

THE IMPACT OF CONSUMER ANIMOSITY, CONSUMER ETHNOCENTRISM, AND PRODUCT JUDGMENT ON WILLINGNESS TO BUY GLOBAL FAST-FOOD PRODUCTS

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Abstrak

This study investigates the influence of two critical affective constructs, Consumer Animosity (CA) and Consumer Ethnocentrism (CE), on product judgment and the willingness to buy international fast-food products within the Indonesian market context. The research is motivated by the increasing prevalence of public sentiment and organized boycott movements, which necessitate a rigorous examination of whether emotional reactions directed toward a product's country of origin translate into tangible changes in consumer purchasing behavior. Utilizing a convenience sampling technique, primary data were collected via an online survey, yielding 385 valid responses from Indonesian consumers. The hypothesized relationships among the four core variables (CA, CE, PJ, and WTB) were subsequently analyzed using the Partial Least Squares (PLS-SEM). Implication from this research, managers must implement robust risk management protocols to decouple brand identity from negative Country of Origin (COO) sentiment, primarily through intensified localization efforts and emphasizing the brand's contribution to the local economy.

Keywords: *Consumer Ethnocentrism; Consumer Animosity; Product Judgement; Willingness to Buy*

1. INTRODUCTION

Globalization is a process whereby activities in various sectors around the world become increasingly integrated. As countries become more involved, the influence of global markets on all aspects of life also grows (Alkharafi & Alsabah, 2025). Globalization and trade liberalization enable the distribution and availability of goods in various markets around the world (Quang et al., 2017). Digitalization allows the global community to obtain and share timely and accurate information, fostering digital activism (Hamelberg et al., 2024). Research shows that in recent decades, the global landscape of international companies has changed dramatically (Kyove et al., 2021). This trend has a major impact on social, cultural, technological, political, and economic life (Alkharafi & Alsabah, 2025). According to the World Trade Organization (WTO) (Kyove et al., 2021), trade volume growth increased by approximately 7.2% in 2021 (i.e., as a result of mergers, acquisitions, joint ventures, and strategic agreements). Many multinational companies (such as Amazon and Alphabet) have grown into highly productive companies and are able to outperform small countries thanks to globalization, which has given them greater power and control (Elshaer et al., 2025). Conversely, it has been reported that the headquarters of multinational companies seek to regulate and integrate companies by applying practices and principles developed in their home countries to their subsidiaries (Mossolly, 2015). The spread of franchising around the world has occurred through the imitation and internationalization of US franchisors (Alon et al., 2020).

The largest international franchise companies are those with a presence in multiple countries. Examples include the hospitality industry, restaurants, and retail stores such as Marriott, Hilton, McDonald's, KFC, and Seven-Eleven, as well as general service sectors such as car rental, cleaning services, and fuel distribution (Alon et al., 2020). Fast food restaurants have a global presence that demonstrates the economic and cultural power of Western countries, and they are well-known multinational companies (Elshaer et al., 2025). Brands such as McDonald's (Bloomberg, 2024), KFC (Bloomberg, 2024), Pizza Hut (Prapti Upadhayay, 2024), Domino's, Starbucks, Coca-Cola (AlJazeera, 2024), and Nestlé (Middle East Monitor, 2024), among others, have faced consumer backlash for allegedly supporting Israel (Abbas et al., 2024). This is evident from the numerous boycotts that the fast-food industry has faced as a result of its role in the Israeli-Palestinian conflict (Elshaer et al., 2025). This study looks at the significant connection between consumer behavior and a product's nationality (country of origin). According to (Ishak et al., 2018), it is projected that consumers will react badly to products that seem to be connected to particular contentious organizations. Furthermore, some customers boycott businesses that promote human rights abuses (Yu et al., 2020).

Previous research has found that when buyers experience dissatisfaction and negative feelings toward a country, they tend to be more willing to participate in actions such as boycotts and feel regret (Akhtar et al., 2023). A study (Krüger et al., 2025) shows that consumer animosity (CA) generally influences willingness to buy, and political issues between two countries can reduce the willingness to buy products from that country. Therefore, consumer animosity not only affects product judgment but also plays a major role in encouraging consumers to participate in boycotts (Abbas et al., 2024; Ettenson & Gabrielle Klein, 2005). In addition, (Abosag & F. Farah, 2014) found that both brand name and country of origin have a significant impact on consumer attitudes. Negative feelings toward a country can greatly influence how enthusiastic people are about buying goods from that country and can even cause them to refuse to buy those products altogether (Kim et al., 2022; Nawaz et al., 2023). One factor that influences willingness to buy domestic products over foreign products is consumer ethnocentrism (CE) (Miguel et al., 2022). Consumer ethnocentrism is evident when consumers choose to buy domestic products over foreign products even though the foreign products have superior attributes (Amalia Rahmawati & Muflikhati, 2016).

Research on consumer ethnocentrism (CE) and consumer animosity (CA) has been conducted extensively in an international context, particularly in explaining how psychological and emotional factors influence product evaluation and purchasing decisions (Makanyeza & Du Toit, 2017; Souiden et al., 2018). CE is the tendency of consumers to prefer products made in their own country over those made in another country. CA, on the other hand, is the feeling of dislike for the country where a product comes from (Duong et al., 2024; Shimp & Sharma, 1987; Siamagka & Balabanis, 2015). Existing literature frequently examines Consumer Animosity (CA) and Consumer Ethnocentrism (CE) in isolation, primarily focusing on macro-level contexts such as global trade or generalized consumer nationalism, often neglecting their combined effect within specific industry contexts (Zeugner-Roth et al., 2015). The novelty of this study lies in its conceptual framework, which simultaneously models CA and CE as independent, yet non-causally linked, constructs that both exert distinct influences on Product Judgment (PJ) and Willingness to Buy (WTB). Furthermore, the selection of the international fast-food sector provides a contemporary and relevant empirical context, given its frequent exposure to politically, socially, and morally driven boycott movements in line with current global

dynamics (Wijayanti & Elicia, 2024). Consequently, this research significantly contributes to the behavioral marketing literature by offering a nuanced perspective on the interactive roles of consumer psychological factors in shaping product perception and willingness to buy.

Despite the extensive scholarship on consumer behavior toward global brands, a critical research gap exists regarding the simultaneous integration of consumer animosity, consumer ethnocentrism, and product judgment in a single empirical framework within the international fast-food sector. While prior studies have addressed these constructs in isolation, there is a profound lack of empirical evidence on how these sentiments influence the willingness to buy a highly visible global brand like McDonald's in emerging markets. Indonesia provides a uniquely relevant setting for this study due to its position as a major emerging market where geopolitical tensions often manifest in organized boycott movements against American franchises, coupled with intensifying nationalistic campaigns like "Cintai Produk Indonesia" that amplify consumer ethnocentrism.

In light of these dynamics, the primary objectives of this research are to: (1) empirically examine the distinct and simultaneous effects of consumer animosity and consumer ethnocentrism on the willingness to buy McDonald's products in Indonesia, (2) analyze the role of product judgment as a factor that may mitigate the negative impacts of these sentiments, (3) determine whether cognitive evaluations remain significant predictors of purchase intention when faced with political hostility, and (4) provide strategic recommendations.

2. LITERATURE REVIEW

Consumer Animosity

International marketing literature has extensively discussed the concept of consumer animosity (Mandler et al., 2023). In this study, consumer animosity helps us understand the influence of international conflicts, such as military, political, and economic conflicts, on the purchase of foreign products from a particular country (Harmeling et al., 2015). One's dislike of a country will affect their behavior towards the products produced by the country (Selli & Kurniawan, 2014). According to (Quang et al., 2017), consumer animosity is defined as the dislike or hatred that consumers have for a specific foreign nation, resulting from the aftermath of previous or current military, political, or economic events that directly influence consumers' propensity to purchase goods from that nation.

Consumer Animosity (CA) is defined as a persistent negative effect or dislike directed by consumers toward a specific country of origin (COO), often stemming from political, military, or economic conflicts (Duong et al., 2024). Previous scholarly work by (Cheah et al., 2016) established that CA is positively and significantly influenced by its primary dimensions, namely war animosity and economic animosity. Operationally, CA is measured using multi-item indicators that capture deep-seated emotional and cognitive aspects, including sentiments such as hatred, anger, never forgive, and perceptions of the COO's 'unfair' economic influence or power (Cheah et al., 2016; Quang et al., 2017). The presence of CA, often compounded by consumer ethnocentrism, typically leads to an unfavorable perception of foreign-made products, subsequently impairing purchase behavior and negatively impacting the COO effect (Kiriri, 2019).

Consumer Ethnocentrism

Consumer ethnocentrism (CE) has become increasingly important for researchers in consumer behavior and international marketing because it directly affects how consumers feel about products and their choices when making purchases (Camacho et al., 2022). This

behavior occurs based on thoughts that it is a mistake to buy foreign products since it could damage the local economy, causing unemployment, and is an unpatriotic stance to the country (Selli & Kurniawan, 2014). Consumer ethnocentrism refers to an attitude and people's belief in the morality of foreign purchase products (Sun et al., 2021). It means if consumers have high ethnocentrism, in general, they prefer to choose domestic or local products over a choice of imported products and/or similar brands (Wijayanti & Jessen, 2022). Consumer ethnocentrism is the belief that products from one's own country are better and that buying goods from abroad is considered bad because it is thought to harm the economy and reduce job opportunities at home, so this behavior is frowned upon by people in their home country (Chaudhry et al., 2020). As markets become more connected and borderless, it's important to find out if customers care about the COO of the products they buy and how much different countries and cultures prefer local goods over ones from abroad (Camacho et al., 2022). (Blazquez-Resino et al., 2021) state that CE refers to how a person's purchasing behavior is shaped by their loyalty to their own country and/or negative feelings toward other countries. Research related to consumer ethnocentrism, the CETSCALE scale to measure it, was first developed by Shimp and Sharma (1987). Therefore, two proposals were proposed in 2015. The first is CES (Revised Consumer Ethnocentrism Scale), developed by Sharma (2015), and the second is CEESCALE (Expanded Consumer Ethnocentrism Scale), developed by Siagmagka and Balabanis (2015) in the same year. Finally, SCNET, a Consumer Ethnocentrism Scale created by Maison et al. (2018), was proposed three years later (Jiménez Guerrero, 2025).

CEESCALE is one of several alternative scales that have been developed to address the shortcomings of the CETSCALE. CEESCALE consists of 17 items divided into five dimensions: prosociality, cognition, insecurity, reflexivity, and habit. This five-dimensional structure is designed to overcome the main weakness of the CETSCALE scale, namely its multidimensional nature, so that CEESCALE is able to describe more comprehensively the various ethnocentric motivations of consumers. According to research, CEESCALE is more valid and reliable than CETSCALE. This finding supports the idea that CEESCALE may be a more accurate and comprehensive tool for measuring consumer ethnocentrism (Jiménez Guerrero, 2025).

Product Judgments

Product judgment not only encompasses individuals' views of a brand but also depends on perceptions of its country of origin (Chaudhry et al., 2020). The evaluation of a consumer's feelings or opinions about receptive goods, such as the country of origin and ethnic origin, is known as product judgment (Abdul-Latif & Abdul-Talib, 2022). Consumers evaluate goods from other countries rather than their own in international product assessments (Abbas et al., 2024; Cheah et al., 2016). Factors such as value of money, reliability, color and design, technology, quality, and workmanship generally influence consumer perceptions of products (Abbas et al., 2024; Cheah et al., 2016). Consumers can evaluate products based on feelings of ethnocentrism, resentment, or their preferences (Wijayanti & Elicia, 2024). Product evaluation can be influenced by internal factors such as hatred and ethnocentrism, as well as external factors such as promotional tools (Wijayanti & Elicia, 2024). Product judgments play an important role in consumer decisions; if people give a product more positive reviews, they tend to be more interested in making a purchase (Jia et al., 2023).

Willingness To Buy

Measuring willingness to buy emerges as a practical and insightful metric, providing a more tangible reflection of consumer intent and market readiness (Leite et al., 2024). The willingness to buy is one of the behaviors (responses) to objects that show the consumer's wish to make a purchase. Since not all products available in the market are produced domestically nor are all consumers nationalists, the role of hybrid culture influences the level of world-mindedness (Siahaan et al., 2021; Wijayanti & Jessen, 2022). Meanwhile, according to (Schell et al., 2023), Willingness to buy is defined how likely a customer is to decide to buy a product. Willingness to buy is a form of behavior that manifests as a consumer's response to objects, reflecting their desire to engage in a purchase (Siahaan et al., 2021). Another study investigated how ethnocentrism and customer animosity influence product judgments and customers' willingness to buy foreign products, based on the assumption that there is a correlation between willingness to buy and purchasing behavior (Quang et al., 2017). In summary, product judgments are an essential phase in the consumer decision-making process for willingness to buy (Wijayanti & Elicia, 2024).

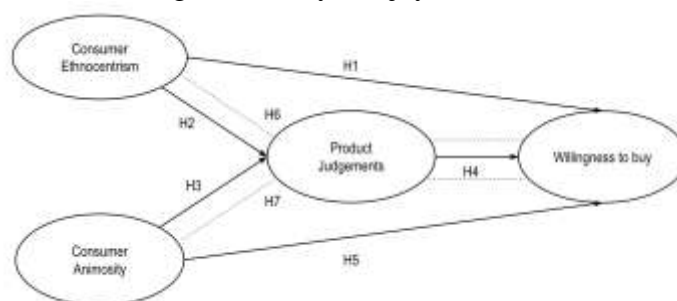


Figure 1. Conceptual Framework

3. RESEARCH METHOD

This study employed a quantitative, cross sectional, explanatory research design. The method used in this study was quantitative. Data collection was conducted using a questionnaire via Google Forms. The sampling technique used was non-probability convenience sampling. There were 385 respondents, whose criteria were respondents (≥ 18 years old) who still actively purchased McDonald's products and those who stopped purchasing in response to global political issues. Data were collected using a research questionnaire and then analyzed using Structural Equation Modeling (SEM-PLS). Convergent validity was evaluated by analyzing factor loadings, average variance extracted (AVE), and composite reliability (CR), while discriminant validity was evaluated using the Fornell-Larcker criteria. Reliability was confirmed through Cronbach's alpha and CR values, all of which exceeded the recommended threshold of >0.60 . Hypothesis testing was then conducted to investigate the relationship between the variables of consumer animosity, consumer ethnocentrism, product judgment, and willingness to buy in the research model, with the results identified in the estimated path coefficients and their significance levels (p-values). Of the 417 questionnaires collected, 385 valid responses were retained for analysis. The final instrument created utilized a 5-point Likert scale (with 1 representing "strongly disagree" and 5 indicating "strongly agree"). Several studies have shown that Likert scales with an odd number of points, such as 5 and 7, have adequate reliability and validity (Koo & Yang, 2025; Kusmaryono et al., 2022).

Certainly, here is the concise single-paragraph description of the research sample's demographic data: The demographic data from the total of 385 respondents indicate a sample

heavily focused on a young, female population primarily located in Java. The majority of respondents (approximately 69.09%, or 266 individuals) fall within the 18–23 age range, supported by 27.01% from the 24–29 age group, which consistently correlates with the dominance of the single marital status (93.77%). A significant imbalance is also evident in gender, with female respondents dominating almost the entire sample, reaching 96.36%. Furthermore, the geographical distribution reveals an extreme concentration in Java (85.19%), while participation from other regions such as Sumatra (5.97%), Kalimantan (3.12%), and other areas is far more minimal. This demographic structure, particularly the dominance in Java, strongly reflects the use of the convenience sampling technique in this study. The demographic data indicates a sample heavily concentrated on the young, female population primarily located in Java. The majority of respondents (approximately 60.26%, or 232 individuals) have an undergraduate degree education, while the next largest group holds a high school diploma (31.69%). This is consistent with the occupational data, where the largest segment is students (56.10%), followed by private employees (32.73%). Correspondingly, the gross income distribution is dominated by lower-income groups, with over 81% of respondents earning less than IDR 3 million per month, and the single largest group earning less than IDR 1 million (44.16%). This profile strongly suggests the sample comprises mainly young students or recent graduates in the early stages of their careers.

4. RESULTS AND DISCUSSION

Validity and Reliability Test

Validity and reliability tests were conducted as a preliminary step to screen items suitable for use in this study. Several matrices were considered during this testing phase, including outer loadings, Cronbach's alpha, and composite reliability. These three matrices were used to make sure that the instrument was accurate, consistent, and precise when it measured a construct. Reliability testing in this study was conducted with screening criteria for outer loadings, Cronbach's alpha, and composite reliability >0.60. A summary of the validity and reliability testing results of this study prior to item elimination is as follows:

Table 2. Initial Validity and Reliability Test Result

Item	Consumer Animosity	Consumer Ethnocentrism	Product Judgment	Willingness to buy
CA1	0.776			
CA11	0.679			
CA2	0.766			
CA3	0.817			
CA4	0.824			
CA5	0.845			
CA6	0.647			
CE1		0.698		
CE14		0.686		
CE15		0.760		
CE16		0.769		
CE17		0.658		
CE2		0.769		
CE3		0.686		
CE4		0.713		

CE5	0.662
CE7	0.672
PJ10	0.696
PJ11	0.794
PJ12	0.800
PJ13	0.797
PJ14	0.815
PJ3	0.651
PJ4	0.678
PJ5	0.761
PJ6	0.703
PJ7	0.685
PJ8	0.743
PJ9	0.704
WTB1	0.887
WTB2	0.855
WTB3	0.658
WTB4	0.891
WTB5	0.897
WTB7	0.682

Source: *Processed by The Researchers, 2025*

Based on the table, all indicators of the existing variables meet the criteria with cross-loading values greater than 0.7, and these values are greater than the indicators in other variables.

Table 3. Construct reliability and validity

Construct	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Consumer Animosity	0.883	0.893	0.909	0.590
Consumer Ethnocentrism	0.889	0.892	0.909	0.502
Product Judgment	0.925	0.938	0.934	0.544
Willingness to buy	0.897	0.906	0.923	0.669

Source: *Processed by The Researchers, 2025*

The assessment of the measurement model confirms high internal consistency and adequate convergent validity for all constructs. All Cronbach's Alpha values (ranging from 0.883 to 0.925) and Composite Reliability (rho_a and rho_c, ranging from 0.892 to 0.938) significantly exceed the minimum acceptable threshold of 0.70, indicating excellent reliability across all constructs. Furthermore, the Average Variance Extracted (AVE) for all four constructs (Consumer Animosity, Consumer Ethnocentrism, Product Judgement, and Willingness to Buy) ranges from 0.502 to 0.669. Since all AVE values are greater than the recommended threshold of 0.50, convergent validity is successfully established, confirming that the items used accurately measure the constructs they were intended to measure.

Table 4. Fornell-Larcker Test Result

Construct	Consumer Animosity	Consumer Ethnocentrism	Product Judgment	Willingness to buy
Consumer Animosity	0.768			
Consumer Ethnocentrism	0.590	0.709		
Product Judgment	-0.188	-0.059	0.738	
Willingness to buy	0.773	0.577	-0.219	0.818

Source: *Processed by The Researchers, 2025*

The Fornell-Larcker criterion assessment confirms the convergent validity of all constructs, as the Average Variance Extracted (AVE) values on the diagonal range from 0.709 to 0.818 and all comfortably exceed the threshold of 0.50. Furthermore, the analysis successfully establishes discriminant validity across all pairs of constructs. This is evident because the square root of the AVE for each construct (the diagonal value) is consistently greater than its highest correlation with any other construct (the off-diagonal values). For instance, the square root of AVE for Willingness to Buy (0.818) is higher than its correlations with all other variables (0.773, 0.577, and -0.219). This confirms that each construct is measuring a unique phenomenon and is empirically distinct from the others in the model.

Table 5. Heterotrait-monotrait ratio (HTMT)

Variable	Heterotrait-monotrait ratio (HTMT)
Consumer Ethnocentrism → Consumer Animosity	0.661
Product Judgment → Consumer Animosity	0.191
Product Judgment → Consumer Ethnocentrism	0.108
Willingness to Buy → Consumer Animosity	0.856
Willingness to Buy → Consumer Ethnocentrism	0.651
Willingness to Buy → Product Judgment	0.221

Source: *Processed by The Researchers (2025)*

The discriminant validity of the model was assessed using the Heterotrait-Monotrait Ratio (HTMT), with the conservative threshold set at 0.85. The findings demonstrate that discriminant validity is predominantly confirmed, as the majority of HTMT values are substantially below the 0.85 threshold. Specifically, the HTMT values range from 0.108 (between Product Judgement and Consumer Ethnocentrism) to 0.661 (between Consumer Ethnocentrism and Consumer Animosity), all confirming that the constructs are empirically distinct. However, the HTMT value between Willingness to Buy and Consumer Animosity is 0.856. While this figure narrowly exceeds the strict 0.85 criterion, it remains below the more liberal 0.90 threshold. This suggests a potential area of conceptual overlap between these two constructs, although it generally supports the model's overall discriminant validity based on a less conservative standard.

Table 6. R-square Test Result

Path	R-square	Conclusion
Product Judgment	0.040	Moderate
Willingness to Buy	0.627	Moderate

Source: *Processed by The Researchers (2025)*

The Coefficient of Determination (R-square) was evaluated to ascertain the explanatory power of the structural model, with values ranging from 0 to 1. According to established methodological guidelines (Hamid, 2019), R-square values >0.75 indicate a strong model, 0.50 suggests a moderate model, and 0.25 indicates a weak model. In this analysis, the Product Judgment (PJ) construct achieved an R-square value of 0.040, accounting for 4% of the variance in PJ. Conversely, the Willingness to Buy (WTB) construct demonstrated a substantially higher R-square value of 0.627, explaining approximately 62.7% of the variability in WTB. Given the high explanatory power for WTB, which is the ultimate dependent variable, the overall model's predictive capability can be reasonably classified as moderate to strong in explaining the variance of the primary outcome variable.

Table 7. F-square Test Result

Variable	f-square	Conclusion
Consumer Animosity → Product Judgment	0.038	Small
Consumer Animosity → Willingness to Buy	0.695	Large
Consumer Ethnocentrism → Product Judgment	0.004	Small
Consumer Ethnocentrism → Willingness to Buy	0.064	Small
Product Judgment → Willingness to Buy	0.020	Small

Source: Processed by The Researchers (2025)

The F-square test evaluates the magnitude of the effect between variables, where values above 0.35 indicate a large effect, those around 0.15 represent a medium effect, and those below 0.02 are considered small. In this study, Consumer Animosity (CA) shows a large effect on Willingness to Buy (WTB), with an F-square value of 0.695, indicating its substantial influence. Meanwhile, Consumer Animosity (CA) has a small effect on Product Judgement (PJ), reflected by an F-square of 0.038. Consumer Ethnocentrism (CE) demonstrates small effects on both Product Judgement (0.004) and Willingness to Buy (0.064). Lastly, Product Judgement (PJ) also exhibits a small effect on Willingness to Buy (WTB), with an F-square of 0.020. Overall, these results highlight that Consumer Animosity (CA) plays the most impactful role in shaping Willingness to Buy (WTB), while other variable relationships display minimal effect sizes.

Bootstrapping

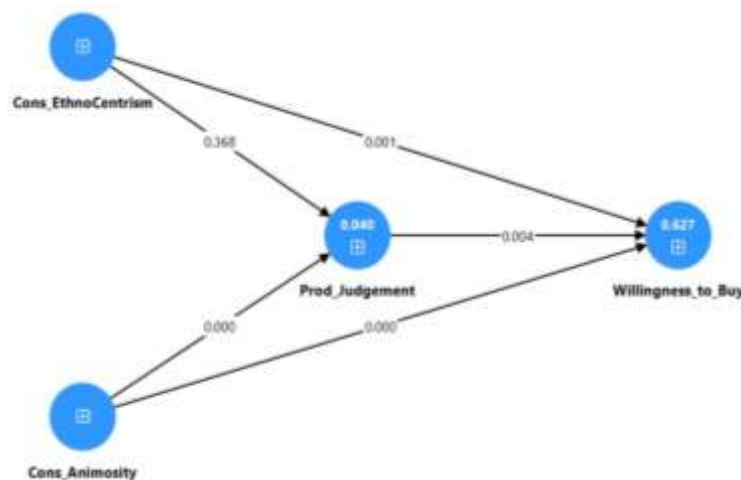


Table 8. Path Coefficient Test Result

Path	Original Sample (O)	T-Statistic	P-Values	Conclusion
Consumer Animosity → Product Judgment	-0.235	3.871	0.000	Accepted
Consumer Animosity → Willingness to Buy	0.643	9.948	0.000	Accepted
Consumer Ethnocentrism → Product Judgment	0.080	0.900	0.368	Rejected
Consumer Ethnocentrism → Willingness to Buy	0.193	3.345	0.001	Accepted
Product Judgment → Willingness to Buy	-0.087	2.918	0.004	Accepted

Source: *Processed by The Researchers (2025)*

The results of the path analysis indicate that four out of five tested relationships are significant ($T > 1.96$ and $P < 0.05$). Consumer animosity was found to have a significant and negative impact on product judgment ($T = 3.871$; $P = 0.000$), suggesting that negative sentiment toward the country of origin reduces perceived product quality. However, an anomalous finding reveals that consumer animosity simultaneously has a very strong, positive, and significant relationship with willingness to buy ($T = 9.948$; $P = 0.000$). Furthermore, consumer ethnocentrism significantly and positively increases willingness to buy ($T = 3.345$; $P = 0.001$) but does not have a significant influence on product judgment ($T = 0.900$; $P = 0.368$). Finally, a significant yet negative relationship was detected between product judgment and willingness to buy ($T = 2.918$; $P = 0.004$), contradicting standard consumer behavior theory. Overall, the findings confirm that consumer sentiment (animosity and ethnocentrism) significantly impacts purchase intention, though the presence of several anomalies warrants further interpretation.

Table 9. Indirect Effect Test Result

Path	Original Sample (O)	T-Statistic	P-Values	Conclusion
Consumer Animosity → Willingness to Buy	0.021	2.229	0.026	Accepted
Consumer Ethnocentrism → Willingness to Buy	-0.007	0.853	0.393	Rejected

Source: *Processed by The Researchers (2025)*

The analysis reveals mixed results regarding the influence of consumer sentiment on willingness to buy. The relationship between consumer animosity and willingness to buy is found to be significant and positive ($T = 2.229$; $P = 0.026$). Since the T-statistic is greater than 1.96 and the P-value is less than 0.05, this suggests that consumer animosity, contrary to standard theory, actually increases or positively correlates with the intent to purchase, albeit with a very small effect size (Original Sample (O) = 0.021). Conversely, the relationship between consumer ethnocentrism and willingness to buy is found to be not significant ($T = 0.853$; $P = 0.393$). As the T-statistic is less than 1.96 and the P-value exceeds 0.05, the study concludes that ethnocentric tendencies among consumers do not significantly influence their intention to buy the product.

Based on the hypothesis testing results using the Partial Least Squares Structural Equation Modelling (PLS-SEM) approach, it can be concluded that four out of five hypotheses in this study are accepted. This conclusion is supported by the T-statistics and p-

values obtained for each relationship, where significant paths meet the criteria of $T > 1.96$ and $p < 0.05$. Additionally, the strength and significance of the research model are reinforced by the R-square, F-square, and reliability–validity results. All constructs demonstrated high reliability, with Cronbach’s Alpha ranging from 0.883 to 0.925 and Composite Reliability exceeding 0.89. The AVE values (0.502–0.669) also confirm strong convergent validity, while the Fornell-Larcker and HTMT criteria verify discriminant validity. Altogether, these findings indicate that the measurement model and structural model are both statistically sound. Moreover, the characteristics of respondent profiles reveal that the majority of respondents meet the criteria set by the researcher for selecting appropriate respondents. These characteristics include McDonald’s customers aged 18–47 years old, living in Indonesia, and still actively purchasing or not purchasing McDonald’s products due to political or social issues. These details provide a comprehensive picture showing that the results of this study are in line with the sample and model. The analysis of the relationship between the data analysis results and the initial hypothesis of this study is as follows:

Impact of Consumer Animosity on Product Judgement: The results indicate that this hypothesis is accepted, supported by a negative and significant path coefficient of -0.235 , a T-statistic of 3.871, and a p-value of 0.000. This finding is consistent with previous research by (Chaudhry et al., 2020), emphasizing that consumer animosity has a significant impact on product judgment. Thus, H1 is accepted based on consistent statistical evidence and theoretical support.

Impact of Consumer Animosity on Willingness to Buy: The second hypothesis analyzes the influence of consumer animosity on willingness to buy. The results show a strong and positive relationship, with a path coefficient of 0.643, a T-statistic of 9.948, and a p-value of 0.000. The effect size is large ($f^2 = 0.695$), making this one of the most dominant relationships in the model. This finding also contrasts with (Kiriri, 2019) research, which shows that consumer animosity has a significant and negative impact on willingness to buy. However, in this study, H2 is accepted, supported by the statistical results and contextual interpretations found.

Impact of Consumer Ethnocentrism on Product Judgement: The third hypothesis evaluates whether consumer ethnocentrism influences product judgement. This hypothesis is rejected, as indicated by a path coefficient of 0.080, a T-statistic of 0.900, and a p-value of 0.368. The results suggest that ethnocentric attitudes do not significantly affect consumers’ perceptions of product quality. This study is also in line with research (Kuncharin & Mohamed, 2014) that shows that consumer ethnocentrism has a negative impact on the foreign products’ judgments. One potential reason could be that as consumer ethnocentric tendencies became stronger, their evaluations of products from other countries tended to decline. Therefore, because the statistical criteria were not met, H3 was rejected.

Impact of Consumer Ethnocentrism on Willingness to Buy: The fourth hypothesis investigates the effect of consumer ethnocentrism on willingness to buy. The results show a positive and significant relationship, supported by a path coefficient of 0.193, a T-statistic of 3.345, and a p-value of 0.001. Although the effect size is small ($f^2 = 0.064$), the finding is in line with (Danilwan et al., 2020) research, which indicated that consumer ethnocentrism has a significant impact on their willingness to buy products. However, in this study, H4 is accepted based on statistical results and theoretical consistency.

Impact of Product Judgement on Willingness to Buy: The fifth hypothesis analyzes the relationship between product judgement and willingness to buy. The results show a negative and significant effect, with a path coefficient of -0.087 , a T-statistic of 2.918, and a p-value of 0.004. This study found that consumer perceptions of foreign product judgment have a

positive impact on willingness to buy, which is consistent with previous research (Danilwan et al., 2020). Therefore, H5 is accepted, supported by the statistical results and contextual interpretations found.

Indirect Effect: Consumer animosity shows a small but significant indirect effect on willingness to buy ($O = 0.021$, $T = 2.229$, $p = 0.026$), indicating that part of its influence is transmitted through product judgment. Meanwhile, consumer ethnocentrism does not have a significant indirect effect ($O = -0.007$, $T = 0.853$, $p = 0.393$), meaning its impact occurs mainly through direct pathways.

5. CONCLUSION AND SUGGESTIONS

Conclusion

1. This study shows that consumer animosity (CA) and consumer ethnocentrism (CE) influence how people respond to international fast-food brands in ways that go beyond simple positive or negative feelings.
2. CA strongly shapes willingness to buy (WTB) even when it reduces product judgment (PJ), while CE increases purchase intention without changing how consumers view product quality.
3. These findings suggest that emotions, identity, and familiar consumption habits often carry more weight than rational evaluations in fast-paced, low-involvement industries like fast food.
4. The findings, confirming the significant influence of Consumer Animosity (CA) and Consumer Ethnocentrism (CE) on purchase intent, necessitate strategic action from international fast-food brands.

Suggestions

The implications reach beyond this context, encouraging global brands to reconsider how they communicate and build trust during political or social tensions. These insights encourage multinational companies to adopt transparent messaging, culturally resonant branding, and stronger community engagement. At the same time, the unexpected patterns found here open space for future research, such as examining whether similar dynamics appear in higher involvement products, how media narratives shape sentiment over time, and whether brand loyalty or perceived necessity alter the impact of animosity across different markets and cultural settings. The findings, confirming the significant influence of Consumer Animosity (CA) and Consumer Ethnocentrism (CE) on purchase intent, necessitate strategic action from international fast-food brands. Managers must implement robust risk management protocols to decouple brand identity from negative Country of Origin (COO) sentiment, primarily through intensified localization efforts and emphasizing the brand's contribution to the local economy. Policymakers should likewise monitor CA/CE indices to maintain stable Foreign Direct Investment (FDI). The present findings suggest that future research should include longitudinal studies to monitor the decline of consumer affect (CA) over time, contextual comparisons among various national markets, and a thorough examination of moderating variables, such as product category (hedonic versus utilitarian) and the influence of social media in shaping these affective consumer states.

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