

The Relationship Between Consumer Animosity, Marketing Mix, Perceived Product Quality, Consumer Satisfaction and Intention to Purchase of Consumer Behavior

²Yingluk Khemchotigoon and ¹Sumeth Kaenmanee

¹Department of Economics,

²Faculty of Management Science, Khon Kaen University, Khon Kaen, Thailand

Abstract: This research studied in the relationships of consumer animosity and marketing mix to perceived product quality, consumer satisfaction and purchase intention of consumer behavior of Laos consumers effect to Thai products. Data were collected from 1,690 Laos consumers in Thailand and Lao People's Democratic Republic (Lao PDR) border trade via questionnaires. The structural equation modeling was used to analyzed the purchase intention model for Laos consumers. About 5 hypotheses were tested and confirmed by the data. Low level of consumer animosity will be positively related to perceived product quality. Resulting in the study suggest that Laos consumers will not reject Thai products because of history animosity towards Thailand which country of origin of products but also because its marketing strategy. Perceived product quality positively impact to consumer satisfaction, thus entrepreneur should make consumer's perceived the better quality of products more than other products. And the study found that a positive relationship between consumer satisfaction and purchase intention in the future. Consumers who have high satisfaction will purchase products repeatedly and more frequently. The results of the study provide several theoretical and practical implications.

Key words: Consumer animosity, perceived product quality, consumer satisfaction, purchase intention, marketing mix, consumer behavior

INTRODUCTION

Originally, the increased competitions have been being enlargement in the rival market in an area of the similar product. Seeing as, the developed economic have been headed for a global economy and the interdependence of countries for goods, growth of international trade and travel which may be related in a consumption both of foreign products and services, on the other hand the negative attitude can be made from various factors, such as previous war, policy, economy and ecology. As a consequence, the consumer animosity has become the significant constructs for international market researching.

Generally, the former researching have been being attained in consumer behavior, conversely, there have been limited to study in the relationship between marketing mix and the way which are all organized to achieve a consumer behavior by firms. Exactly, it does not imply the lack of regard to consumer animosity as access to mind of individuals and relational of consumer purchase decision constitutes a key complement of consumer psychology.

All in all, this research has been focused in higher level of consumer behavior, accordingly it is created a gap in body of knowledge which stayed between the theoretical and practical aspect of managing consumer behavior. Then, there are born from the perspective of consumer animosity and marketing mix. Next, the research object to study the relationships of consumer animosity and marketing mix which commune to perceived product quality, consumer satisfaction and purchase intention of consumer behavior of Laos consumers, as a result it effect to Thai products.

In the context of this research, physical characteristic can be explained Thailand and Lao People's Democratic Republic (Lao PDR) border each other. Almost of Lao peoples live along the Mekong River basin around 70% where is employed to the production, transportation and travel to exchange goods with each other. Thai and Lao people have been being related, since they share a river border stretches 1,810 km which are all totally 12 provinces; Chiang Rai, Phayao, Nan, Uttaradit, Phitsanulok, Loei, Nong Khai, Bueng Kan, Nakhon Phanom, Mukdahan, Amnat Charoen and Udon Ratchathani.

The studied in order has been shown the economics relation between Thailand and Lao PDR, moreover which have been illustrated a discrepancy by political status of each other as pursue:

- Lao PDR has been governing by communism administration system, since 1975 and strongly connected with China, on the contrary Thailand has been being municipalized by democratic administration system and closely correlated with United State of America. As a matter of fact, they have many different which can be effecting to confidence in together
- In 1986, Lao PDR governors run a policy of New Economic Mechanism (NEM) for guide to country development; furthermore they constructed the diplomacy to another country. Especially, Thailand have been become the important of paired trade partnership of Lao PDR
- In 1988, Thai governors sprint a state policy as change a battle field to a business field
- In 1997, Lao PDR attended to ASEAN member, as a result the paired trade and investment were all increasing in Lao PDR
- The important of economics relation is border trading between Thailand and Lao PDR, accordingly the opened border crossing facilitates to transportation and goods exchange
- Lao PDR have a continued plan for development themselves, nonetheless they do not have the elevated technology and the investment yet they requirements to import many product from another countries
- China and Vietnam have been growing the paired trade in Lao PDR; consequently, Lao consumers have various choices for product consumption
- In 1985, Lao PDR governors lunched a policy of New Economic Mechanism (NEM); as a result Thailand had a market share 90% in Lao PDR
- The recognition of Lao consumer to Thailand. This researching was composted on focusing an attitude of Lao consumers in Thai-Lao border trading in Northeastern of Thailand. Then, the researcher was explained that almost of Lao people live beside in Thai-Lao border trading in Northeastern of Thailand. That was an investigation between Factor effecting to consumer behavior what is more, the benefited implication had meant for entrepreneur to development their market and market expansion

Review of literature

Consumer behavior: Consumer behavior is the consumer's decision with respect to the acquisition,

consumption and disposition of goods, services, time and ideas by human decision-making units (Hoyer and Macinnis, 2010), therefore entrepreneur needs to understand the products which consumer needs and wants. Especially, firms have to concentrate in which consumers have done to purchase and consume the products and what influences purchase and consumption. There are some factors that offered the factor that influences on consumer behavior which are cultural, social, personal and psychological (Amstrong and Kotler, 2009).

Consumer animosity: With the growth of international trade, an increasingly diverse array of products of different national origins is now available in many countries throughout the world. This has resulted in a large interest in examining consumer attitudes towards products of different national origins. Almost research has been conducted in large industrialized countries the USA, France, Germany and China, furthermore there are large internal markets with a wide range of domestic alternatives or brands in most product categories (Klein *et al.*, 1998; Nijssen and Douglas, 2004; Bahae and Pisani, 2009).

Consumer animosity represents a negative emotional attitude or antipathy which toward for a nation or group (Klein *et al.*, 1998). This deep-rooted emotion may be resulted from previous political, military, economic or diplomatic events (Riefler and Diamantopoulos, 2007). Thus, consumer animosity seeks to explain consumers' negative attitudes toward the products of a specific country and their reluctance to buy products from that country.

The literature reviews had found that consumers have a feeling to country of origin which affects to a perceived product quality because country of origin is defined as, beliefs of consumers affect consumer purchase decisions. Because of events or memories from the past or what is going on continuously and the existence of stable intellectual social group (Watson and Wright, 2000; Klein *et al.*, 2002; Nijssen and Douglas, 2004; Ettenson and Klein, 2005; Guo *et al.*, 2006; Shoham *et al.*, 2006; Rose *et al.*, 2008; Hoffmann *et al.*, 2011; Richardson, 2012; Abraham, 2013). Consistent with Ang *et al.* (2004) studied the level of consumer animosity in 5 countries in Asia (Thailand, Indonesia, Korea, Malaysia and Singapore) towards Japan and USA found that if the high level of consumer animosity has negative impact on perceived product quality but the low level of consumer animosity has positive impact on perceived product quality. Similarly, Cui *et al.* (2012) found that the

high level of consumer animosity in China has negative impact perceived quality of Japanese products. Therefore, it is important that consumer animosity affects consumer behavior in international trade.

Marketing mix: Consumers stand in the center. The basic goal of entrepreneur is to create value for consumers and build profitable consumer relationship. Marketing strategy is a detailed process of managing the organization's marketing mix or elements of marketing in order to accomplish the goals of the organization (Bennet, 2010). Marketing is responsible for planning activities that will increase the value of the business through outcomes, such as increasing sales and profits and improving perceived product quality. Guided by marketing mix, entrepreneur designs an integrated marketing mix made up of factors under its control; product, price, place and promotion. Product consists of product attribute, country of origin and familiarity. Price consists of list price, discounts, allowances and credit terms. Place consists of channels, locations and transportation. Promotion consists of advertising, personal selling and sales promotion.

The literature review found that marketing mix correlated with the perceived product quality because the perceived product quality in international trade is evaluation of customer's perception of the overall quality or superiority of the product by using many marketing tools to communicate that information to the consumer, so that the consumer awareness and confidence in the product and country of origin of products (Di Matteo and Di Matteo: 1996; Djursaa and Kragh, 1998; Kahle *et al.*, 2000; Lindridge and Dibb, 2003).

Kotler and Keller (2012) stated that consumer purchase decisions depended on personal characteristics and evaluation process of external stimuli. Thus, researching effectiveness of marketing strategies is managing marketing mix (price, product, promotion, place) will influence perceived product quality. It is a part of purchasing decision (Azzadina *et al.*, 2012). In the previous research found that personal characteristics was the most important factor in perception of external environment. Including consumer animosity is the psychological variables of personal characteristics. The different levels of consumer animosity to assess the perceived product quality through marketing mix variables.

Perceived product quality: There are various academics defining the concept of perceived quality. According to Zeithaml (1988), said that perceived quality is the consumer's judgment about a product's overall excellence

or superiority. Zeithaml (1988) emphasized that perceived quality is different from objective or actual quality, a higher level abstraction rather than a specific attribute of a product, a global assessment that in some cases resembles attitude and a judgment usually made within a consumer's evoked set. Similarly, the definition of perceived quality by Aaker (1991) is the customer's perception of the overall quality or superiority of the product or service with respect to its intended purpose, relative to alternatives. In fact, the perceived quality is different from actual or objective quality, product-based quality and manufacturing quality (Aaker, 1991). It can be viewed, as the difference between overall and undetected quality. Furthermore, perceived quality may lead to consumer satisfaction.

Thus in this research concerning perceived product quality is the consumer's perception of overall components of product. In previous research, about retail business found that perceived product quality positively impact to consumer satisfaction (Johnson and Fornell, 1991; Kristensen *et al.*, 1999; Cronin *et al.*, 2000; Eggert and Ulaga, 2002). Similarly Lai (2004), Turel and Serenko (2006) and Kuo *et al.* (2009), studied in mobile phone industry in South Korea, Singapore and Canada found that perceived product quality positively impact to consumer satisfaction which is determined by perceived performance and expectation.

Consumer satisfaction: Consumer satisfaction has been extensively studied in marketing over the last few decades and one of the main goals in marketing (Erevelles and Leavitt, 1992; McQuitty *et al.*, 2000). Satisfaction plays a central role in marketing because it is a good predictor of purchase behavior (repurchase, purchase intention) (McQuitty *et al.*, 2000).

Kotler and Keller (2012) defined consumer satisfaction, as the level of a person's felt state resulting from comparing a product's perceived performance or outcome in violation to his/her own expectations. Thus, consumer satisfaction could be considered a comparative behavior between inputs beforehand and post obtainments. Cronin *et al.* (2000) and De Canniere *et al.* (2009), found that a positive relationship between consumer satisfaction, buying behavior and purchase intention in the future. Consumers who have high satisfaction will purchase products repeatedly and more frequently (Collier and Bienstock, 2006; Lee and Lin, 2005; De Canniere *et al.*, 2009). Similarly Lai (2004), found that high level of consumer satisfaction will be positively related to purchase intention in telecommunications industry in Germany.

Purchase intention: Purchase intention mean the consumer has purchase behaviors after he/she considered and evaluated the product. The behavior can be viewed as a key point for predicting consumers' purchasing behaviors, as well as their subjective intentions (Keller, 2001). Ghosh (1990) tried to combine some studied about purchasing behavior with consumers' decision-making processes. The result was that when consumers choose one good, the final decision depended on their intention. Therefore, most marketers think consumers' purchasing intention is an effectively method of predicting purchasing.

Hypotheses: As researchers explained earlier, this study is needed because the researches relevant to the relationship between consumer animosity, marketing mix, perceived product quality, consumer satisfaction and intention to purchase. In this context, this study examines the effects of consumer animosity, marketing mix, perceived product quality, consumer satisfaction and intention to purchase. The following hypothesis will be tested in this respect:

- H₁: Low level of consumer animosity will be positively related to perceived product quality
- H₂: Marketing mix will be positively related to perceived product quality
- H₃: Low level of consumer animosity will be positively related to marketing mix
- H₄: Perceived product quality will be positively related to consumer satisfaction
- H₅: Consumer satisfaction will be positively related to purchase intention

This study's framework differs from prior research by created a gap in body of knowledge and between the theoretical and practical aspect of managing consumer behavior that is from the perspective of consumer animosity and marketing mix. The objectives of this research were to study the relationships of consumer animosity and marketing mix to perceived product quality, consumer satisfaction and intention to purchase of Laos consumers effect to Thai products. The earlier hypotheses assisted in conceptual framework on Fig. 1.

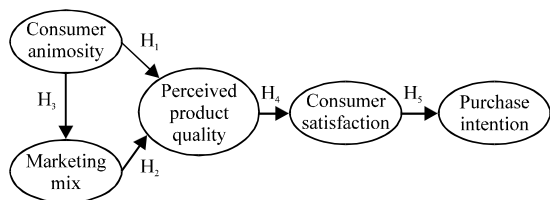


Fig. 1: Conceptual framework

MATERIALS AND METHODS

Sample selection: The population in this research was Laos consumers who purchased products in cross border trade between Thailand and Lao PDR in the Northeast of Thailand which consists of 7 provinces; Loei, Nong Khai, Bueng Kan, Nakhon Phanom, Mukdahan, Amnat Charoen and Udon Ratchathani; there had not known an exactly number of population. Since, taking statistic out each side, taking only those within 1 day but some people may have to cross the borders to purchase goods and not return within 1 day because crossing a border use border pass can stay within 3 days, thus it impossible to identify the population is unclear. The sample used in this research was calculated using Taro Yamane's formula (Yamane, 1973) had a sample size of 385 samples. This research collected data samples of each province; also which storage of 400 samples in each province. Total 6 provinces were about 2,400 samples, except Amnat Charoen Province because cross border in Amnat Charoen was smaller than another province.

Instrumentation: The research instrument was a questionnaire which developed in accordance with previous research and designed to accommodate the international marketing. The questionnaire, reviewed by the Northeastern Strategic Institute (NESI) and using Cronbachs'alpha coefficient to assess reliability was >0.75 in every case was collected in October to December, 2013. Total 1690 consumers (of which 334 in Loei, 272 in Nong Khai, 130 in Bueng Kan, 330 in Nakhon Phanom, 320 in Mukdahan and 304 in Udon Ratchathani) returned completed questionnaires. Respose rate in research was about 70.42%.

The questionnaires asked attitudes Laos consumer, consumer animosity on a stapler scale, divided attitudes into 10 equal intervals with levels ranging from +5 to -5. The questions in other section of 5-point Likert scale. The questionnaire consisted of 5 parts. Part 1 measured consumer animosity, part 2 measured marketing mix, part 3 measured perceived product quality, part 4 measured consumer satisfaction and part 5 measured purchase intention.

Consumer animosity: About 4 items were employed to measure the consumer animosity construct in the model developed by Klein *et al.* (1998, 2002), Ang *et al.* (2004), Riefler and Diamantopoulos (2007) and Hoffmann *et al.* (2011) was used:

- Thailand has a good relationship with your country
- Thailand to assist financial and non-financial for use in the development of your country

- Thailand has credibility and trust in all kind of products to offer to your country
- Your country should not limit type and quantity of goods imported from Thailand

In this research has been focusing more on Laos consumers effect to Thai products in Lao PDR-Thailand border trade. The question in questionnaire about consumer animosity towards Thailand is rather sensitive to feeling of the people. Therefore in this study, researchers adjusted to fit and positive sense.

Marketing mix: About 4 items were employed to measure the marketing mix construct in the model developed by Dodds *et al.* (1991), Roth and Romeo (1992), Di Matteo and Di Matteo (1996), Lindridge and Dibb (2003), Van Riel *et al.* (2005), Ahmed and D'Astous (2007) and Azzadina *et al.* (2012) was used:

- Product consisted of product attribute, consumer familiarity and country image
- Price consisted of price of goods, price of substitute goods and price of complementary goods
- Promotion consisted of media advertising, other promotions and consumer responses to advertising
- Place consisted of channel distribution and physical distribution

Perceived product quality: About 4 items were employed to measure the perceived product quality construct in the model developed by Lefkoff-Hagius and Mason (1993), Aaker and Jacobson (1994), Madu *et al.* (1995), Lin and Kao (2004), Lee and Tai (2009) and Shahrudin *et al.* (2011) was used:

- Thai products have better quality than same products from another country
- Purchasing Thai products were advantage for you
- You felt that purchasing Thai products were worth of price, quality and travel
- Thai products made a grate feeling to own

Consumer satisfaction: About 3 items were employed to measure the consumer satisfaction construct in the model developed by Tse and Wilton (1988), Tsiros and Mittal (2000), Tsiros *et al.* (2004) and Espejel *et al.* (2008) was used:

- You were satisfied Thai products
- You were satisfied seller Thai products in Thailand
- You were satisfied stores that sell Thai products in Thailand

Purchase intention: About 5 items were employed to measure the purchase intention construct in the model developed by Fitzsimons and Morwitz (1996), Mowen and Minor (1998), Ajzen (2011) and Kim and Chung (2011) was used:

- You intended to purchase Thai products, although you just bought the same products from other countries
- You intended to purchase Thai products in your country, although your country had not sell
- You intended to purchase Thai products in another occasion
- You intended to purchase Thai products, although price of same products produced in other countries had lower prices
- You intended to purchase Thai products everytime when Thailand and Lao PDR border opened

RESULTS

All data analysis was conducted by SPSS and AMOS. About 3 major methods of multivariate analysis were used to analyze the data. Firstly, the correlation employed Pearson's correlation coefficient followed by exploratory factor analysis which was conducted to select factors and constructs with a high reliability score before the structural equation modeling was used. The constructs were, also tested for reliability and were found to be relatively sound. A Cronbach's alpha coefficient to assess reliability was >0.75 in every case is acceptable (Nunnally and Bernstein, 1994). Then, the proposed structural equation model was tested using AMOS. The model was estimated using the maximum likelihood procedure which is the most widely used.

Respondents' profile: Table 1 presents the demographic characteristics of respondents who returned completed questionnaires. The sample consists of 1690 Laos respondents.

Structural equation model: The goodness of fit statistics of the model. The $CMIN/DF = 1.258$ and $RMSEA = 0.012$ are well within the main indices show that data strongly fit the structural model, thus indicating that the model fits the data well. The $CFI = 0.998$, $IFI = 0.998$, $GFI = 0.994$, $NFI = 0.993$, $AGIF = 0.985$, $RMR = 0.009$ and $p = 0.059$ are all at the desired level, further supporting the goodness of fit.

Figure 2 shows the AMOS output of this model. The relationship of variable made up the adjusted model of purchase intention. This relationship is obtained from fitting the variable to the hypotheses.

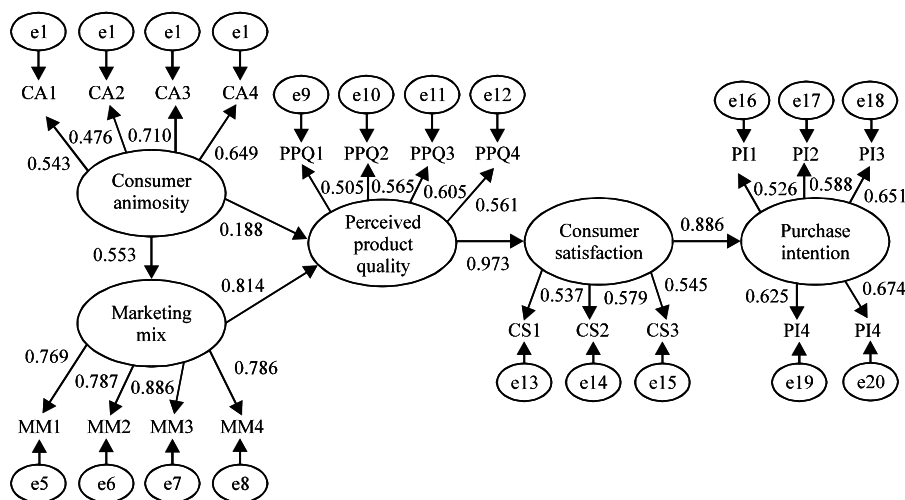


Fig. 2: The SEM of Laos consumers purchase intention

Table 1: Demographic sample characteristics

Demographic variables	n	Percentage
Gender		
Male	440	26.0
Female	1250	74.0
Age		
<20	133	7.9
21-30	563	33.3
31-40	478	28.3
41-50	325	19.2
≥51	191	11.3
Terminal education		
Less than primary school	160	9.5
Primary school	633	37.5
Junior high school	394	23.3
Senior high school	283	16.7
Technical college	31	1.8
University	189	11.2
Religious		
Buddhism	1557	92.1
Christianity	122	7.2
Islam	1	0.1
Others	10	0.6

In addition, the results of the regression analysis had show that these 4 factors explain 78.5% of variance in purchase intention of Lao consumers. The independent variables included in the model were consumer animosity, marketing mix, perceived product quality, consumer satisfaction. The depended variable included was purchase intention (Table 2). In previous studies, a positive and significant relationship was observed both low level of consumer animosity and marketing mix, low level of consumer animosity and perceived product quality, marketing mix and perceived product quality, perceived product quality and consumer satisfaction and consumer satisfaction and purchase intention. Thus, hypothesis 1-5 is supported.

Table 2: Regression weights: Laos consumers purchase intention

Paths	Standardised coefficient (β)	SE	t-value	p
Consumer animosity~marketing mix	0.553	0.024	13.290	***
Consumer animosity~perceived product quality	0.188	0.021	6.216	***
Marketing mix~perceived product quality	0.814	0.055	17.083	***
Perceived product quality~consumer satisfaction	0.973	0.059	17.703	***
Consumer satisfaction~purchase intention	0.886	0.064	15.317	***

***p<0.001

Based on the results, consumer animosity had direct positive effect (0.553) on marketing mix. Consumer animosity had direct positive effect (0.188) on perceived product quality but it was larger indirect positive effect (0.45) on perceived product quality through marketing mix. Marketing mix had direct positive effect (0.814) on perceived product quality. Perceived product quality had direct positive effect (0.973) on consumer satisfaction. Consumer satisfaction had direct positive effect (0.886) on purchase intention. In conclusion, the model in Fig. 2 seems to be consistent with the data collected on this study and provide some new insides into the antecedents of purchase intentions.

DISCUSSION

Originally, the researched outcomes have a number of implications for international marketing management practice. Initially, they show the existence of consumer animosity, as defined in literature and low level of consumer animosity have a positively related to perceived product quality. The research result can be suggested that Lao consumers have not rejected Thai products because of history animosity towards Thailand which

country of origin of products because it is marketing strategy as well. Lao consumers could get perceived product quality when it is through marketing strategy (Azzadina *et al.*, 2012).

At the outset marketing mix, entrepreneur designs an integrated marketing mix made up of factors under its control; product, price, place and promotion. Product consists of product attribute, country of origin and familiarity. Price consists of list price, discounts, allowances and credit terms. Place consists of channels, locations and transportation. Promotion consists of advertising, personal selling and sales promotion.

CONCLUSION

Subsequently, perceived quality is the consumer's judgment about a product's overall excellence or superiority (Zeithaml, 1988; Aaker, 1991). The study found that perceived product quality positively impact to consumer satisfaction, thus entrepreneur should make consumer's perceived the better quality of products more than other products.

As a final point, satisfaction plays a central role in marketing because it is a good predictor of purchase behavior (repurchase, purchase intention) (McQuitty *et al.*, 2000). This researching had found that a positive relationship between consumer satisfaction and purchase intention in the future. Consumers who have high satisfaction will purchase products repeatedly and more frequently (Collier and Bienstock, 2006; Lee and Lin, 2005; De Camiere *et al.*, 2009). Thus, entrepreneur needs to understand the important role of consumer animosity, marketing mix, perceived product quality, consumer satisfaction in order to be able to predict purchases intention.

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