

University of Aberdeen

## Critical perspective on consumer animosity amid Russia-Ukraine war

Akhtar, Naeem; Khan, Huda; Siddiqi, Umar; Islam, Tahir; Atanassova, Iva

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# Critical perspective on consumer animosity amid Russia-Ukraine war

## Abstract

**Purpose:** Consumer animosity in the wake of Russia-Ukraine war has gained significance in consumer behavior research. In this line, this study aimed at examining (1) the critical influence of consumer animosity in developing brand attitude and its ensuing outcomes— brand boycott behavior and brand-country image, (2) the moderating role of perceived intrusiveness on the relationship between consumer animosity and brand attitude, and (3) the moderating role of altruism between brand attitude and behavioral outcomes.

**Design/Methodology/Approach:** Using the data obtained from 411 European consumers, data analysis was performed using structural equation modeling (SEM) to examine the proposed relationships.

**Findings:** The findings revealed a strong negative influence of consumer animosity on brand attitude, which eventually leads to brand boycott behavior and a negative brand-country image. This work also confirmed the boundary condition of perceived intrusiveness on the effect of consumers' animosity on brand attitude. Further, we validated the moderating effects of altruistic behavior on the relationships between brand attitude and boycott behavior and brand country image.

**Limitations and Implications:** This study offers theoretical, practical and policy implications in international marketing domain. We acknowledged a few shortcomings and made some recommendations for future research.

**Originality:** In the context of the Russian-Ukraine War, we provide critical perspective on how novel conceptual framework based on consumer animosity. In the current scenario, we investigated how European customers' animosity to Russian brands develops their adverse attitudes. We also highlighted the alternatives to Russian brands when they were boycotted during the Russia-Ukraine war.

**Keyword:** Russia-Ukraine war; animosity; intrusiveness; attitude; boycott; altruism

## 1. Introduction

The Russo-Ukrainian War, a geopolitical tension between the Russia and Ukraine, erupted after the Ukrainian revolution for dignity in February 2014 (Alyukov, 2022). The conflicts in Ukraine escalated, culminating in Russia's invasion on February 24, 2022, after Russian forces had amassed near Ukraine's borders in 2021-2022 (Suliman and Pannett, 2022). The Russian invasion of Ukrainian territory has angered the international community for violating international law and attempting to undermine Ukraine's sovereignty (McKee and Murphy, 2022). Since Russia violated international peace laws by invading, numerous countries sanctioned its government, people, and businesses (Goldenberg, 2022). More recently, Farmaki, (2023) highlighted that the Russia-Ukraine conflict and sanctions cause intense animosity against Russian tourists when they travel abroad. Due to these issues, European countries are developing international strategies for the social, economic, and political repercussions of Russia, notably the German Eastern policy (Ostpolitik), which also addresses Russia's current situation (Luo and Van Assche, 2023; Umland, 2022). The Russian invasion has incited global antipathy, which has adversely affected Russia (Suliman and Pannett, 2022).

Western brands like Apple, IKEA, and McDonald's suspended operations in Russia, and the EU and USA closed Russian airspace to airplanes (Farmaki, 2023; Luo and Van Assche, 2023), emphasizing that Russia's decision isolated and tarnished its political and economic image. International support for Ukraine surged rapidly due to Russian actions, and animosity toward Russia reached new heights. Mrad *et al.*, (2013) and Ali, (2021) explored boycotting products from hostile nations during wartime. However, global pressure to boycott Russian individuals in science, arts, research, and sports has increased. Scholars have noted that when a country, corporation, or band violates societal norms, consumers tend to become angry and penalize them socially, economically, or politically (Leonidou *et al.*, 2019). Al-Jazeera, (2022) reports on the Russia-Ukraine war from an invasive perspective. Advertisements are perceived as intrusive and may indicate a negative brand attitude (Tan *et al.*, 2019). Studies suggest that enmity causes customers to experience negative emotions (Ali, 2021; Barutçu *et al.*, 2016; Hong, 2007). Hence, it can be inferred that the feelings of animosity of European consumers towards Russia will result in various adverse emotional consequences for Russian brands.

The existing literature has sufficiently examined consumer animosity in various contexts, including Chinese customers' anti-Japanese sentiment (Antonetti *et al.*, 2019; Hong, 2007),

1 Kurdish consumers animosity toward Turkey (Ali, 2021), and Indonesian customers'  
2 animosity toward made-in-China products (Suhud and Allan, 2021), indicating a country or  
3 brand violates social norms, consumers perceive betrayal and exhibit intentions to boycott or  
4 display negative emotional reactions. The preceding research looked at consumer animosity  
5 in a variety of situations and discovered that when consumers feel hatred and negative  
6 sentiments toward a country, they are more likely to engage in boycott and regret behavior.  
7 Consequently, the aforementioned issues naturally generate a scholarly curiosity to explore  
8 *how the European consumers' animosity develop their attitude towards Russian brands, what*  
9 *is the role of media intrusiveness and individual's altruistic behavior, and what is the*  
10 *alternative of Russian brands when boycotted during the Russia-Ukraine war. This research*  
11 *provides answers to these critical international marketing challenges.*

12 Scholars argued that when a country infringes on a country's sovereignty or disrupts any of its  
13 social, economic, or political standards, individuals develop animosity, which they employ as  
14 a way of protesting (Koh, 2014; Lee *et al.*, 2021). However, there is a void in the research  
15 studying consumer hatred in the context of the Russia-Ukraine war, as well as European  
16 consumers' animosity toward Russia, which influences their opinions toward Russian brands  
17 and leads to boycotts and a bad brand-country image. Meanwhile, consumers' frustration and  
18 anxiety and the intrusiveness of information indirectly cause their boycott and brand image,  
19 and altruistic behavior directly influences them to warn others of their adverse experiences.  
20 Scholars affirm that consumers' avoidance behavior encourages them to save others from  
21 adverse effects because pro-social behavior helps them to protect their peers from selfish  
22 motives and risks (Siddiqi *et al.*, 2020). It could be inferred that consumers prefer to help and  
23 warn individuals, social groups, and other colleagues to encourage boycotts and discourage  
24 the use of Russian brands. To fill these voids, this research follows the calls (Leonidou *et al.*,  
25 2019; Makarem and Jae, 2016) and develops a research framework (Figure I) by examining  
26 the consumers' animosity and related outcomes in the context of the Russia-Ukraine war.  
27 First, this study checks the relationship between consumer animosity and brand attitude in the  
28 setting of the Russia-Ukraine war, expanding on the work of Han *et al.* (2021) by  
29 investigating the effect of consumer animosity on brand attitude in the current context.  
30 Second, in response to Nebenzahl and Jaffe (1996), the study assesses the brand image  
31 relationships with boycott behavior and brand-country image during the Russia-Ukraine war.  
32 Third, this study examines the moderating influence of perceived intrusiveness on the  
33 connection between consumers' animosity and their attitudes toward Russian brands. Fourth,

1 the study applies altruism as a moderator in the relationship between (a) brand attitude and  
2 brand boycott behavior and (b) brand attitude and brand-country image, which had previously  
3 been overlooked. People tend to think that a brand's bad reputation is linked to its country of  
4 origin; therefore, they have bad feelings about it and wants to protect society and humanity  
5 (Klein *et al.*, 2004; Lee and Mazodier, 2015). Therefore, altruistic behavior, or acts of  
6 protection for society or humanity, lead European consumers to form a bad brand-country  
7 image for Russian brands.

8 Our findings contribute to a variety of literature streams. The findings of this study primarily  
9 contribute to the literature on customer animosity, which is a significant issue in international  
10 consumer well-being. In the realm of the Russia-Ukraine war, this study adds to the existing  
11 brand and psychology literature by offering and validating a conceptual framework of  
12 animosity to include outcomes—brand boycott behavior and brand-country image. This study  
13 mainly contributes to the literature on international business and altruism by validating its  
14 boundary conditions, which existing literature has ignored. During the Russian-Ukrainian  
15 war, our study also has several practical implications for consumers in Europe, international  
16 business policymakers, and Russian brands.

## 17 **2. Theoretical foundation and hypotheses development**

### 18 **2.1 Protection motivation theory**

19 Protection motive theory has been used in various research of consumer behavior (Cismaru  
20 and Lavack, 2006; Pang *et al.*, 2021; Youn *et al.*, 2021). The protection motive theory (PMT)  
21 was developed in 1975 and initially focused on the health belief model. This theory states that  
22 past incidents and behaviors directly affect the process of evaluating threats and an  
23 individual's ability to cope with them. Initially PMT included two cognitive processes  
24 namely cognitive mediating processes and coping mode and later it was expanded to include  
25 sources of information (Soediono, 1989). Cognitive mediating processes include threat  
26 appraisals and coping appraisals. In the present model, cognitive mediating processes employ  
27 consumers' brand attitude, which consumers associate with a certain threat (Russian-  
28 Ukrainian war). After interacting with cognitive mediating processes, individuals adopt  
29 protective behavior in terms of coping with direct action or preventing action. In the current  
30 context, during Russian-Ukrainian war consumers adopt attitude against Russian brands and  
31 result in brand boycott and altruistic behavior towards the hostile country in developing  
32 country image. Originally, PMT focused on threats and fear appeals, which were associated

1 with informative communications about threats and coping appraisals. However, the revised  
2 version of PMT included extra or additional sources of information, referred to as  
3 environmental and intrapersonal sources. Environmental sources are associated with  
4 observational learning and verbal persuasion, and intrapersonal sources are linked with prior  
5 experience of threats and personality attributes. In the present context, information about the  
6 Russian-Ukrainian war and threats from the perceived intrusiveness of war-related  
7 information serve as sources of information. It refers to the fact that information about the  
8 threats causes a cognitive mediating process in consumers that appraises both positive and  
9 negative coping behavior.

10 Despite the fact that PMT has three cognitive processes, many researchers have focused on a  
11 single component of the theory (Prentice-Dunn and Rogers, 1986). Consumer behavior  
12 researchers have employed the protection motivation theory in a variety of studies (Bolkan,  
13 2018; Byrd *et al.*, 2023; Cismaru and Lavack, 2006; Harris *et al.*, 2020; Kuppusamy *et al.*,  
14 2020; Youn *et al.*, 2021).

15 Rogers defined the protection motivation theory in 1975 as a cognitive process of consumers'  
16 motivation to participate in protective behaviors (Rogers, 1975). The PMT is related to  
17 decision making for protective behavior, which is influenced by threat appraisal and coping  
18 appraisal (Rippetoe and Rogers, 1987). Kim *et al.* (2021) used protective motive theory to  
19 investigate consumers' cognitions connected to the COVID-19 pandemic, which included  
20 hopes, fears, and consumer changes in behavior. Similarly, Cismaru and Lavack (2006) used  
21 protective motivation theory to investigate consumer decision-making. Scholars refer to the  
22 fact that consumers' cognitive, attitudinal, and behavioral responses are usually associated  
23 with advertisements or information, which they might perceive as irrelevant or intrusive.  
24 PMT cognitive component of information source arouses individuals' attitude to cope with  
25 media intrusiveness. Threat, coping, and cost, which are fundamental components of  
26 protective motivation theory, are all significantly associated with consumer complaints  
27 (Bolkan, 2018). In a seminal study, Fan *et al.*, (2022) found that consumers are willing to pay  
28 more to protect the environment. Based on these arguments, we contend that PMT  
29 encourages Europeans who feel animosity towards Russia and exhibit altruistic behavior to  
30 boycott Russian brands and link negative attributes to Russian brands because of their  
31 concern for the people of Ukraine. Additionally, we argue that perceived advertisement  
32 intrusiveness is consumer's cognitive assessment about the degree of interference of  
33 information with his or her cognitive processes that might interrupt their goals. During the

1 COVID-19 pandemic, Youn *et al.* (2021) discovered that fashion brands shifted due to  
2 considering the protection motivation theory by analyzing consumers' protective behaviors.  
3 In the present study context, the Russian-Ukrainian war created animosity and informational  
4 intrusiveness affected European customers' attitudes towards Russian brands, resulting in  
5 boycott behavior and a negative brand-country image.

6 The recent work of Byrd *et al.* (2021) examined restaurant consumers' patronage behavior  
7 while exhibiting protective behavior against the COVID-19 virus when they perceive the  
8 COVID-19 virus as a threat. In response, we applied PMT as a theoretical foundation and  
9 believe that European consumers perceive the Russia-Ukraine war as a threat to Ukraine's  
10 sovereignty and acquire consumer animosity as a result, leading them to cope with the threat  
11 and create negative brand attitudes, resulting in brand boycott behavior and affecting the  
12 country's image. This is done when a customer engages in altruistic conduct, which is  
13 society-protective behavior. Perceived intrusiveness also contributes to the conversion of  
14 customer aversion into negative brand attitude. Thus, consumers' animosity against Russian  
15 brands relates to intrusiveness and altruism, which contribute to the development of adverse  
16 behaviors, and we argue that utilizing Rogers, (1975) PTM bolsters our findings.

## 17 **2.2 Consumer animosity and brand attitude**

18 Consumer animosity is well argued in the literature of international marketing and consumer  
19 behavior. The term "animosity" refers to antagonistic feelings towards a hostile country for  
20 the past or present happenings that are provoked by factors related to the economy, society,  
21 religion, and government (Suhud and Allan, 2021; Westjohn *et al.*, 2021). Animosity results  
22 in an intense feeling of dislike and hatred towards the hostile country because of any military,  
23 economic, or political conduct that negatively alters consumer buying behavior (Lee *et al.*,  
24 2021; Zdravkovic *et al.*, 2021). Researchers have classified animosity into two types: first,  
25 situational animosity related to hatred because of a violation of social norms; and second,  
26 stable animosity, including extreme hostility as a result of war (Koh, 2014). Scholars  
27 suggested that customer animosity frequently adopts an attitude that establishes a negative or  
28 positive perception of a brand (Antonetti *et al.*, 2019; Muklas and Ma'ruf, 2020). Ali's study  
29 (2021) established that consumer enmity results in feelings of hatred and hostility, which  
30 have a detrimental effect on brand attitude. These arguments lead us to believe that European  
31 consumers have a negative attitude towards Russian brands because of their animosity.

1 In a similar vein, Cui and Choo (2013) found that Chinese consumers' animosity toward  
2 Japan results in negative brand sentiments toward Japanese brands. Anger, hostility, and  
3 unpleasant emotions are produced in Turkish customers by the animosity, which leads to a  
4 negative brand attitude toward multinational brands (Barutçu *et al.*, 2016). Customer  
5 animosity caused by the war between the two countries has a negative impact on the  
6 consumer's attitude toward brands (Leonidou *et al.*, 2019; Magnusson *et al.*, 2022). Based on  
7 the literature reviewed thus far, it could be inferred that unpleasant emotions, situational  
8 abnormality, and hostility trigger adverse attitude towards firms, products, or brands. In the  
9 present study context, we contend that consumer animosity toward Russian brands among  
10 European consumers resulted in a negative brand attitude during the Russia-Ukraine war.  
11 From these arguments, we derived the following hypothesis:

12 **H1:** *Consumers' animosity is negatively related to brand attitude.*

### 13 **2.3 Brand attitude and brand boycott behavior**

14 The phrase "brand attitude" refers to the degree to which a consumer considers a brand  
15 positively or negatively (Muklas and Ma'ruf, 2020). Unpleasant, discomfort, and ambivalent  
16 attitudes are more likely to result in adverse behavioral responses (Akhtar *et al.*, 2020). Brand  
17 boycott behavior is studied by many researchers as a critical issue when a consumer  
18 experiences animosity, especially during war. In general, a boycott refers to the termination  
19 of business or social ties with any organization or country to register protest, punish, or  
20 indicate opposition to any hostile action taken by them (Chiu, 2016; Harmeling *et al.*, 2015).  
21 Customers' attitudes are directly linked to situational abnormality and expectation  
22 disconfirmation, which causes consumers' negative reactions to a brand to cause them to  
23 abandon their relationship with the brand or its offers (Makarem and Jae, 2016; Park and  
24 Jeon, 2018). Adverse attitudes toward the offending country lead to a negative attitude  
25 toward that country's brands, which eventually leads to brand boycott behavior (Alden *et al.*,  
26 2013; Kim, Yan, *et al.*, 2022). Consumers boycott a brand if it is associated with a country  
27 that is hostile to a country in any way (Mrad *et al.*, 2013). Based on this discussion, we  
28 assume that the unfriendly country's (e.g., Russia) brands have a negative brand mindset,  
29 which leads to people boycotting brands from that country.

30 Suhud and Allan, (2021) note that the negative brand attitude of Kurdish consumers towards  
31 Turkish brands, which affects their willingness to buy and ultimately results in brand boycott  
32 behavior. Consumers engage in brand boycott behavior when brands from hostile countries



1 establish negative brand attitudes because of animosity (Nisco *et al.*, 2012). German  
2 consumers are boycotting American brands as a result of the Iraq war, while McDonald's is  
3 boycotting as a result of the United States' support for Israel (Barutçu *et al.*, 2016). According  
4 to Bahae and Pisani (2009) study, Chinese consumers boycott Japanese brands due to  
5 negative attitudes towards hostile country companies. We infer from the above evidence that  
6 hostile situations and hatred feelings are more likely to cause negative attitude, results in  
7 boycott or refusal behavior. In the current context, European consumers' negative brand  
8 attitudes toward Russian brands result in brand boycott behavior during the Russia-Ukraine  
9 war. Thus, the following hypothesis is put forth:

10 **H2:** *Consumers' brand attitude is positively related to their boycott behavior.*

## 11 **2.4 Brand attitude and brand-country image**

12 The term "brand-country image" refers to a country's impression of its own brand, regardless  
13 of the brand's personal attributes (Magnusson *et al.*, 2015; Pappu *et al.*, 2007). The brand-  
14 country image has a direct impact on the image of a brand, which has negative consequences  
15 in international markets (Kim and Chung, 1997). The same brand is perceived differently in  
16 different nations due to brand attitudes connected with the brand's country of origin, which  
17 undermines the brand's true personality (Koubaa, 2008; Park and Jeon, 2018). We contend  
18 that having a negative brand attitude toward a hostile country brand leads to a negative brand-  
19 country image.

20 In the present scenario, the negative attitude toward the offending country's brand associates  
21 some of the hostile country's traits with that country's brand, resulting in a negative brand-  
22 country image of Russian brands. Nebenzahl and Jaffe (1996) investigated the impact of  
23 Japanese customers' brand attitudes toward American brands and highlighted the consumers'  
24 animosity toward these brands. Animosity leads to a negative brand attitude toward the  
25 hostile country, which encourages customers to link the country's traits to the brand  
26 (Magnusson *et al.*, 2022; Papadopoulos *et al.*, 2017). Considering the above, we propose that  
27 European consumers develop a negative brand attitude toward Russian brands, which  
28 negatively affects the brand-country image because they associate negative traits with  
29 Russian brands during the Russia-Ukraine war. Hence, the following hypothesis is  
30 postulated:

31 **H3:** *Consumers' brand attitude is positively related to their brand-country*  
32 *image.*

## 1 **2.5 Moderating role of perceived intrusiveness**

2 Perceived intrusiveness refers to the degree to which a customer perceives that a specific  
3 advertisement in a specific medium is interfering with their cognitive processes (Li *et al.*,  
4 2002). It is also stated as a disruption of a consumer's mental process by the media or  
5 advertising that causes anger or irritation (Smink *et al.*, 2020). The main reason behind the  
6 intrusive ads is to get the attention of the target consumers by stopping them from doing what  
7 they were doing. This results in a cognitive reaction of anger and irritation (Morris *et al.*,  
8 2016). Consumers' perceived intrusiveness from offensive country brands trigger anger and  
9 hatred due to violation of economic, political, religious, or social norms by the origin  
10 country, developing an adverse attitude (Lee and Mazodier, 2015). Perceived intrusiveness of  
11 a hostile country's brand causes an increase in animosity, which leads to an adverse brand  
12 attitude (Lwin *et al.*, 2010). We argue that the perceived intrusiveness of antagonistic country  
13 brands increases consumers' anger and contempt for the brand, which subsequently results in  
14 a negative brand attitude toward the brand.

15 Perceived intrusiveness of the advertisement results in irritation and negative feelings, which  
16 contribute in developing hatred attitude towards brands (Han *et al.*, 2021). Intrusiveness also  
17 increases negative cognitions, which has a detrimental impact on the consumer's attitude  
18 toward the brand (McCoy *et al.*, 2008). Perceived intrusiveness of online advertisements  
19 positively interact with animosity, which has a detrimental impact on customer brand attitude  
20 and motivates cognitive reactions such as anger and frustration (Rejón-Guardía and Martínez-  
21 López, 2014). Lwin *et al.* (2010) assessed the American-focused animosity and confirmed  
22 that advertisements by American brands create a high impression of intrusiveness and a  
23 negative attitude toward the brand. Applying PMT in the current setting, consumers perceive  
24 that advertisement intrusiveness directly affects their cognitive evaluation of information  
25 sources, resulting in less coping or protecting behavior. In the present context, consumers are  
26 more concerned about the Russian brand's information, and they perceive more animosity  
27 when they find the advertisement intrusive, which restricts their protective. Therefore, it can  
28 be inferred that the perceived intrusiveness of Russian brand online advertisements during the  
29 Russia-Ukraine war enhances the influence of animosity among European customers on their  
30 negative brand perception toward Russian brands. Thus, the following hypothesis is  
31 produced:

1                   **H4:** *Perceived intrusiveness positively moderates the effects of consumer*  
2                   *animosity on brand attitude, which is strong (weak) when perceived intrusiveness is*  
3                   *high (low).*

#### 4   **2.6 Moderating role of altruistic behavior**

5   The concept of altruism is well established in the fields of sociology and psychology, and it is  
6   spreading in the literature. Altruism is a protective behavior that consists of a series of  
7   voluntary actions taken to protect others from external threats without concern for reward  
8   (Powers and Hopkins, 2006). Altruism has been extensively investigated in the literature to  
9   determine its impact on customers' decision-making processes and has been shown to have a  
10   significant impact on consumers' decision-making (Halimi *et al.*, 2017; Joo *et al.*, 2016).  
11   When a consumer compares a brand to another similar brand, altruism influences the  
12   consumer's attitude toward the brand that has a positive concern—brand image—for society  
13   as opposed—boycott—to the brand that is not in the benefit of society (Muklas and Ma'ruf,  
14   2020). Likewise, hotel consumers in Taiwan prefer hotels that promise to protect the  
15   environment, proving that altruism influences brand attitudes in developing brand boycott  
16   and brand-country image (Teng *et al.*, 2015). The brand attitude influenced by altruism  
17   results in a variety of behavioral effects, including brand boycott behavior to promote social  
18   causes (Chiu, 2016). Research by Paek and Nelson (2009) revealed that brand boycotters are  
19   concerned about the welfare of society or other individuals with their altruistic behavior. We  
20   conclude that European consumers' altruism is negatively connected to their brand attitude  
21   toward Russian brands, resulting in greater brand boycott behavior.

22   Literature suggests that altruism is directed towards social issues and a negative attitude  
23   towards the brand of an aggressive country. For instance, Ryan (2014) discussed that  
24   customers who support social and environmental causes have a negative attitude toward  
25   foreign brands in term of boycott and negative image. When people start to have bad feelings  
26   about a brand because of animosity and concerns about society and humanity, they turn to  
27   think that the brand's country of origin is linked to its bad image (Kim and Chung, 1997).  
28   Moreover, a person with protective behavior develops negative attitudes towards a brand  
29   because of the country's offensive behavior (Nebenzahl and Jaffe, 1996). Based on these  
30   considerations, we can conclude that altruistic behavior, or protective action toward society  
31   or humanity, causes European consumers to create a negative brand-country image for  
32   Russian brands. In the current setting, consumers are more likely to protect other individuals

1 from Russian brands, result in boycott behavior and negative brand-country image for  
2 Russian brands. Accordingly, we formulated the following hypothesis:

3 **H5:** *Altruistic behavior negatively moderates the relationships between (a)*  
4 *brand attitude and brand boycott behavior and, (b) brand attitude and brand-country*  
5 *image, which are strong (weak) when altruistic behavior is high (low).*

### 6 **Figure I**

#### 7 Conceptual framework

## 8 **3. Research methods**

### 9 **3.1 Development of survey questionnaire**

10 This study operationalized scales developed in prior literature for use in present research. We  
11 developed a survey with three sections: a description of the study, items pertaining to  
12 variables, and demographic questions. All the variables were measured using a 5-point Likert  
13 scale, with 1 and 5 corresponding to “strongly disagree” and “strongly agree”. The nine items  
14 measuring consumer animosity were adapted from Han, (2017) study and operationalized in  
15 the context of the Russia-Ukraine war. We operationalized consumer animosity toward  
16 Russian brands based on their perceived threat, political opinions, personal experience, anger,  
17 and negative feelings. Kim *et al.*, (2007) four-item measures were used to assess brand  
18 attitude regarding Russian brands. We slightly changed the measure of brand attitude to  
19 investigate European consumers' interest in and feelings toward Russian brands. This study  
20 employed a well-established and valid scale of boycott behavior from Palacios-florencio and  
21 Benítez, (2019). We made some changes to the four items to make them more appropriate for  
22 the current scenario. Three-item scales from Islam and Hussain, (2021) were used to measure  
23 the country image of brands. We altered the scale slightly to reflect the present situation.  
24 Seven items from Li *et al.*, (2002) were adapted to capture the perceived intrusiveness of  
25 Russian brands during the Russia-Ukrainian War. Measurement items were slightly modified  
26 to better fit the current condition. Finally, the scale established by Akhtar *et al.*, (2022) is  
27 used to assess altruistic behavior. The scale is composed of five items and measures construct  
28 such as happy to share, help others, save others, strength, and weak points, and satisfied.

29 Finally, we asked demographic questions in the third section of our survey. Gender, age,  
30 profession, brand type, frequency of use, and nationality were used as control variables.  
31 Previous research has found that the current demographic has an impact on negative  
32 behavioral outcomes (Baldauf *et al.*, 2009; Lee and Mazodier, 2015; Truong and Simmons,

1 2010). In order to detect any difficulties with survey flow, ambiguity, and the readability and  
2 visibility of the questionnaire design, the survey was sent to 35 initial participants via online  
3 social media platforms. The pilot test was a preliminary validation and reliability test for our  
4 construct measurements. The pilot study's results were all within the acceptable range of  
5 Cronbach's alpha ( $\alpha$ ) >0.70.

### 6 **3.2 Sampling and data collection**

7 Since 2021, the Russians have been moving into their army settlements around the border of  
8 Ukraine. This was a step forward in the Russia-Ukraine conflict that started in 2014 after the  
9 Ukrainian revolution of dignity in February of that year, which led to war (Tamilina, 2022).  
10 On February 24, 2022, Russia launched an attack on Ukraine, resulting in thousands of  
11 deaths, several wounded, and a massive loss of property (McKee and Murphy, 2022).  
12 Ukraine's position as Europe's second-largest country by land has been threatened by the  
13 Russia-Ukraine conflict and the subsequent European boycott of Russian goods, services, and  
14 politics (Alyukov, 2022). Germany has boycotted Russian products and presented an Eastern  
15 policy (Ostpolitik) that is being debated around the world and consists of policies to deal with  
16 Russia in the present situation (Umland, 2022). European consumers are against the invasion  
17 of Ukraine by Russia and are encouraged to record social, economic, and political protests  
18 against Russian brands (Timmer *et al.*, 2023). These are the reasons that led us to choose  
19 European consumers as the subjects of our study to examine their brand boycotts and  
20 negative brand-country image towards Russian brands.

21 We conducted research using convenience sampling and following Ferber (1977) guidelines  
22 for measurement items. These guidelines include the relevance and appropriation of items by  
23 respondents. The sample must be representative of the population, and the sample size must  
24 be suitable for the research. Using current sampling and data collection techniques, we  
25 explored the effect of European consumer animosity against Russian brands on their brand  
26 boycott behavior and how it affects the brand-country image. The survey was designed to  
27 collect factual and real-time data on the constructs of the present study. Therefore, we used  
28 an online web-based questionnaire for data collection due to its low cost, easy accessibility,  
29 and efficiency (Kim, Yan, *et al.*, 2022; Lee *et al.*, 2017). We recruited respondents by  
30 sending invitations on various social networking sites (e.g., Facebook, LinkedIn, and  
31 Instagram), digital forums, and online communities. Before starting the survey, we used two  
32 screening questions to determine the eligibility of respondents. We asked the following  
33 screening questions: (1) "Have you ever experienced Russian brands?" and (2) "Have you

1 boycotted Russian brands during the Russia-Ukraine war?" Respondents who answered yes  
2 to the screening questions proceeded with the survey. We used the Kline, (2005) approach to  
3 calculate the minimum acceptable sample size, which is simply multiplying the number of  
4 items by 10. Our study included a total of 33 items, and a minimum sample size of 330 was  
5 determined. We collected data via an online survey as a preventative measure against a  
6 COVID-19 pandemic (Ibrahim, 2021). The questionnaire was distributed in early March  
7 2022. A total of 469 participants took part in the survey. Finally, we have 411 qualified  
8 responses after excluding 58 surveys because they were filled out incorrectly or were not  
9 filled out at all.

## 10 **4. Data analysis and Results**

### 11 **4.1 Demographics of respondents**

12 The survey's 411 participants were divided into 57.4% male and 42.6% female. The age  
13 range of most participants was 36–35 years (34.8%), followed by 36–45 years (30.4%). More  
14 than 58% of respondents surveyed reported having a university education. In terms of  
15 occupation, 20.4 % worked for the government, while 44.5 % engaged in business. We asked  
16 about Russian brands' experience and made sure everyone had at least once experienced in a  
17 month. Over half the participants (61.3%) stated that they were unmarried.

18 **Table I**

19 European respondents' characteristics ( $n = 411$ )

### 20 **4.2 Measurement model assessment**

21 A confirmatory factor analysis (CFA) using AMOS 24 was used to assess the measurement  
22 model. We employed Anderson *et al.* (1988) two-stage approach, performing confirmatory  
23 factor analysis (CFA) in the first step and then assessing composite reliability (CR),  
24 convergent and discriminant validity in the second step. The CFA results validated the  
25 measurement model goodness-of-fit indices because all of the values were within the  
26 threshold values ( $\chi^2 = 624.684$ ,  $df = 449$ ,  $\chi^2/df = 1.391$ ,  $GFI = 0.914$ ,  $AGFI = 0.900$ ,  $TLI =$   
27  $0.971$ ,  $CFI = 0.974$ ,  $RFI = 0.905$ ,  $NFI = 0.914$ ,  $IFI = 0.973$ ,  $PGFI = 0.778$ ,  $PCFI = 0.882$ ,  
28  $PNFI = 0.827$ ,  $RMSEA = 0.031$ ) (Hu and Bentler, 1999). The factor loadings were presented  
29 in Table 2, with all values ranging between 0.70 and 0.88 (i.e. above the threshold 0.70)  
30 except BA4= 0.33, BCI3= 0.41 and BCI5= 0.39, thus dropped for further analysis. We  
31 calculated the CR and found that all values were within the acceptable range of 0.77 to 0.93.  
32 which was higher than the threshold value of 0.70 (Hair *et al.*, 2011). Cronbach's alpha values

1 ranged from 0.74 to 0.92, indicating strong internal consistency for our measurement items  
2 (Nunnally, 1978). Further, we assessed the discriminant and convergent validity by following  
3 (Fornell and Larcker, 1981). We first used factor loadings to check the convergent validity.  
4 Table 2 demonstrated that average variance extracted (AVE) values for all variables ranged  
5 from 0.54 to 0.65, exceeding the 0.50 indicated by Fornell and Larcker, (1981), suggesting  
6 that convergent validity was successfully accomplished. According to Fornell and Larcker,  
7 (1981), Table 3 shows that all constructs' discriminant validity was achieved because the  
8 AVE values are greater than the squares of correlation of paired variables (Fornell and  
9 Larcker, 1981). Thus, our results show that we have confirmed convergent and discriminant  
10 validity.

## 11 **Table II**

12 Measurement items, factor loadings, and results of validity and reliability

### 13 **4.3 Common method bias**

14 Our study collected data at a single point in time, and we used common method bias (CMB)  
15 to confirm that our data were not biased. Consequently, we followed Podsakoff *et al.* (2003)  
16 and performed Harman single-factor analysis to determine the common method bias. Our  
17 results of exploratory factor analysis demonstrate that there are four factors with eigenvalues  
18 higher than 1, and the largest variance represented by a single factor is 21.95%, which is less  
19 than the suggested 50% (Podsakoff *et al.*, 2012). Thereby, it was found that the present data  
20 were free of any substantial issue of common method bias. Further, Hair *et al.*, (2019)  
21 recommended that common method bias is unlikely to arise if correlations are less than 0.9.  
22 The correlation matrix demonstrated that our data were free of common technique bias (Table  
23 3).

## 24 **Table III**

25 Correlations and discriminant validity

### 26 **4.4 Structural model assessment**

27 Following the validation of the measurement model, structured equation modelling (SEM)  
28 was used to test the postulated framework and hypotheses. Analysis of moment structures  
29 (AMOS) revealed that the structural model's goodness-of-fit indices were adequate: ( $\chi^2 =$   
30 192.957,  $df = 132$ ,  $\chi^2 / df = 1.391$ , GFI = 0.951, AGFI = 0.937, TLI = 0.981, CFI = 0.983, RFI  
31 = 0.941, NFI = 0.949, IFI = 0.983, PGFI = 0.734, PCFI = 0.848, PNFI = 0.819, RMSEA =  
32 0.034) (Hu and Bentler, 1999). Goodness-of-fit indices show that the variables in the study

1 have a good structural relationship and the model is aligned structurally with the data  
2 obtained (Hair *et al.*, 2011).

### 3 **4.5 Hypotheses results**

4 Before applying SEM to test the hypotheses, we checked variation inflation factors (VIF) to  
5 ensure that none of the model's variables were multicollinear. Hair *et al.*, (1998) advised a  
6 VIF threshold of 10, and our results for all variables were less than 2, indicating that these  
7 variables could be included in the SEM analysis. The results in the proposed model supported  
8 the hypotheses (H1–H6) as shown in Table 4 and Fig. II. First, we hypothesized a negative  
9 relationship between consumers' animosity and brand attitude. The results confirmed that  
10 consumers' animosity had a negative association with brand attitude ( $H1_{CA \rightarrow BA} = -0.335$ ,  $t = -$   
11  $3.896$ ,  $p < 0.001$ ). Thus, H1 was supported. Second, we proposed a positive relationship  
12 between brand attitude and boycott behavior. Our results confirmed the positive relationship  
13 of brand attitude with brand boycott behavior ( $H2_{BA \rightarrow BB} = 0.412$ ,  $t = 5.842$ ,  $p < 0.001$ ),  
14 supporting H2. Third, we predicted a negative relationship between brand attitude and brand-  
15 country image, and the results indicated that brand attitude influenced brand-country image  
16 negatively ( $H3_{BA \rightarrow BCI} = -0.327$ ,  $t = -4.868$ ,  $p < 0.001$ ). Hence, Hypothesis 3 was also supported.

17 **Table IV**

18 Results of hypotheses

19 Additionally, we investigated the predicting variance ( $R^2$ ) for the dependent variables, which  
20 describes the cumulative variance of the outcome variables engendered by predicting  
21 variables. We confirmed the predicting variance as the lowest acceptable value of  $R^2$   
22 proposed by Falk and Miller (1992) is 10%, and our results reveal that the overall variance  
23 for brand attitude was 11.2%, brand boycott behavior was 10.7%, and brand-country image  
24 was 17%. Additionally, we also calculated the effect size ( $f^2$ ) for subsequent effects in our  
25 model by comparing the results to the threshold values of small effect size of 0.02, medium  
26 effect size of 0.15, and large effect size of 0.35 (Cohen, 2013). Brand attitude and boycott  
27 behavior had small sizes ( $f^2 = 0.1261$ ,  $f^2 = 0.1198$ ), and brand-country image had a  
28 medium size ( $f^2 = 0.2048$ ).

29 IBM SPSS 25.0 was used to examine the moderating effects of our investigation. On a  
30 sample of 411, we used Hayes, (2013) PROCESS model 1 with 10,000 bootstrap samples ( $p$   
31  $= 95\%$  confidence interval) to estimate the parameters. Firstly, we tested the moderating  
32 effect of perceived intrusiveness on the relationship of consumer animosity and brand attitude



1 and found that it had a positive moderating effect ( $H4\beta_{PI \times CA \rightarrow BA} = 0.200, F = 7.019, p =$   
2  $0.001, CI = 0.188, 0.211$ ). Hence, H4 was supported. Then, we proceeded to the study's  
3 second moderating effects of altruistic behavior on the relationships between (a) brand  
4 attitude and brand boycott behavior and (b) brand attitude and brand-country image. The  
5 results showed that altruism has a significant negative moderating influence on the  
6 association between brand attitude and brand boycott behavior ( $H5_{(a)}\beta_{AB \times BA \rightarrow BB} =$   
7  $-0.293, F = 15.948, p = 0.001, CI = -0.273, -0.312$ ), and a significant positive  
8 moderating effect on the relationship between brand attitude and brand-country image  
9 ( $H5_{(b)}\beta_{AB \times BA \rightarrow BCI} = -0.187, F = 7.877, p = 0.001, CI = -0.161, -0.212$ ). Therefore, our  
10 results supported hypotheses 5(a) and 5(b).

#### 11 **Table V**

12 Results of boundary conditions

#### 13 **Figure II**

14 Results of hypotheses

### 15 **5. Discussion and implications**

16 The conflict between Russia and Ukraine erupted, causing anxiety in Europe and around the  
17 world, and Russia's invasion of Ukraine aroused feelings of hatred and anger in Europeans.  
18 This Russia-Ukraine war elicited a wide range of social, economic, and political restrictions  
19 throughout Europe. This study examines European consumers' animosity against Russia in  
20 the wake of the Russia-Ukraine war, which affects their brand attitude toward Russian brands  
21 and their impact on brand boycott behavior and brand country image. We used protective  
22 motivation theory as a theoretical foundation to examine consumer animosity toward Russia  
23 in Europe. The current conceptual framework investigates the effect of customer animosity  
24 on brand attitude and related outcomes—brand boycott behavior and brand-country image.  
25 We also assessed the boundary conditions of perceived intrusiveness and altruism.  
26 Furthermore, this work also provides theoretical and practical implications, as well as some  
27 limitations and directions for future studies.

#### 28 **5.1 Theoretical implications**

29 This study contributes to the theory of international business in the following ways: First, this  
30 study expands on recent work that examined the residents perceived animosity towards  
31 Russian tourists (Farmaki, 2023). Although a few studies examined the effects of animosity  
32 on product judgement and attitude towards products ((Westjohn *et al.*, 2021; Zdravkovic *et*

1 *al.*, 2021), our findings confirmed that European customers' have animosity towards Russian  
2 brands due to anger and hate, which resulted in the Russia-Ukraine war. We advance the  
3 literature by arguing that consumers react more offendedly when they have animosity beliefs.  
4 Because when consumers face geopolitical tension, they feel frustration and anger, which  
5 evoke the desire to retaliate against the offended country in a personal capacity. In this way,  
6 this research adds to the research on international business and animosity when consumers  
7 have negative emotional reactions to an offending country. Scholars contended that consumer  
8 animosity arose from hatred or social, economic, or political competition (Ali, 2021;  
9 Leonidou *et al.*, 2019; Suhud and Allan, 2021). There is a dearth of research on consumer  
10 animosity in a country-specific context (Farmaki, 2023; Koh, 2014), which we studied, and  
11 our findings confirm the connection between consumers' animosity towards Russian brands  
12 and their negative attitude. This supports the findings of Han *et al.* (2021), who found that  
13 consumer animosity has a negative effect on brand attitude.

14 Secondly, recent studies in international business have confirmed that hostile events and  
15 situational abnormalities trigger intense emotions and contradictory attitudes, leading to the  
16 development of boycott behavior (Antonetti *et al.*, 2019; Leong *et al.*, 2008). Similarly,  
17 previous research has shown that customers' negative attitudes play a significant role in their  
18 boycott behavior (Ali, 2021; Chiu, 2016; Suhud and Allan, 2021). However, these studies  
19 have not addressed the existing gap in literature. Consequently, our current findings reveal a  
20 positive connection between European consumers' brand attitudes and their boycott behavior  
21 towards Russian brands, influenced by the current geopolitical situation that elicits altruistic  
22 behavior towards Ukraine and enhances individuals' attitudinal and psychological capacity to  
23 respond to threats. By adding to the literature on consumer psychology and international  
24 business, we confirm that consumers' anger, fear, and sadness overshadow their hope and  
25 happiness. Consequently, they seek to restore their positive feelings by boycotting the causes  
26 of their sadness.

27 Third, consumers are negatively associated with hostile country brands because they hold  
28 pacifist beliefs or strong anti-war emotions such as anger, resentment, and aggrievement.  
29 Therefore, they usually show patriotism for the defensive country, attribute all negative  
30 aspects of war to the brands, and express anger through the negative effect on the brand-  
31 country image. Similar to previous studies, it has been found that adverse brand image as a  
32 result of situational abnormality is negatively associated with product-country image (Kim  
33 and Chung, 2019; Koubaa, 2008; Pappu *et al.*, 2007). Our study reveals the importance of

1 brand attitude on brand-country image during the Russian-Ukrainian conflict, which has not  
2 been studied in the literature. This research advances past international marketing studies by  
3 examining the effect of brand attitude on brand-country image in the context of the Russian-  
4 Ukrainian war.

5 Fourth, the media is playing a vital role in keeping people informed about the situation in  
6 Ukraine; however, perceived intrusiveness considerably enhances the threats, fear, and  
7 animosity. The empirical literature demonstrates that the perceived intrusiveness of online  
8 advertisements has a negative effect on consumer brand intentions and triggers cognitive  
9 responses such as anger and disappointment (Lwin *et al.*, 2010; Rejón-Guardia and Martínez-  
10 López, 2014). Our findings revealed that perceived intrusiveness had a moderating effect on  
11 the connection between consumer animosity and brand attitude. The current moderation  
12 findings are in line with the results of the study (Youn and Kim, 2019). Hence, this work  
13 contributes to the body of knowledge on information processing by confirming that  
14 consumers feel media is intrusive, extraordinarily involving their lives through manipulation  
15 and violation of transparency. Therefore, we contribute that during the Russia-Ukraine  
16 conflict, consumers perceived that media and information intrusively produced animosity and  
17 an adverse attitude.

18 Lastly, we established altruism as a moderator for the association between brand boycott  
19 behavior and then the brand-country image relationship. The existing literature has largely  
20 neglected the influence of altruistic behavior on consumer attitudes and the associated  
21 avoidance motives (Chiu, 2016; Teng *et al.*, 2015). We took the initiative and used altruism  
22 as a boundary condition on the relationship between brand attitude and boycott behavior and  
23 brand-country image. The findings are consistent with the work of Muklas and Ma'ruf, 2020;  
24 Paek and Nelson (2009), indicating that brand boycotters are interested in the welfare of  
25 society or other individuals through their altruistic behavior. Our findings improve the  
26 literature on altruism and sociology by demonstrating behavioral consequences in a complex  
27 international issue, such as brand boycott behavior to promote social well-being amid war.

## 28 **5.2 Practical and policy implications**

29 Examining European consumers' animosity towards the Russia-Ukraine war revealed various  
30 practical implications for consumers and policymakers.

31 First, animosity is the feeling of anger and other negative emotions toward a hostile country,  
32 which always leads to unpleasant reactions and boycott behaviors (Ali, 2021), and

1 international brands need to take more care when importing goods to such countries (Han *et*  
2 *al.*, 2021). Therefore, the current findings recommend that firms associated with Russian  
3 brands consider consumer animosity before operating in Europe and strive to reduce the  
4 influence of animosity on brand in some ways including "temporary down-play" of the  
5 "made-in" tag in promotions and joining home-country brands for co-branding.

6 Second, European consumers' animosity resulted in a negative attitude toward Russian  
7 brands, which in turn led to a boycott of those brands. In response, the brands that are  
8 suffering animosity must attempt to change consumer views toward their brand through  
9 marketing, positive messages, and disconnection from the war. Our findings indicate that the  
10 perceived intrusiveness of social media marketing results in a lower benefit when consumers  
11 have a negative attitude toward hostile country brands. During the Russian-Ukrainian war,  
12 Russian brands' advertisements irritated or annoyed consumer and caused them to behave  
13 negatively. We advise Russian brands operating in Europe to avoid pop-up ads and social  
14 media marketing, which may be regarded as intrusive.

15 Third, consumer behavior experts can better understand and use the findings of this study as  
16 how people behave during critical times like the Russia-Ukraine war. It is possible that  
17 Russia will face long-term animosity, similar to the animosity that Chinese customers have  
18 towards Japanese bands (Han *et al.*, 2021). Hence, policymakers can get people to stop  
19 buying products from a certain country. Marketers on both sides of the Russia-Ukraine war  
20 can use these findings as well.

### 21 **5.3 Limitations and future directions**

22 Our study on consumer animosity during the Russia-Ukraine war has several limitations that  
23 can be addressed in future research. Our study focused on collectivism, where individuals  
24 make judgments in the best interests of all people, but for some decades, researchers have  
25 noticed a shift toward individualism in the decision-making process of consumers (Han *et al.*,  
26 2021). Future scholars should study this conceptual framework by examining individualism  
27 and how it influences consumer values in this context. Further, we conducted this study after  
28 Russia's invasion of Ukraine on February 24, 2022, and future studies can use the same  
29 conceptual framework to investigate consumer animosity in the post-war context. We believe  
30 that our study's convenience sampling will restrict the generalizability of the findings.  
31 Therefore, we advise future research to employ a survey technique that is more generalizable.  
32 The present study used customer animosity as a unidimensional construct; however, future

1 studies can consider animosity as a multidimensional (Jung *et al.*, 2002; Lee and Lee, 2013)  
2 construct in the conceptual model. In line with this, future research should consider the  
3 control variables in the model, including ethnocentrism (Klein *et al.*, 1998; Lee *et al.*, 2017),  
4 country-of-origin effects (Lee *et al.*, 2016; De Nisco *et al.*, 2016), and certain product  
5 characteristics (Cakici and Shukla, 2017).

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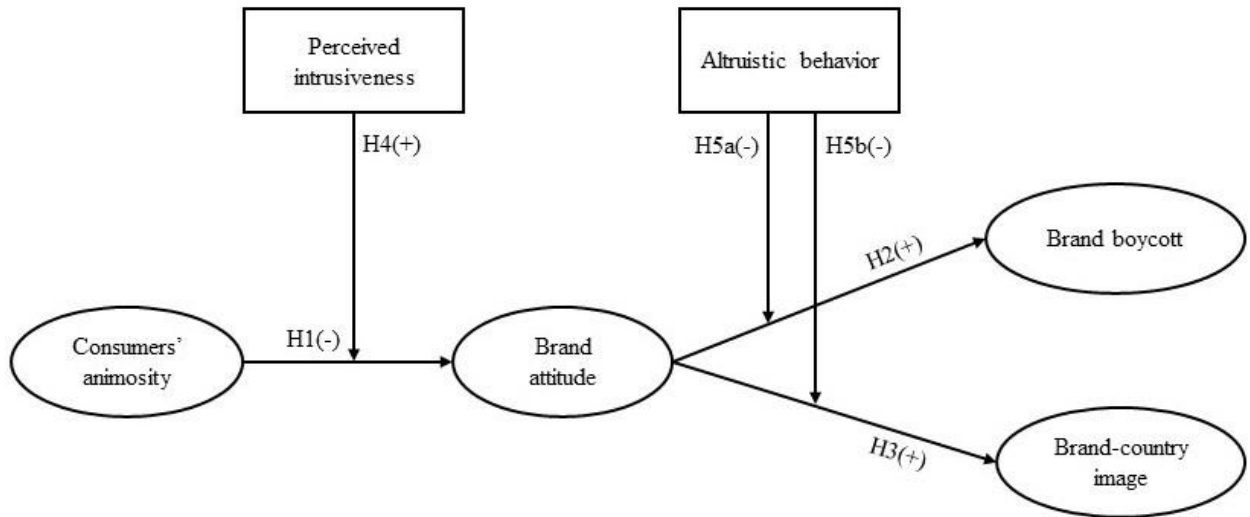
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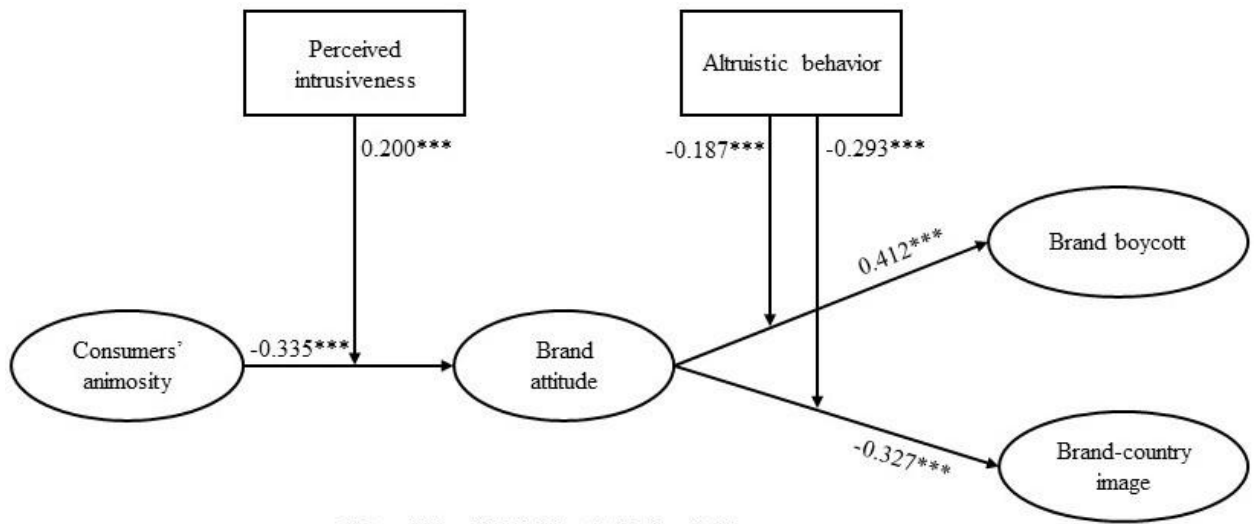
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**Figure. I**  
Conceptual Model

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Note: \*\*\*  $p \leq 0.001$  \*\*  $p \leq 0.01$ ; \*  $p \leq 0.05$ .

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**Figure. II**  
Results of hypotheses

1 **Table I**2 European respondents' characteristics ( $n = 411$ )

| <b>Characteristics</b>                        | <b><i>n</i></b> | <b>(%)</b> |
|---|-----------------|------------|
| <b><i>Gender</i></b>                          |                 |            |
| Male  | 236             | 57.4       |
| Female  | 175             | 42.6       |
| <b><i>Marital Status</i></b>                  |                 |            |
| Unmarried                                     | 252             | 61.3       |
| Married                                       | 159             | 38.7       |
| <b><i>Age (years) category</i></b>            |                 |            |
| 20-25   | 89              | 21.7       |
| 26-35   | 143             | 34.8       |
| 36-45   | 125             | 30.4       |
| Over 45                                       | 54              | 13.1       |
| <b><i>Education level</i></b>                 |                 |            |
| High school education                         | 167             | 40.6       |
| Undergraduate degree                          | 117             | 28.5       |
| Graduate degree                               | 127             | 30.9       |
| <b><i>Profession of respondents</i></b>       |                 |            |
| Students                                      | 144             | 35.0       |
| Govt. official                                | 84              | 20.4       |
| Businesspersons                               | 183             | 44.5       |
| <b><i>Russian brand users' experience</i></b> |                 |            |
| Once a month                                  | 128             | 31.1       |
| Once in 6 months                              | 28              | 6.8        |
| Once a year                                   | 134             | 32.6       |
| Once in 2 years                               | 121             | 29.4       |

3 **Note:**  $n$  = Frequency, % = Percentage

4

1 **Table II**

2 Measurement items, factor loadings, and results of validity and reliability

| <b>Constructs</b>   | <b>Items</b> | <b>Statements</b>  | <b>SFL</b> |
|---|--------------|--|------------|
| <b>Consumers' animosity (CA)</b><br>(CR= 0.93, AVE= 0.60, $\alpha$ = 0.92)    | CA1          | I feel threatened by Russia.   | 0.774      |
|   | CA2          | I feel that Russia has too strong an influence on Ukraine.                                   | 0.770      |
|   | CA3          | I believe that Russia intends to dominate Ukraine economically.                              | 0.710      |
|   | CA4          | I disapprove of the politics of Russia.  | 0.776      |
|   | CA5          | I often disagree with the political policies of Russia.                                      | 0.784      |
|   | CA6          | Personally, I have had bad experiences with Russia.  | 0.755      |
|   | CA7          | So far, I have met only a few Russians who are sympathetic toward Ukraine.                   | 0.842      |
|   | CA8          | I feel angry about Russia.   | 0.809      |
|   | CA9          | I dislike Russia as a country.   | 0.795      |
| <b>Brand attitude (BA)</b><br>(CR= 0.77, AVE= 0.54, $\alpha$ = 0.74)          |              | Attitude towards the brand.  |            |
|   | BA1          | Unfavorable - Favorable  | 0.744      |
|   | BA2          | Bad - Good   | 0.740      |
| <b>Perceived intrusiveness (PI)</b><br>(CR= 0.91, AVE= 0.61, $\alpha$ = 0.90) | BA3          | Dislike - Like   | 0.720      |
|   |              | When I saw the information about Russian-Ukraine war on media, I thought it was:             |            |
|   | PI1          | Distracting  | 0.799      |
|   | PI2          | Disturbing   | 0.766      |
|   | PI3          | Forced   | 0.714      |
|   | PI4          | Interfering  | 0.773      |
|   | PI5          | Intrusive  | 0.798      |
|   | PI6          | Invasive   | 0.759      |
| PI7   | Obtrusive    | 0.850  |            |
| <b>Boycott behavior (BB)</b><br>(CR= 0.78, AVE= 0.54, $\alpha$ = 0.79)        | BB1          | I have stopped buying Russian brands.  | 0.752      |
|   | BB2          | I don't look where brands are from when buying, but I don't buy brands I think are Russians. | 0.769      |
|   | BB3          | Whenever there's an alternative, I buy a product that isn't Russians.                        | 0.701      |

|  |      |  |       |
|--|------|--|-------|
| <b>Brand-country image (BCI)</b><br>(CR= 0.83, AVE= 0.63, $\alpha$ = 0.83) | BCI1 | Russia is known for high quality of its high-tech brands.                            | 0.791 |
|  | BCI2 | Russia has high tech brands that are modern and innovative.                          | 0.813 |
|  | BCI4 | Russia high-tech brands are superior to their competitors from other countries.      | 0.779 |
|  | AB1  | I am happy to share with others my experience of the Russian brands.                 | 0.836 |
| <b>Altruistic behavior (AB)</b><br>(CR= 0.90, AVE= 0.65, $\alpha$ = 0.90)  | AB2  | My experience of Russian brands can help other people to make better decisions.      | 0.745 |
|  | AB3  | I want to save others from having the same negative Russian brands experience as me. | 0.786 |
|  | AB4  | I can help the Russian brands to understand its strength and weak points.            | 0.791 |
|  | AB5  | If I am satisfied with Russian brands, I want to help it be successful.              | 0.886 |

1 **Note:** SFL = Standardized factor loadings, CR = Composite reliability, AVE = Average  
 2 variance extracted,  $\alpha$  = Cronbach's alpha.

3

1 **Table III**

2 Correlations and discriminant validity

|                                | <b>1</b>     | <b>2</b>     | <b>3</b>     | <b>4</b>     | <b>5</b>     | <b>6</b>     |
|--------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|
| <b>Consumers' Animosity</b>    | <b>0.780</b> |              |              |              |              |              |
| <b>Brand attitude</b>          | -0.257       | <b>0.735</b> |              |              |              |              |
| <b>Perceived intrusiveness</b> | -0.121       | 0.178        | <b>0.781</b> |              |              |              |
| <b>Boycott behavior</b>        | -0.181       | 0.379        | 0.080        | <b>0.741</b> |              |              |
| <b>Country-brand image</b>     | -0.181       | 0.273        | 0.100        | 0.449        | <b>0.794</b> |              |
| <b>Altruism</b>                | -0.078       | -0.162       | 0.033        | -0.195       | -0.088       | <b>0.810</b> |

3 **Note:** The diagonal bold values represent discriminant validity and non-bold values represent  
 4 correlations.

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6

1 **Table IV**

2 Results of hypotheses

| <b>Structural paths</b> | <b>Coefficient estimates</b> | <b><i>t</i>-value</b> | <b>Confidence interval. 95%</b> | <b>Path results</b> |
|-------------------------|------------------------------|-----------------------|---------------------------------|---------------------|
| CA→BA                   | -0.335***                    | -3.896                | [-0.168, -0.501]                | H1: supported       |
| BA→BB                   | 0.412***                     | 5.842                 | [0.317, 0.739]                  | H2: supported       |
| BA→BCI                  | -0.327***                    | -4.868                | [-0.279, 0-.791]                | H3: supported       |

3 **Note:** level of significant \*\*\* $p < 0.001$

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1 **Table V**

2 Results of boundary conditions

| <b>Structural paths</b> | <b>Coefficient estimates</b> | <b>Standard error</b> | <b>F statistics</b> | <b>Confidence interval 95%</b> | <b>Path results</b> |
|-------------------------|------------------------------|-----------------------|---------------------|--------------------------------|---------------------|
| PI×CA→BA                | 0.200                        | 0.006                 | 7.019               | [0.188, 0.211]                 | H4: Supported       |
| AB×BA→BB                | -0.293                       | 0.010                 | 15.948              | [-0.273, -0.312]               | H5(a): Supported    |
| AB×BA→BCI               | -0.187                       | 0.013                 | 7.877               | [-0.161, -0.212]               | H5(b): Supported    |

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