

# A Daily Dose of Antipathy. An Investigation of Animosity's Long-term Effects

**Tinka Krüger**

Kiel University

**Ipek Nibat Cayrol**

Grenoble Ecole de Management & USMB IREGÉ

**Robert Mai**

Grenoble Ecole de Management

**Olivier Trendel**

Grenoble Ecole de Management

**Wassili Lasarov**

Audencia Business School

**Stefan Hoffmann**

Kiel University

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## **Abstract**

More than twenty years of research in the field of consumer animosity brought up important evidence about antecedents, consequences and conditional effects. However, research regarding longitudinal effects of consumer animosity is scarce (Ettenson & Klein, 2005; Lee & Lee, 2013). This longitudinal study follows the call for more research on animosity's long-term effects (e.g., Lee & Chon, 2021; Park et al., 2021) by measuring animosity towards the U.S. following the U.S. Presidential Election in 2020. Accordingly, we collected data in France and the United Kingdom at five different time points. Results reveal a significant decrease of animosity towards the U.S. in both countries accompanied by significant increase of consumers' willingness to buy American products. This study contributes to the literature 1) by providing a deeper understanding of how animosity develop over time and 2) by examining more than two time points within animosity research.

**Subject Areas:** *Attitude, Consumer Behaviour, Cross-cultural and International Marketing*

**Track:** International Marketing & Marketing in Emerging Countries