

The Anti-Consumption Phenomenon: Cognitive, Affective and Normative Country-of-Origin effects

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Abstract

This research aims at analysing the anti-consumption phenomenon and the relevance of emotional feelings as part of the affective nature of consumption in comparison to cognitive evaluations of consumers of foreign products. Therefore, we focus on consumer affinity as an affective concept that constitutes a key element to counteract ethnocentric barriers to buy non-local products. We propose a conceptual model where affinity is the central axis in the analysis of how to mitigate reluctance to buy, exploring some antecedents of affinity and other variables (image, value, ethnocentrism, localism) that enhance or reduce this phenomenon. This research is focused on the Spanish horticultural products. The model is tested by using PLS-SEM on a sample of 335 consumers in Germany, one of the main destination markets. Findings show the mitigating effect of consumer affinity on reluctance to buy foreign products in comparison to the influence of consumer localism and ethnocentrism.

Keywords: *Consumer affinity; Anti-consumption; Perceived value*

Track: Consumer Behaviour