

I Dislike Your Country, but I Love Its Art-- Investigation on the Impact of Consumer Animosity on Art Evaluation and Willingness to Consume

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Abstract

To shed light on finding remedies to weaken the animosity, the present research studies its impact on art evaluation and willingness to consume, mediated by aesthetics and consumption modes. The findings illustrate that even though consumers form their general art value evaluation based on their animosity level, their evaluation for highly aesthetic artworks is not impacted by the animosity effect. Further, while animosity does have a significant impact on consumers' willingness to purchase, it does not have significant impact on consumers' willingness to visit.

Keywords: *Animosity; Asthetic; Consumption Mode*

Track: Consumer Behaviour