive effect, such as product quality evaluation, and a conative effect, such as purchase intention, should be separately constructed, and the hierarchical ordering between the two should be clarified further (e.g., Peterson &

Jolibert, 1995).

The target product in this study is imported popular cosmetics, which can be easily influenced by the international transmission of modern popular culture. Consumers in Asia and beyond are attracted to Korean pop culture and celebrities and, thus, use Korean cosmetics, which are featured advertisements by Korean celebrities and icons and in Korean soap operas and films as a by-product of the Korean Wave. In evolutionary psychology, human nature, consumer behavior, and pop culture are considered intertwined (Fisher & Salmon, 2012; Saad, 2007, 2011). With an evolutionary perspective on pop culture, De Backer (2012, p. 144) argues that "[t]he power of visuals is indeed stronger than the power of words" because consumers with a strong interest in pop culture much more easily believe what they see than what they hear or read; thus, "mainly visual stimuli contribute to the formation of parasocial bonds between stars and their audience." Cosmetics is the by-product of a *recognition heuristic* based on the fact that consumers have a natural tendency to attribute higher status to people (celebrities) and objects (e.g., cosmetics used by celebrities) they recognize than to those they don't (De Backer, 2012; Goldstein & Gigerenzer, 1999). Hence, Chinese consumers' quality evaluation of Korean pop-culture-based products (here, cosmetics) is likely to increase their purchase intention toward them therefore, we propose the following hypothesis:

H6. Chinese consumers' quality evaluation of Korean cosmetics is positively associated with their purchase intention toward Korean cosmetics.

RESEARCH METHOD

Research model

The research model for verifying the hypotheses is shown in Figure 1. The dotted line

denotes a null hypothesis (H_0).

[Insert Figure 1 about here]

Measurements

We focus on stable animosity, situational animosity, quality evaluation, Chinese region-Korea cultural distance, and purchase intention. As shown in Table 1, three items were measured for each construct of the independent, mediating, and dependent variables based on items of previous studies (Ettenson & Klein, 2005; Klein et al., 1998). All items were measured on a seven-point Likert scale.

[Insert Table 1 about here]

To calculate *Chinese region-Korea cultural distance* as a moderating variable, we used Miao et al.'s (2016) scores of regional cultures in mainland China and scores of cultural indexes for Korea. The authors adopted Hofstede's Values Survey Module 1994 questionnaire by following the previous literature (e.g., Kwon, 2012) and conducted a large-scale survey to investigate subnational cultural values in 24 regions in mainland China for Hofstede's five cultural dimensions (i.e., power distance, individualism, uncertainty avoidance, masculinity, and long-term orientation) from 2011 to 2013 (see Table 2). Using a method equivalent with the above, Miao and her research group also conducted a separate survey to investigate Hofstede's five dimensions of cultural values for Korean managers during 2011-2012 by adopting Hofstede's Values Survey Module 1994 questionnaire. As a result, Miao et al. acquired new cultural values for Korea, namely "54 for power distance, 23 for individualism, 36 for masculinity, 82 for uncertainty avoidance, and 71 for long-term orientation" (Miao et

al., 2016, p. 676). Using this, and following Kogut and Singh's (1988) calculation method for the cultural distance index, we computed the cultural distance between Chinese regions and Korea based on Miao et al.'s survey scores for the 19 Chinese regions and Korea using Hofstede's five cultural dimensions.

The formula of Kogut and Singh (1988) we employed is as follows:

$$\text{Cultural distance}_{kj} = \sum_{i=1}^{5}\{(I_{ij} - I_{ik})^2 / V_i\}/5$$

where Cultural distance$_{kj}$ stands for the cultural distance between Korea and Chinese region j. I_{ij} is the index for the i^{th} cultural dimension of the j^{th} Chinese region, i ranges from 1 to 5, representing Hofstede's five cultural dimensions, and V_i is the variance of the index of the i^{th} cultural dimension.

We also included several individual and regional level control variables in our research model to control for their effects on our hypotheses. First, in this study, we control for four individual level variables, i.e., gender, age, marriage, and education, because these demographic characteristics may affect purchase intention. *Gender* is a dummy variable; thus, we assign 1 for female and 0 for male. *Age* is a continuous variable of an individual's age. *Marriage* is a dummy variable of an individual's marital status, where we assign 1 for being married and 0 for unmarried. *Education* is an ordinal variable and we assign 1 for high school graduation, 2 for college/university graduation, and 3 for graduate school graduation. Second, we control for two regional level control variables, i.e., region GDP per capita and region population, because our hypotheses include the moderating effects of Chinese region-Korea cultural distance, which influences purchase intention. *Region GDP per capita* was measured as a natural logarithm of each region's growth domestic product (GDP), and *region population* was measured as a natural logarithm of each region's population.

[Insert Table 2 about here]

Analysis method and data collection

The previous studies on consumer animosity generally used survey questionnaires or research methods based on structural equation models (De Nisco et al., 2016; Ettenson & Klein, 2005; Heinberg, 2017; Huang et al, 2010; Jung et al., 2002; Klein, 2002; Klein & Ettenson, 1999; Klein et al., 1998; Leong et al., 2008; Nijssen & Douglas, 2004; Riefler & Diamantopoulos, 2007; Rose et al., 2009; Shoham et al., 2006). However, taking one step further, this study uses both a survey questionnaire and secondary data by performing structural equation modeling analysis. With the help from two bilingual professors at a prestigious Chinese university, we composed our survey questionnaire first in English following the measurement items developed in the previous literature (Ettenson & Klein, 2005; Klein et al., 1998), translated it into Chinese, and then back-translated it into English (Usunier, 2011).

We used stratified sampling based on each population proportion for 19 Chinese regions[2] as our sampling method. In statistical surveys, it is advantageous to sample each subpopulation (stratum) independently when subpopulations within an overall population vary (Särndal et al., 2003). Subsequently, we applied systematic sampling within each stratum based on the information regarding the regional proportion of Chinese consumers through the cooperation of merchants who sell products on WeChat, which is a representative Chinese mobile messaging platform with more than 1 billion users. After initial screening by asking whether Chinese consumers had experience with Korean brands, we conducted a self-reporting online survey in November and December 2017. We instructed the respondents to leave a time gap of at least one week but no more than 10 days to answer questions for the independent (stable animosity and situational animosity) and mediating (quality evaluation) variables versus the dependent variable (purchase intention). We used a time gap between the

independent/mediating variables and the dependent variable to minimize the risk of common method bias (CMB) and reverse causality (Podsakoff et al., 2003). The initial sample included 449 Chinese consumers, accessed with the cooperation of merchants who sell products on WeChat. In particular, we targeted those Chinese consumers who had experience with the most popular Korean cosmetics brands in China, i.e., *Sulwhasoo* (produced by AmorePacific) and *The History Of Whoo* (produced by LG Household & Health Care). According to the survey report of "2017 China Business Trend" by the Korea Trade-Investment Promotion Agency (KOTRA, 2017), 71% of women and 66% of men among the survey respondents had purchased products through merchants on WeChat, with cosmetics accounting for the largest share of sales on that platform. Consumers in cities and other regions are evenly distributed.[3] In addition, according to a survey conducted by KITA (2017), Korean cosmetics are sold to a diverse range of customers and the purchase rate is evenly distributed in China, unlike other products, which have different purchase rates depending on the region, age, and income level in China. Furthermore, Chinese consumers not only buy cosmetics through merchants on WeChat, but they also use WeChat to check whether Korean cosmetics are counterfeit, even if purchased through Chinese online shops. These merchants (so-called *Weishang*) use WeChat to combine C2C and B2C sales methods in a form of micro-commerce, selling various products, such as clothes, shoes, and cosmetics (KOTRA, 2017). In the case of C2C, *Weishang* directly advertise and promote their products via social networking services (SNS), such as 'Moments' and QQ, so mutual interactions are very prosperous. In the case of B2C, users must actively 'follow' if they want to make mutual relationships, so B2C has a greater effect on commercial participants than C2C in terms of its influence and operating method (KOTRA, 2017).

In order to accurately measure situational animosity toward the THAAD deployment, 73 respondents (16.3%) were dropped from the sample as they had answered "I do not know about the THAAD deployment in Korea", leaving 376 respondents (83.7%) of the original 449

respondents. This result implies that the majority of Chinese consumers know about the THAAD issue; this is in line with the survey conducted by the KITA (2017), which showed that 89.9% of the respondents had an awareness of this issue.

The characteristics of the sample are shown in Table 3, and they appear to adequately represent the population of cosmetics consumers. There were 295 females (78.5%) and 81 males (21.5%). There were 168 (44.7%) respondents in their 20s and 144 (38.3%) were in their 30s, together accounting for 83.0% of the total respondents, who are the core Chinese cosmetics consumers. There were 151 unmarried respondents (40.2%), 225 respondents (59.8%) were married, and 242 respondents (64.4%) were college graduates. The Chinese regional distribution of our sample is presented in Table 4.

[Insert Tables 3 and 4 about here]

Table 5 shows the mean and standard deviations of the constructs. The means of stable animosity and the quality evaluation of Korean cosmetics were high (5.12 and 5.30), the mean of situational animosity was moderate (4.91), and the mean of the purchase intention toward Korean cosmetics was low (4.78).

[Insert Table 5 about here]

DATA ANALYSIS AND RESULTS

Reliability and validity

The reliability and validity of the measurement variables are analyzed using exploratory factor analysis (EFA) with SPSS, confirmatory factor analysis (CFA) with AMOS, and common method bias (CMB) analysis with SPSS and AMOS. Table 6 presents the results of the EFA using principal component analysis and Varimax square rotation with SPSS: KMO

sampling adequacy was 0.866, the significance probability of Bartlett test was 0.000 (p<0.05), factor loadings were greater than 0.6, commonalities were greater than 0.5, four factors explained 85.082% of the variance, and the Cronbach α values were greater than 0.7. The Harman's single-factor test with a non-rotated EFA was performed to examine the CMB (Podsakoff et al., 2003). As a result, we found that there is no dominant factor explaining more than 50% of the variance. Also, we tested the degree of common method variance by using the marker variable technique (Lindell & Whitney, 2001; Podsakoff et al., 2003). This technique "uses the correlation between the focal variable and a theoretically unrelated variable to estimate the common method variance that then are able to be utilized to partial out CMB. In the absence of an unrelated variable, one or two variables included in the study can be utilized as a proxy for a marker variable" (Bergkvist, 2015, pp. 246–247; see also Malhotra et al., 2006). Following Malhotra et al.'s (2006) procedure, we use the variable (i.e., quality evaluation) with the smallest correlation (r_M = −0.150) with the focal variables (independent variables) as a marker variable. The results of our analysis using this marker variable technique indicate that common method variance is not problematic in our dataset because the average difference between the unadjusted and adjusted correlations is 0.135. Further, none of the correlations changes from significant to nonsignificant when the correlation is adjusted. Hence, the degree of common method variance in the data is very small, so its influence on the estimated correlations is minimal (see also Bergkvist, 2015, p. 247). Finally, in our survey, the technique of implementing a time gap between the independent/mediating variables and the dependent variable can reduce the risk of CMB.

[Insert Table 6 about here]

To check the multicollinearity between the independent variables, we perform a

Pearson correlation analysis, as shown in Table 7. Because the correlation coefficient between two independent variables (stable animosity and situational animosity) is 0.470 (lower than 0.7), we can affirm that there is no multicollinearity issue.

[Insert Table 7 about here]

Next, a CFA applying the maximum likelihood method with AMOS is performed. As a result, χ^2/df, RMR, GFI, AGFI, CFI, and RMSEA are found to be good (χ^2=161.564, χ^2/df=3.366, RMR=0.041, GFI=0.935, AGFI=0.896, CFI=0.972, RMSEA=0.078). As shown in Table 8, the construct reliabilities are more than 0.7 and the AVEs are more than 0.5. When calculating the construct reliability and AVE, AMOS does not provide standardized measurement errors (standardized error variance). Thus, the standardized measurement error is calculated as [1-standardized factor loading^2] (Fornell & Larcker, 1981).

[Insert Table 8 about here]

Convergent validity is confirmed because the standardized factor loadings are more than 0.6, construct reliabilities are more than 0.7, and AVEs are more than 0.5. As shown in Table 9, discriminant validity is confirmed because the square of the largest correlation coefficient between stable and situational animosities (0.473^2=0.224) is less than the AVE of stable animosity (0.624) and the AVE of situational animosity (0.837).

In the structural equation model, multicollinearity exists between independent variables if the correlation coefficient between them exceeds 0.8 (strictly above 0.6) or when a standardized path coefficient is more than 1.0 (Grewal et al., 2004; Shiu et al., 2011). Because the correlation coefficient between stable and situational animosities is 0.473 and no

standardized path coefficients over 1.0 appear in the later structural model analysis, there are no multicollinearity issues in our data.

[Insert Table 9 about here]

To check the CMB with CFA, we also perform a Harman's single-factor test. The CFA is performed for each of the measurement models and the single-factor model, and the CMB is verified using the χ^2 difference ($\Delta\chi^2$) of the two models (Fan et al., 2013; MacKenzie et al., 1999; Podsakoff & Organ, 1986). The result of the single-factor model is $\chi^2(54)=1954.806$. Because the χ^2 difference between the two models is significant ($\Delta\chi^2(6)=1954.806-161.564=1793.242>12.60$, $\Delta df=54-48=6$; if df=6, then $\chi^2=12.60$, $p<0.05$), there is no multicollinearity issue.

Hypothesis testing

For the structural model, χ^2/df, RMR, GFI, AGFI, CFI, and RMSEA are found to be good ($\chi^2=172.938$, $\chi^2/df=3.370$, RMR=0.042, GFI=0.937, AGFI=0.898, CFI=0.975, RMSEA=0.074). The explanatory power of the final dependent variable, that is, purchase intention, is high (SMC=0.614).

The results of the path analysis and hypothesis testing are shown in Figure 2 and Table 10, respectively. H1 to H6 are all accepted. Hence, our findings support the prediction regarding the negative association between Chinese consumers' stable and situational animosities on purchase intention ($\beta_{stable}=-0.241$, $p < 0.05$; $\beta_{situation}=-0.206$, $p < 0.05$) (H1 and H2) as well as the prediction regarding the negative association between Chinese consumers' stable animosity and quality evaluation ($\beta_{stable}=-0.371$, $p < 0.001$) (H3). Because the path coefficient from situational animosity to quality evaluation is positive ($\beta_{stable}=0.110$, $p < 0.05$), H4 is also

verified, i.e., Chinese consumers' situational animosity is not negatively associated with their quality evaluation of Korean cosmetics. The positive coefficient from animosity to product/quality evaluation was also shown in several studies, such as Heinberg (2017), Klein (2002), and Eren (2013). Furthermore, our findings support the assumption about the moderating effect of the cultural distance between Chinese regions and Korea on the negative relationship between stable and situational animosities and purchase intention ($\beta_{stable*CD}$=-0.547, $p < 0.05$; $\beta_{situation*CD}$=-0.495, $p < 0.05$) (H5A and H5B) as well as the assumption regarding the positive association between quality evaluation and purchase intention (β_{QE}=0.205, $p < 0.001$) (H6).

[Insert Figure 2 and Table 10 about here]

Finally, as mentioned above, in our hypothesis testing, we control for several individual and regional level variables and obtain mostly insignificant results except for education, which is positively and significantly associated with purchase intention ($\beta_{education}$=0.175, $p < 0.05$). This result implies that educated Chinese consumers are more likely to have the intention to purchase Korean cosmetics, thereby overcoming consumer animosity based on their educated knowledge and open-mindedness toward foreign cosmetics.[4]

Robustness test

As the bias of the respondents could affect the results of the study, we additionally analyze the moderating effect of gender as a robustness test. The results for the subsample of female respondents consistently support all our hypotheses, while the results for the subsample of male respondents support all our hypotheses except H3. Thus, overall we consider the unbalanced sample of female respondents in this study to not have a significant impact on the hypothesis

testing, except for H3, which is rejected[5].

DISCUSSION

Contributions

The results of this study confirm the hypothesized relationships. Both stable and situational animosities are negatively associated with purchase intention (H1 and H2). Stable animosity is negatively associated with quality evaluation (H3), but situational animosity is not negatively associated with quality evaluation (H4). Also, cultural distance between Chinese regions and Korea strengthens the negative relationship between stable and situational animosities and purchase intention (H5A and H5B). Finally, quality evaluation is positively associated with purchase intention (H6).

We believe the present study contributes to the literature on consumer animosity in several ways. First, except for the associations between situational animosity and quality evaluation, our results have overall been consistent with our expected paths. In addition, we find that the relationships between stable and situational animosities and quality evaluation differ substantially. This result constitutes an important extension to the findings from previous studies suggesting that stable and situational animosities may have diverse outcomes (Ang et al., 2004; Ettenson & Klein, 2005; Jung et al., 2002; Leong et al., 2008). Second, cultural values are one of the most important factors in the international marketing and business literature, yet the animosity literature has not fully investigated their impact, especially cross-cultural differences (e.g. Westjohn et al., 2020). Most studies dealing with animosity analyzed a single country (e.g., Klein et al., 1998; Shoham, Davidow, Klein, & Ruvio, 2006) or cross-cultural differences or comparisons (e.g. Westjohn et al., 2020), yet they ignored the role of within-country cultural differences (Chan, Makino, & Isobe, 2010; Gaur, Ma, & Ding, 2018; Pan & Xu, 2018; Shi, Sun, & Peng, 2012; Shi, Sun, Yan, & Zhu, 2017). Besides, the few studies

examining within-country cultural differences did not analyze the impact of consumer animosity (e.g. Kwon & Shan, 2012; Ma et al., 2013; Miao et al., 2016; Tung, 2008). As the crossover between consumer animosity and within- and cross-country cultural distance is a relevant factor in explaining not only firms' strategic response but also consumer behavior, we contribute to this stream of the literature by combining the moderating role of within- and cross-cultural distance on the relationship between stable and situational animosities and the purchase intention toward foreign products, specifically in the context of a large emerging market such as China and its imports of Korean cosmetics.

Managerial implications

From a practical viewpoint, our study has relevant implications, most notably for Korean exporters. Our results suggest that countermeasures are needed because Chinese consumers' stable and situational animosities are negatively related to purchase intention toward Korean cosmetics (H1 and H2). In addition, although its impact tends to decrease over time, situational animosity generally accumulates to become stable animosity (Koh, 2015; Leong et al., 2008). Therefore, we may reconsider the strategies of Japanese companies such as Shiseido Cosmetics and Uniqlo (KITA, 2017b), which suffered from the political dispute between Japan and China about the Senkaku archipelago (*Daouidao* in Chinese) in 2010 and 2012 (KITA, 2017b). Similarly, these lessons echo the 2019 Japan–Korea trade dispute (Pham, 2019), which is an ongoing economic conflict emerging from the Japanese government's decision to remove Korea from its so-called 'white list' of trade restrictions, leading to worsening bilateral relations. Consequently, Korean protesters, students and conservative shop owners boycotted imported Japanese products (Bremmer, 2019), and Koreans participated in a rally to denounce Japan's new trade restrictions and former Japanese Prime Minister Shinzo Abe.

Limitations and future research

Despite our contributions, this study also presents some limitations and thus offers fruitful avenues for future research. First, while further comparative studies on personal and national animosity are necessary, such direct comparisons are rare; thus, further research needs to empirically test this agenda (Ahn, 2014, 2015; Ahn et al., 2014). Also, we define product evaluation as quality evaluation. However, if product evaluation is defined as a mixture of cognitive and emotional factors, other results may emerge. Further, a few studies suggest that some of the animosity dimensions positively affect quality evaluation (Ahn, 2014, 2015; Ahn et al., 2014; Eren, 2013; Heinberg, 2017; Lee, 2018). Although we do not find empirical evidence to support this notion here, future studies could investigate under what conditions this might happen.

Second, future studies can draw on the literature on country-of-origin (c.f., Shi, Wang, & Liu, 2018) or "brand origin" to account for the fact that many brands, both local and foreign, manufacture their wares in countries other than which they are based using components from other countries (Papadopoulos et al., 2018).

Third, we are dealing with culture-sensitive products, yet consumer behavior and perceptions can vary across countries for several reasons, including cultural factors. As such, studies on consumer behavior and perceptions in international marketing have compared countries regarding the relevant factors in as many as 18 countries (Tsalikis, Van Solt, & Seaton, 2019) and even 52 countries (Minkov et al., 2019). However, our study context contains only two countries (China and Korea); thus, we need to expand our research to conduct comparisons among various countries.

Fourth, Ariss and Sidani (2016, p. 467) argue that "national history plays an important role in formulations of…religious diversity strategies and practices" based on two countries,

namely France and Lebanon. Although the effect of religious diversity on animosity is important, we do not include this potential factor in our conceptual model. Further research reflecting religious diversity scholarship might explore the relationship between religious diversity and consumer animosity in the field of international marketing.

Fifth, the THAAD issue emerged in 2016, but our index of Chinese regional cultures was measured between 2011 and 2013; thus, one may argue that this 4 to 6-year gap may threaten to our result's reliability. It should be noted that Hofstede's (1980) national cultural dimensions were based on survey data taken 50 years ago, yet many international marketing and business studies continue to cite his cultural index. Thus, our Chinese regional cultural index, collected 4 to 6 years ago, is quite recent compared to not only Hofstede's index but also other highly cited cultural frameworks, including Schwartz (1994, 2006), GLOBE (House et al., 2004), and the World Values Survey (WVS) (Inglehart, 1990, 1997). It is likely that while cultures can change over time, they do not change radically (Beugelsdijk, Maseland, & van Hoorn, 2015). Therefore, we consider the threat to our result's reliability relatively minimal.

Finally, we investigate the moderating effect of cultural distance between Chinese regions and Korea, but future studies could enlarge our understanding of the topic by studying additional potential moderators, such as the degree of marketization in focal provinces. Studies on international relations and political science have found that less marketized provinces in China are more nationalist-oriented. Hence, consumers in Gansu, for example, may be very different from consumers in Beijing or Shanghai.[6]

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TABLE 1

Construct and measurement variable.

Construct		Measurement Variable	Reference
Stable Animosity	ST1	I dislike Korea.	Klein et al. (1998), Ettenson and Klein (2005)
	ST2	I feel angry toward Korea.	
	ST3	Korea is not a reliable country.	
Situational Animosity	SI1	I feel angry toward the Korean THAAD deployment.	
	SI2	I will never forgive Korea for its THAAD deployment.	
	SI3	I dislike Korea deciding to deploy the THAAD.	
Quality Evaluation	PE1	Korean cosmetics are excellent in quality.	
	PE2	Korean cosmetics are quite reliable.	
	PE3	Korean cosmetics have a good quality for the money.	
Purchase Intention	PI1	I would buy Korean cosmetics.	
	PI2	I would not avoid buying Korean cosmetics.	
	PI3	I would feel guilty if I would buy Korean cosmetics.	

TABLE 2

Scores of 19 regional culture dimensions in mainland China.

Region	Power distance	Individualism	Masculinity	Uncertainty avoidance	Long-term orientation
1. Anhui	29	71	21	43	60
2. Beijing	-5	82	54	79	50
3. Fujian	61	18	49	73	89
4. Gansu	50	3	135	45	86
5. Guangdong	3	69	43	58	47
6. Guizhou	44	19	132	50	85
7. Hebei	-12	79	52	74	46
8. Heilongjiang	185	73	1	93	14
9. Henan	25	54	34	62	33
10. Hunan	21	74	15	61	61
11. Jiangsu	35	85	16	60	68
12. Jilin	14	81	39	63	41
13. Liaoning	-6	98	53	19	26
14. Shandong	34	72	7	54	79
15. Shanghai	32	61	-5	64	67
16. Shanxi	18	70	-10	59	58
17. Sichuan	43	29	114	31	62
18. Tianjin	7	68	20	55	51
19. Zhejiang	36	87	17	65	70

Note: These cultural scores are based on a large-scale survey on 25,172 respondents from 24 regions in mainland China during 2011 to 2013 (Miao et al., 2016, p. 676).

TABLE 3
Characteristics of the sample.

Variable	Category	Frequency (%)	Variable	Category	Frequency (%)
Gender	Female	295 (78.5%)	Marriage	Unmarried	151 (40.2%)
	Male	81 (21.5%)		Married	225 (59.8%)
Age	10s	22 (5.8%)	Education	High School	61 (16.2%)
	20s	168 (44.7%)		College	242 (64.4%)
	30s	144 (38.3%)		Graduate School	73 (19.4%)
	Over 40s	42 (11.2%)	-	-	-

TABLE 4
The regional distribution of the sample.

Region		Sample number
1	Anhui	23
2	Beijing	8
3	Fujian	14
4	Gansu	9
5	Guangdong	40
6	Guizhou	13
7	Hebei	27
8	Heilongjiang	14
9	Henan	34
10	Hunan	25
11	Jiangsu	29
12	Jilin	10
13	Liaoning	16
14	Shandong	36
15	Shanghai	9
16	Shanxi	13
17	Sichuan	30
18	Tianjin	6
19	Zhejiang	20
Total		376

TABLE 5

Mean and standard deviation of the constructs and control variables.

Construct	Mean	S.D.	Construct	Mean	S.D.
Stable Animosity	5.12	1.15	Age	31.21	8.519
Situational Animosity	4.91	1.29	Marriage	0.60	0.49
Quality Evaluation	5.30	1.21	Education	2.03	0.60
Purchase Intention	4.78	1.41	Region GDP per capita (ln)	0.03	0.71
Chinese Region-Korea Cultural Distance	11.23	6.96	Region population (ln)	9.32	0.75
Gender	0.78	0.41	-	-	-

TABLE 6

Results of the exploratory factor analysis and reliability analysis.

Variable	Factor Loading				Cronbach's α
	Situational Animosity	Purchase Intention	Stable Animosity	Quality Evaluation	
SI1	**0.923**	0.065	0.162	0.061	0.939
SI2	**0.903**	0.002	0.193	0.139	
SI3	**0.900**	-0.077	0.237	0.029	
PI1	0.011	**0.947**	0.105	0.027	0.926
PI2	-0.020	**0.943**	0.070	0.126	
PI3	-0.055	**0.925**	0.138	-0.011	
SI1	0.217	-0.010	**0.811**	0.088	0.901
SI2	0.206	-0.007	**0.758**	0.275	
SI3	0.172	0.169	**0.735**	0.087	
PE1	0.029	0.038	0.045	**0.903**	0.820
PE2	0.175	0.117	0.290	**0.782**	
PE3	0.286	0.358	0.047	**0.753**	

TABLE 7
Correlation coefficients between the factors.

Factor	Stable Animosity	Situational Animosity	Quality Evaluation	Purchase Intention	
Stable Animosity	1	-	-	-	
Situational Animosity	0.470*	1	-	-	
Quality Evaluation	-0.407*	-0.103*	1	-	
Purchase Intention	-0.239*	-0.210*	0.269*	1	
Chinese Region-Korea Cultural Distance	0.065	0.047	-0.093	-0.091	1

Note: *$p < 0.05$.

TABLE 8
Results of the confirmatory factor analysis.

Factor	Item	Loading	C.R.	p	Standardized Loading	S.E.	Construct Reliability	AVE
Stable Animosity	ST1	0.983	16.023	0.000	0.825	0.319	0.821	0.624
	ST2	0.828	14,186	0.000	0.727	0.471		
	ST3	1.000	-	-	0.815	0.335		
Situational Animosity	SI1	1.088	25.542	0.000	0.929	0.136	0.926	0.837
	SI2	1.064	26.640	0.000	0.957	0.084		
	SI3	1.000	-	-	0.856	0.267		
Quality Evaluation	PE1	0.989	29.124	0.000	0.897	0.195	0.939	0.867
	PE2	1.059	36.627	0.000	0.970	0.059		
	PE3	1.000	-	-	0.925	0.144		
Purchase Intention	PI1	1.017	21.369	0.000	0.890	0.207	0.902	0.773
	PI2	1.026	22.122	0.000	0.914	0.164		
	PI3	1.000	-	-	0.832	0.307		

TABLE 9

Correlation coefficients among the factors and control variables.

	Factor/Variable	1	2	3	4	5	6	7	8	9	10	11
1	Stable Animosity	1										
2	Situational Animosity	0.473*	1									
3	Quality Evaluation	-0.405*	-0.104*	1								
4	Purchase Intention	-0.238*	-0.219*	0.267*	1							
5	Chinese Region-Korea Cultural Distance	0.069	0.043	-0.092	-0.088	1						
6	Gender	0.084	0.081	0.109*	0.089	-0.072	1					
7	Age	0.005	-0.006	0.043	0.028	0.060	0.110*	1				
8	Marriage	0.088	0.076	0.130*	-0.159*	-0.024	0.134*	0.123*	1			
9	Education	0.070	0.089	0.133*	0.146*	-0.059	0.150*	0.116*	0.226*	1		
10	Region GDP per capita (ln)	0.051	-0.064	-0.048	0.103*	0.177*	-0.048	-0.124*	-0125*	-0.132*	1	
11	Region population (ln)	0.004	0.032	-0.086	0.018	-0.198*	0.022	0.025	-0.013	0.017	-0.212*	1

Note: *$p < 0.05$.

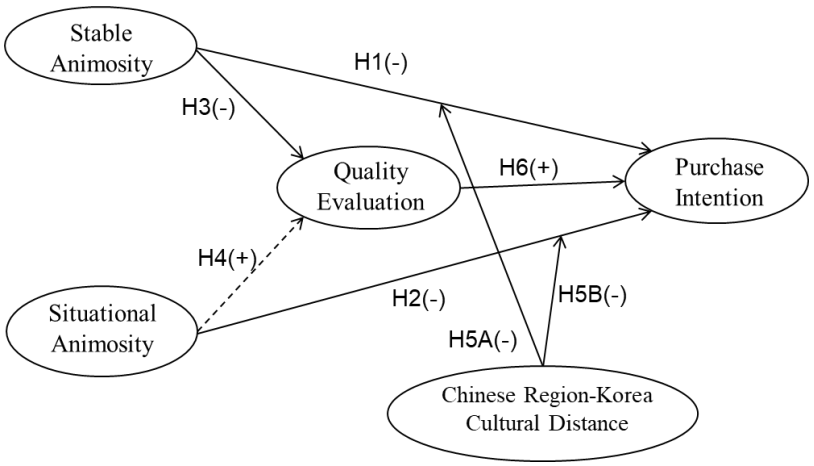
TABLE 10

Results of the path analysis and hypothesis test.

Hypo.	Path	Path Coefficient	S.E.	Standardized Path Coefficient	Judgement
H1	Stable Animosity → Purchase Intention	-0.296*	0.134	-0.241	H1 Accepted
H2	Situational Animosity → Purchase Intention	-0.225*	0.114	-0.206	H2 Accepted
H3	Stable Animosity → Quality Evaluation	-0.389***	0.056	-0.371	H3 Accepted
H4	Situational Animosity → Quality Evaluation	0.102*	0.050	0.110	Null Hypothesis (H_0) Accepted
-	Chinese region-Korea Cultural Distance (CD) → Purchase Intention	-0.080†	0.044	-0.397	Moderating Variable
H5A	Stable Animosity*Chinese region-Korea CD → Purchase Intention	-0.021*	0.010	-0.547	H6A Accepted
H5B	Situational Animosity*Chinese region-Korea CD → Purchase Intention	-0.019*	0.009	-0.495	H6B Accepted
H6	Quality Evaluation → Purchase Intention	0.240***	0.063	0.205	H5 Accepted
-	Gender → Purchase Intention	0.349	0.240	0.102	Control Variables
-	Age → Purchase Intention	0.002	0.008	0.013	
-	Marriage → Purchase Intention	-0.017	0.168	-0.006	
-	Education → Purchase Intention	0.414*	0.169	0.175	
-	Region GDP per capita (ln) → Purchase Intention	0.175	0.111	0.088	
-	Region population (ln) → Purchase Intention	0.018	0.099	0.010	

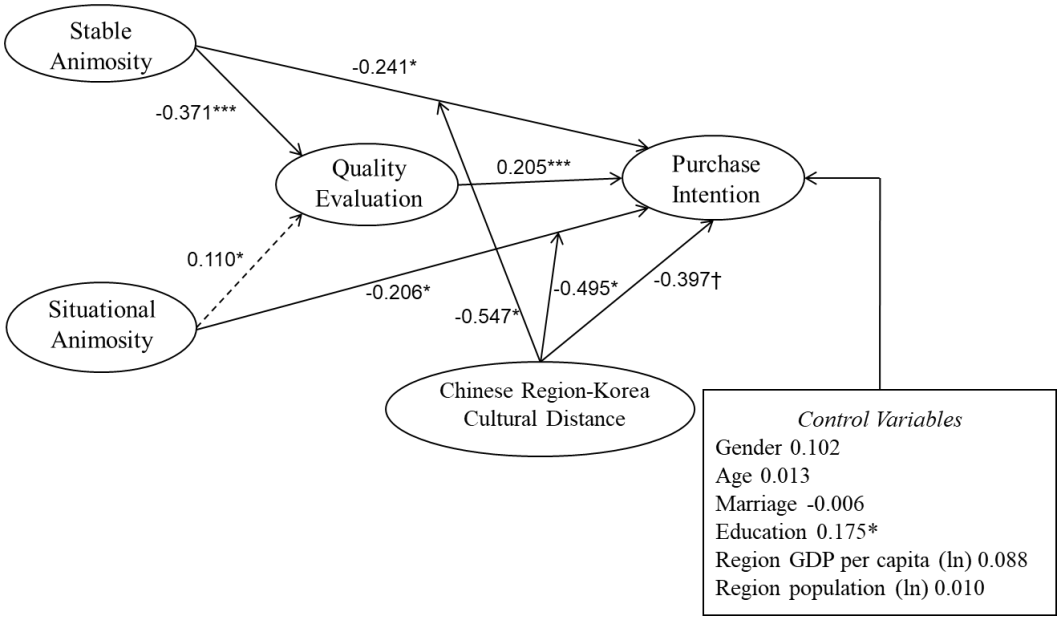
Note: N = 376. †$p < 0.10$; *$p < 0.05$; **$p < 0.01$; ***$p < 0.001$.

FIGURE 1
Research model.



Note: The dotted line means that situational animosity is not negatively associated with quality evaluation.

FIGURE 2
Results of the path analysis.



Note: Standardized path coefficients reported. †$p < 0.10$; *$p < 0.05$; **$p < 0.01$; ***$p < 0.001$.

Endnotes

[1] Korea (the sixth largest exporting country in the world in 2017) is the largest importing country to China (World Trade Organization, 2019).

[2] These 19 Chinese regions are Beijing, Tianjin, Hebei, Shanxi, Liaoning, Jilin, Heilongjiang, Shanghai, Jiangsu, Zhejiang, Anhui, Fujian, Shandong, Henan, Hunan, Guangdong, Sichuan, Gansu, and Guizhou.

[3] The purchase rate of Korean cosmetics through the merchants on WeChat in China (KOTRA, 2017) is as follows:

(1) Purchase rate by region: east (73.6%), central (70.7%), and west (68.0%);
(2) Purchase rate by age: 20s (76.4%), 30s (69.2%), 40s (68.3%), and 50s (71.0%); and
(3) Purchase rate by monthly income: less than 2,000 yuan (64.0%), 2,000 to 5,000 yuan (0.9%), 5,000 to 8,000 yuan (73.6%), and more than 8,000 yuan (72.7%).

[4] Our selection, use, and reporting of the control variables reflect Nielsen and Raswant's (2018) recent suggestions for this agenda.

[5] Results available from the authors upon request.

[6] We thank an anonymous reviewer for this suggestion.