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Belorussian products in Ukraine; does corporate
social responsibility matter?“**

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Abstract

Despite the extensive literature on the negative effects of consumer animosity on consumers' responses as well as the consolidated research on corporate social responsibility (CSR) positive influence on consumers' responses, these two concepts have not been examined together, particularly considering price outcomes. Therefore, this thesis investigates the influence of consumer animosity on consumers' willingness to pay (WTP) for a brand, considering the potential moderating role of CSR. In doing so, two experimental studies were conducted in Ukraine with different animosity countries (Russia and Belarus) and using juice as product category. In both studies, contrary to previous expectations, consumer animosity did not have a significant negative effect on the WTP; this variable had no influence on WTP. Moreover, CSR also did not show any significant moderating effect on the relation between consumer animosity and WTP. The study's results are followed by recommendations for future research and implications for both research and practice.

Keywords: consumer animosity, willingness to pay (WTP), corporate social responsibility (CSR)

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List of Abbreviations

COO	Country-of-Origin
CSP	Corporate Social Performance
CSR	Corporate Social Responsibility
ECI	Economic Complexity Index
e.g	for example (Latin: <i>exempli gratia</i>)
et.al	and others (Latin: <i>et alii</i>)
etc	and the rest (Latin: <i>et cetera</i>)
i.e	that is (Latin: <i>id est</i>)
PI	Purchase Intention
PSM	Price Sensitivity Meter
SR	Social Responsibility
WTP	Willingness to Pay

1. Introduction

The purpose of the first chapter is to present an outline of the research gaps that currently exist, as well as to introduce the topic that will be covered in this master thesis.

1.1 Background and research gaps

In recent years, the global marketplace has witnessed significant shifts in consumers' attitudes and behaviors towards certain products and brands. The phenomenon of globalization has facilitated the availability of diverse products from various nations across the globe. Certain nations maintain favorable political, cultural, and economic ties with the nation of origin for the consumers, while others may possess unfavorable reputations, strained economic and political relations, or may be involved in past or present conflicts. Indeed, the impact of political ties between two countries on consumers' attitudes and behaviors towards products originating has been extensively studied in the field of international business, with a particular focus on conflicts between nations (Ettenson & Gabrielle Klein, 2005; Klein et al., 1998; Leong et al., 2008; Nijssen & Douglas, 2004).

Political conflicts and geopolitical tensions have played a crucial role in shaping consumer perceptions and preferences, giving rise to a phenomenon known as consumer animosity, namely "the remnants of antipathy related to previous or ongoing military, political, or economic events-will affect consumers' purchase behavior in the international marketplace" (Klein et al., 1998, p.90). Animosity thus encompasses a range of negative emotions, including anger, resentment, and distrust, towards brands and products associated with specific countries or regions. Consequently, extant research (Ettenson & Gabrielle Klein, 2005; Klein et al., 1998; Maher & Mady, 2010; Nijssen & Douglas, 2004; Yu-An et al., 2010) on animosity has been shown a negative effect of animosity on consumers' responses.

In addition to conflicts between countries, consumers' attitudes and behavior is also influenced by the business activities and initiatives of brands, such as brands' actions on the environment and society. For that reason, the notion of corporate social responsibility (CSR) has become a prominent topic for corporations to consider. While this concept is still lacking a universally accepted definition (Sarkar & Searcy, 2016), this thesis understands Corporate Social Responsibility (CSR) as a comprehensive approach to business strategy that encompasses the concept of "good citizenship" or being a responsible company that supports not only its shareholders but also society as a whole (Sheikh & Beise-Zee, 2011). CSR

initiatives encompass a wide range of activities, including ethical sourcing, environmental sustainability, philanthropy, and community engagement. Therefore, unlike consumer animosity, CSR initiatives have shown to exert a positive effect on consumers' responses (Luo & Bhattacharya, 2006; Madrigal & Boush, 2008; Mohr et al., 2001).

Bearing the above in mind, this thesis aims to address the research gaps. First, while there is extensive literature on the effect of both consumer animosity and CSR on consumers' responses, research has so far has not explored these concepts together. This presents a great opportunity for researchers to explore how corporate social responsibility (CSR) might be related to consumer animosity, and understand the potential impact of CSR in reducing consumer animosity. Also, consumer animosity might foster a new way to understand CSR.

Second, both streams of literature have focused mainly on “soft” consumers' responses, such as attitudes, purchase intentions (Amine et al., 2005; Fong et al., 2013; Yu-An et al., 2010), but not price responses. As is already known, there appears to be a discrepancy between the expressed intentions of consumers to purchase brands that incorporate Corporate Social Responsibility (CSR) features and their subsequent purchasing behavior (Devinney et al., 2006). Furthermore, having negative feelings towards a country does not necessarily translate in an unfavorable behavior towards the products of this country.

Bearing the above in mind, this study contributes to the existing body of research on international marketing by examining how the association between consumer animosity and corporate social responsibility (CSR) influences consumers' willingness to pay (WTP), i.e., “the maximum amount of money a customer is willing to spend for a product or service” (Homburg et al., 2005, p. 85). Therefore, this thesis investigates the influence of consumer animosity on consumers' willingness to pay for a brand, considering the potential moderating role of corporate social responsibility.

Thus, this thesis contributes to extant research by (1) verifying the effect of consumer animosity on consumers' willingness to pay (WTP), and (2) checking a potential moderation of CSR in the relationship between consumer animosity and WTP. On the practical side, this thesis can help managers to deal with the challenges of consumer animosity and see whether CSR initiatives can mitigate animosity effects.

1.2 Research question

The present study seeks to provide an answer to the following research question:

“To which extent consumer animosity influences consumers’ willingness to pay for a brand considering the role of corporate social responsibility?”

Hence, this study focuses on investigating the relationship between consumer animosity (higher/lower animosity) and consumers’ willingness to pay when a company is engaged (or not engaged) in corporate socially responsible business practices.

1.3 Structure of this thesis

The present thesis is structured into seven chapters. Chapter 1 contains of the introduction of the topic of the master thesis, identification of research gaps, formulation of the research question, and delineation of the thesis structure.

Chapter 2 contains an in-depth literature review of relevant topics of consumer animosity, corporate social responsibility (CSR), and consumers' willingness to pay (WTP).

Chapter 3 introduces the conceptual model used for this master thesis and the research hypotheses. These hypotheses are based on social identity theory and signaling theory.

Chapter 4 provides an overview of the study methodology, including the research design, variables, and pretests, as well as the measurement instruments used.

Chapter 5 presents the analysis results and subsequent verification of hypotheses.

Chapter 6 discusses the theoretical and managerial implications, limitations, and future research directions.

2. Literature review

The literature review summarizes the body of research on consumer animosity, corporate social responsibility (CSR) and consumers' willingness to pay (WTP), which are important for the empirical part of the study.

2.1. Consumer animosity

2.1.1. Definition

The concept of "animosity" has its roots in the fields of psychology and sociology and denotes a powerful feeling of dislike or hostility that arises from historical or present-day disputes among nations and countries (Brkic et al., 2011).

In line with this concept, consumer animosity can be defined as “the remnants of antipathy related to previous or ongoing military, political, or economic events-will affect consumers' purchase behavior in the international marketplace” (Klein et al., 1998, p.90) or as “ the emotional antagonism towards a particular entity” (Leong et al., 2008, p. 997).

Consumer animosity is thus a negative feeling towards a specific foreign country due to specific military, political or economic events. There are numerous examples, ranging from war animosity and economical animosity against Japan in China (Klein et al., 1998) to animosity towards specific country because of its nuclear testing and nature harm (Ettenson & Gabrielle Klein, 2005) and even regional animosity inside one country, towards certain states (Shimp et al., 2004).

The seminal work on consumer animosity is the work of Klein et al. (1998). In this paper, the Nanjing massacre done by Japan in 1937 was used as historical background. The study empirically demonstrated that Chinese consumers' propensity to buy Japanese items was negatively impacted by their animosity towards Japan. The negative feelings of Chinese consumers, however, did not influence their quality judgments of Japanese products. Therefore, a product's origin can affect consumer buying decisions regardless of product judgments, i.e., consumers may refuse to buy products from the offending country not as a result of the quality these products have but simply because of a military, economical or political event. This paper also developed the first measurement model of consumer animosity, which consisted of three specific constructs: war, economic animosity and general animosity.

According to this study, war-based animosity derives from historical war causes, such as the intense sentiment of exclusion of the Nanjing people against Japan during the World War II massacre (Klein et al., 1998). The consumer, in case of war animosity, believes that the foreign country committed atrocities and crimes during historical or military occupations (Klein et al., 1998; Shimp et al., 2004). Many countries are experiencing war-based animosity. In this master thesis, this study, the type of animosity investigated is exactly war-based animosity between Ukraine and Russia and Ukraine and Belarus.

Economical-based animosity occurs as a result of unfair trade between two nations. Thus, the consumer believes that the foreign country has excessive economic power and engages in immoral trade (Klein & Ettensoe, 1999; Nijssen & Douglas, 2004).

However, the tensions between nations also are because of political reasons. These political reasons are different from war and economic reasons, but these were not explored in Klein et al. (1998) animosity scale.

The studies of Jung (2002) and Ang (2004) distinguishing between: (i) stable and situational animosities, and (ii) national and personal animosities (Riefler & Diamantopoulos, 2007). The first distinction relates to the construct's sources of manifestation. Situational animosity comprises feelings arising from a specific and current provocation, while stable animosity is associated with the cumulative and embedded emotional antagonism that arises from multiple military, economic, and political provocations over time (Jung et al., 2002, p.525).

The second distinction relates to the locus of its manifestation. National animosity stems from acts that were doing harm to the nation, whereas personal animosities stems from personal experiences or troubles that were initiated by the opposed country (Jung et al., 2002). Furthermore, Nes et al. (2012) conducted a study that further categorized animosity into four dimensions: war, economic, political, and people animosity. The concept of political animosity pertains to the internal political dynamics of the entity towards which the animosity is directed. The prevalent causes of political animosity include authoritarian governance, governmental regulations and policies, censorship enforced on the populace, absence of liberty, and oppression (Nes et al., 2012, p. 762). The concept of people animosity refers to the deep aversion to the thinking and perceived aggression of persons associated with the object of animosity (Nes et al., 2012, p. 762).

According to Klein (1998), a country's previous acts can haunt international firms for many years after the fact (Klein et al., 1998). As a result, negative effects might endure for decades. Nonetheless, several studies have suggested that animosity may be temporally unstable (Hoon Ang et al., 2004; Nijssen & Douglas, 2004). Ettenson and Klein (2005) performed a longitudinal study focusing on Australian consumers' attitudes to French products during and one year after France conducted a nuclear testing in the South Pacific. The study discovered that customer animosity towards a foreign country increased during a dispute involving that country but decreased after some time, when a second study was carried out. Lee and Lee (2013) conducted a longitudinal study to investigate temporal changes in historical and contemporary consumer animosity dimensions and exemplified their impacts on perception of and willingness to buy foreign goods (Lee & Tae Lee, 2013). The findings indicated that historical animosity and contemporary animosity change, and that contemporary animosity diminishes and weakens over time (Lee & Tae Lee, 2013).

Overall, consumer has received remarkable interest in the field of international marketing, particularly in the country-of-origin (COO) field, and is considered to be one of the predictors for foreign product purchase behavior, which is explained next.

2.1.2. Effect on consumer behavior

During the 1990s, the notion of consumer animosity was an emerging theory for businesses. Consequently, marketers began to express interest in investigating the impact of animosity on consumer buying behavior in global markets, as well as the underlying factors that give rise to it (Klein & Ettensoe, 1999). The scholarly literature has underscored the correlation between animosity and consumer behavior, with the aim of demonstrating the impact of anger-related emotions on consumers' purchase decisions and durable goods ownership (Russell & Russell, 2010).

Overall, extant research has shown that consumer animosity has a negative impact on the consumers' responses towards a foreign country (Brkic et al., 2011; Fong et al., 2013; Klein, 2002; Klein et al., 1998; Leong et al., 2008; Riefler & Diamantopoulos, 2007). The majority of these studies investigated outcomes such as willingness to buy, product judgments and purchase intentions (Amine et al., 2005; Ettenson & Gabrielle Klein, 2005; Klein et al., 1998; Leong et al., 2008; Maher & Mady, 2010; Shimp et al., 2004; Shoham et al., 2006).

For instance, Fong (2013) investigated the impact of customer animosity and reputation transferability of local targets on cross-border acquisitions. The research showed that the level of customer animosity in a host country market would have a direct impact on consumer attitudes and purchasing intentions in a post-acquisition market (Fong et al., 2013). Animosity can reduce customers' trust in specific products from the hostile country (Jiménez & San Martín, 2010).

The other example is Leong (2008), who examined the causes and consequences of both stable and situational animosity on consumers' willingness to buy. The study concluded that both stable and situational animosity reduce willingness to buy products from a perceived hostile national entity (Leong et al., 2008).

Likewise, Klein et al. (1998) discovered that customers' hostility toward the nation was negatively connected to their desire to purchase the nation's products (Klein et al., 1998). Similar findings have been seen in the work of Shimp (2004), where he found that the stronger the level of regional animosity, the more likely these respondents were to select other region products (Shimp et al., 2004).

The study of Amine (2005) also found that consumers are less likely to buy items from nations to which they feel animosity (Amine et al., 2005). What's more, Maher & Mady (2010) investigated animosity by looking at the effects of expected emotions and subjective norms on customers' purchase intentions for foreign products when firms or governments acted negatively. The influence of subjective norms on the purchase of disliked products, together with the expected negative emotions associated with the purchase of this product, as well as with the expected positive emotions associated with not buying it, led to a decrease in the propensity to purchase such products (Maher & Mady, 2010).

Lee and Lee (2013) differentiated between historical and contemporary animosity and examined: (i) temporal variations in these two consumer animosity dimensions, and (ii) the impacts of these dimensions on judgment of and willingness to buy foreign products (R. Lee & Tae Lee, 2013). The authors conclude that animosity's negative impact diminishes over time. Therefore, the animosity deteriorating effect is greater during the conflict than afterward (R. Lee & Tae Lee, 2013).

It is also important to highlight that the negative effects of animosity on consumers' responses were reproduced in different countries, such as Japan and China (Klein et al., 1998), Netherlands and Germany (Nijssen & Douglas, 2004), Taiwan and Japan, China (Yu-An et al., 2010), France and Australia (Ettenson & Gabrielle Klein, 2005), United States and Japan (Hoon Ang et al., 2004; Jung et al., 2002; Leong et al., 2008), Denmark and Kuwait (Maher & Mady, 2010), Russia and Germany (Hoffmann et al., 2011), Iran and USA (Bahae & Pisani, 2009) and etc. These negative effects also were held for different product categories, such as: durable goods (Klein et al., 1998), domestic products (Nijssen & Douglas, 2004), non-durable goods (Shoham et al., 2006), durable cars (Klein, 2002) and durable computers (Shimp et al., 2004).

These negative effects were also confirmed when the focus of the studies was on a regional scope within one country, e.g., animosity between northern and southern regions of the United States (Shimp et al., 2004), ethnic animosity between Jewish and Arab Israelis (Shoham et al., 2006).

2.1.3. Relationship with consumer ethnocentrism

The concept of consumer animosity has similarities with concepts such as ethnocentrism, one of the most researched constructs in international marketing. In order to understand the influence of consumer animosity and ethnocentrism on foreign purchases, it is crucial for corporations to acquire an in-depth knowledge of the consumer's assessments of the country-of-origin of the products (Balabanis & Diamantopoulos, 2004; Klein et al., 1998).

Consumer ethnocentrism is a subset of the broader concept of ethnocentrism, which is described as “people viewing their own in-group as central, as possessing proper standards of behavior, and as offering protection against apparent threats from out-groups” (Brislin, 1993). Thus, consumer ethnocentrism is defined as “beliefs held by consumers regarding the appropriateness and morality of purchasing foreign-made products” (Shimp & Sharma, 1987, p. 280). Consumer ethnocentrism provides individuals with a sense of belonging to a group, as well as guidance on what is acceptable or unacceptable purchasing behavior (Siamagka & Balabanis, 2015).

Upon examining the implications of the concept of consumer ethnocentrism, it becomes evident that it bears a significant correlation with product evaluations, intentions to purchase,

and actual buying behavior (Herche, 1994; Klein et al., 1998; Shimp & Sharma, 1987). The research has established a negative correlation between the CETSCALE assessment, which gauges consumer ethnocentrism, and the willingness of consumers to purchase imported goods (Klein, 2002). Consumers who exhibit ethnocentrism tend to hold less positive attitudes and beliefs towards foreign products, while showing a greater preference for domestic products over imported ones (Chrysoschoydis et al., 2007). Consequently, consumer ethnocentrism implies a normative belief that purchasing domestic goods is more beneficial than purchasing goods from other countries (Luque-Martínez et al., 2000). Moreover, evidence from field studies has demonstrated that consumer ethnocentrism is a significant predictor of evaluations pertaining to the quality of imported products (Sharma et al., 1995; Shimp & Sharma, 1987).

Consumer animosity is typically caused by military, political, and economic factors. In case of animosity, an antagonistic attitude is seen mostly towards one country. According to the findings of Klein's (2002) research, certain customers who will not purchase goods originating from a particular country, but they are willing to buy goods imported from other nations (Klein, 2002).

The main distinction between the concepts of consumer animosity and consumer ethnocentrism lies in the fact that consumer animosity pertains to the feelings of consumers towards a particular country, while consumer ethnocentrism pertains to the attitudes of consumers towards purchasing products from all foreign nations (Klein, 2002; Klein et al., 1998). While some consumers may find it perfectly acceptable to buy foreign products from a variety of countries, they may refuse to buy a product from a specific nation toward which they feel enmity. Whereas, consumers with ethnocentric tendencies prefer domestic alternatives because they tend to link foreign products with potential harm to the domestic economy and the workforce. In accordance with this concept, consumers who hold ethnocentric views and perceive a potential threat may increase their endeavors to safeguard their domestic economy by purchasing locally produced goods over imported goods (Siamagka & Balabanis, 2015). Therefore, ethnocentric consumers tend to hold positive attitudes towards domestic products, while demonstrating significant biases towards foreign products and advertisements (Kwak et al., 2006; Shimp & Sharma, 1987).

According to Riefler and Diamantopoulos (2007), consumer animosity differs from consumer ethnocentrism because “consumers possessing feelings of animosity may find it well

acceptable to buy products from a variety of foreign countries but refuse to purchase products coming from one specific foreign country” (Riefler & Diamantopoulos, 2007, p. 88). Consumer ethnocentrism has been found to have a consistent association with product judgments and purchasing behavior, whereas consumer animosity has been demonstrated to predict purchasing behavior regardless of product quality judgments (Klein, 2002; Klein et al., 1998).

Consumer ethnocentrism should be particularly relevant when a consumer chooses between a foreign and a domestic product; it should, however, be irrelevant for choices between two foreign products, because both products are bad options for the ethnocentric consumer. Animosity, however, should be relevant when choosing between goods from foreign countries, provided that the consumer holds animosity towards one of these countries.

Previous research on consumer animosity has shown, via the use of structural equation modeling, that the two constructs differ substantially from one another (Klein, 2002; Klein et al., 1998). Moreover, several studies have illustrated that the two constructs show different antecedents (Fernández-Ferrín et al., 2015; Klein, 2002; Klein et al., 1998). Furthermore, consumer ethnocentrism has independent consequences on willingness to buy than consumer animosity (Klein, 2002; Klein et al., 1998). The study of (Fernández-Ferrín et al., 2015) found that consumer ethnocentrism was a significant predictor of both willingness to buy and product judgments, whereas animosity was only found to be a predictor of willingness to buy (Fernández-Ferrín et al., 2015).

Since consumer animosity and consumer ethnocentrism are distinct entities, significant study has been conducted to investigate their relationship (Ishii, 2009; Jiménez & San Martín, 2010; Nijssen & Douglas, 2004). In their study, Jiménez and San Martín (2010) indicated that the reputation of enterprises linked with a COO can protect international transactions and establish confidence in foreign firms, but it may deteriorate owing to interrelated emotional consumer reactions such as animosity and ethnocentrism (Jiménez & San Martín, 2010). Nijssen and Douglas (2004) investigated consumer attitudes on the purchasing of foreign products in regions with a high level of foreign trade, when native products are not always accessible. Their findings revealed that war animosity has a direct influence on reluctance to buy foreign items, whereas economic animosity has an indirect effect on reluctance to buy through consumer ethnocentrism (Nijssen & Douglas, 2004).

The work of Ishii (2009) aimed to investigate the causes of consumer ethnocentrism and to assess the impact of animosity and consumer ethnocentrism on foreign product purchases in China. Specifically, this paper verified whether psychological categories such as exclusionism, patriotism, and internationalism may predict ethnocentrism. According to the study's findings, patriotism is positively related to consumer ethnocentrism but adversely related to animosity. In addition, the findings indicate that the willingness to buy is significantly influenced by both consumer ethnocentrism and animosity (Ishii, 2009).

Later, Brkic (2011) sought to discover a causal relationship between an individual's representation of animosity, her/his comprehension of neighboring countries' images, and her/his degree of ethnocentrism (Brkic et al., 2011).

Despite being regarded as distinct variables, consumer ethnocentrism and animosity exert a significant influence on customer purchasing intentions (U. Brown & O'cass, 2006; Nakos & Hajidimitriou, 2007). During their research investigation, Brown and O'cass (2006) investigated the impact of consumer ethnocentrism and animosity on the willingness to buy foreign wine products. The findings of the research revealed that both consumer animosity and consumer ethnocentrism are significant predictors of the willingness of customers to buy foreign wine goods.

The study of Nakos & Hajidimitriou (2007) examined the willingness of Greek consumers to buy products originating from Turkey. The findings from this study indicate that consumer animosity is a distinctive variable from consumer ethnocentrism and has a significant impact on consumer purchasing behavior, regardless of the ethnocentric attitudes and evaluations of foreign product quality (Nakos & Hajidimitriou, 2007).

2.2. Corporate social responsibility (CSR)

2.2.1. History and definition

Corporate social responsibility (CSR) activities have the ability to strengthen the bonds between businesses and its stakeholders (Peloza & Shang, 2011). The foundations of what we now call corporate social responsibility have a long and complex history (Carroll, 2009). The roots of the concept started in the beginning of the 1950s. At that time, instead of corporate

social responsibility (CSR), the concept was defined as social responsibility (SR), because the rise and domination of the contemporary corporation in the corporate world had not yet happened or been noticed (Carroll, 1999).

One of the first publications on the topic was the work of Howard R. Bowen (1953), who is considered to be the “Father of Corporate Social Responsibility” (Carroll, 1999). Howard R. Bowen’s publication of his landmark book *Social Responsibilities of the Businessman* (1953) marks the beginning of the modern period of literature on this subject. Bowen (1953) defined the so-called social responsibilities of businessmen, i.e., “the obligations of businessmen to pursue those policies, to make those decisions, or to follow those lines of action which are desirable in terms of the objectives and values of our society” (Bowen, 2013). Bowen’s major question, which is still being discussed today, are the responsibilities to society that businessmen reasonably be expected to assume (Bowen, 2013). Bowen was ahead of his time in terms of both his contributions to an initial definition of corporate social responsibility and his new approach to management, which intended to improve businesses’ reactions to their social effect (Carroll, 2009).

The development of CSR concept continued in the 1960s and 1970s. During this period, one of the most famous writers to define social responsibility was Keith Davis, who described social responsibility as “businessmen’s decisions and actions taken for reasons at least partially beyond the firm’s direct economic or technical interest” (Davis, 1960, p. 70). Another researcher who is a key figure in the early concepts of social responsibility is William C. Frederick, who defined the concept of social responsibilities of the businessman as “that businessmen should oversee the operation of an economic system that fulfills the expectations of the public. And this means in turn that the economy’s means of production should be employed in such a way that production and distribution should enhance total socio-economic welfare” (Frederick, 1960, p. 60).

During the 1960s, a well-known paper worth mentioning was that of Clarence Walton (1967), who proposed various models of social responsibility. Walton’s stated that “(the) new concept of social responsibility recognizes the intimacy of the relationships between the corporation and society and realizes that such relationships must be kept in mind by top managers as the corporation and the related groups pursue their respective goals” (Walton, 1967, p. 18).

CSR continued to expand and thrive in the 1970s. During that time, the business sector was heavily involved in corporate philanthropy and community engagement. Several definitions emerged during this period, the most renowned of which is Carroll's definition, who is regarded as a pioneer in the subject of CSR. According to Carroll (1979), “(the) social responsibility of business encompasses the economic, legal, ethical, and discretionary expectations that society has of organizations at a given point in time” (Carroll, 1979, p. 500).

Further research on CSR continued in the 1980s, and new definitions or refinements were established, giving rise to alternative or complementary concepts and themes, such as corporate social responsiveness, corporate social performance, public policy, business ethics, and stakeholder theory/management (Carroll, 2009). Throughout this time, Tuzzolino and Armandi (1981) sought to build a better mechanism for CSR assessment by offering a need-hierarchy framework based on Maslow's (1954) framework (Carroll, 2009). Same as individuals' needs in Maslow hierarchy, organizations have requirements that must be satisfied and fulfilled. The other famous work of that time is the work of Carroll (1983), who provided another definition of CSR, namely “the conduct of a business so that it is economically profitable, law-abiding, ethical and socially supportive. To be socially responsible then means that profitability and obedience to the law are foremost conditions when discussing the firm's ethics and the extent to which it supports the society in which it exists with contributions of money, time and talent” (Carroll, 1983, p. 608). Hence, CSR comprises four components: economic, legal, ethical, and voluntary or philanthropic (Carroll, 1983). According to Freeman's (1984) stakeholders theory, all stakeholders, i.e., customers, rivals, trade groups, media, environmentalists, suppliers, government, consumer advocates, local communities, and the business community, must be actively involved for CSR adoption to be effective.

Epstein (1987) gave another definition of CSR in his study by linking concepts such as social responsibility, responsiveness, and corporate ethics. He emphasized that these three conceptions deal with issues that were closely connected, if not overlapping. Epstein articulated corporate social responsiveness and business ethics, and then combined them into what he named the corporate social policy process (Carroll, 2009). Thus, “corporate social responsibility relates primarily to achieving outcomes from organizational decisions concerning specific issues or problems which (by some normative standard) have beneficial rather than adverse effects upon pertinent corporate stakeholders. The nonnative correctness of the products of corporate action have been the main focus of corporate social responsibility” (Epstein, 1987, p. 104).

In the 1990s, CSR served as a foundation for complimentary themes. Hopkins (1998), stated that “corporate social responsibility is concerned with treating the stakeholders of the firm ethically or in a socially responsible manner. Stakeholders exist both within a firm and outside. Consequently, behaving socially responsibly will increase the human development of stakeholders, both within and outside the corporation” (Hopkins, 1998; Dahlsrud, 2008). The dimensions that Hopkins (1998) analyzed were stakeholders, voluntaries, and social. According to him, internal and external stakeholders must be addressed ethically and responsibly.

This decade also brought attention to corporate social performance (CSP), (Carroll, 2009). In the Wood’s (1991) work, Bowen’s (1953) definition was clarified by applying the term corporate social performance, namely “a business organization’s configuration of principles of social responsibility, processes of social responsiveness, and policies, programs, and observable outcomes as they relate to the firm's societal relationships” (Wood, 1991, p. 693). The 90s also introduced a new definition of CSR by (1991), which is one of the most used nowadays. Thus, “corporate social responsibility encompasses the economic, legal, ethical, and discretionary (philanthropic) expectations that society has of organizations at a given point in time” (Carroll, 1991).

In the beginning of the 21st century the focus moved from CSR toward themes like stakeholder theory, business ethics, sustainability, and corporate citizenship. Then, a more recent and widely used definition was introduced by the European Commission , that named CSR as: “a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis” (European Commission, 2002, p.3). Lantos (2001) distinguishes three types of CSR, ethical, altruistic and strategic. Another important definition that emerged in the 2000s, this decade is the definition of World Business Council for Sustainable Development (2008), referred as: “continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families, as well as of the local community and society at large” (Burchell, 2020, p. 279).

Overall, it is possible to state that CSR became a major focus for the researchers and business practitioners. Indeed, many firms devote a part of their annual reports and company

websites to CSR efforts, demonstrating how important such activities are to them (Servaes & Tamayo, 2013).

These resulted in numerous definitions that cover several aspects: economic development, environmental protection, stakeholders involvement, ethical practices, transparency, accountability, responsible behavior, moral obligation, corporate responsiveness and corporate social responsibility (Rahman, 2011).

2.2.2. Effect on consumer behavior

Scholars and practitioners have put a lot of emphasis on how CSR affects behavior of consumers, particularly how it influences their decision-making. Studies on the CSR and its impact on consumer behavior have produced a wide range of findings. Overall, extant research shows positive outcomes on consumers responses when companies engage in CSR. Pérez and del Bosque (2013) showed that one of the aspects impacting consumer identification with a company is knowledge and perception of its social responsibility, which may be positively influenced by corporate communication of its social program and attitudes toward these concerns (Pérez et al., 2013). Moreover, CSR helps to create customer identification with the company, which is as well positively connected with satisfaction (Pérez et al., 2013).

According to Brown and Dacin's (1997) research, when customers are aware of a company's CSR initiatives, this has an impact on how they view the company as a whole, which may then have an impact on how they view the company's products (T. J. Brown & Dacin, 1997). Not only that, but Becker-Olsen (2011) reveals that CSR initiatives have a beneficial effect on how people saw: (i) the business's brands and goods, (ii) the company as a whole as caring and having good values, (iii) the company's willingness to help others, and (iv) the company's overall corporate reputation as an industry leader.

Another interesting study was conducted by Bhattacharya and Sen (2004), in which CSR was found to have a positive influence on consumers' attitude, attachment to the company, sense of well-being and support of the company (Bhattacharya & Sen, 2004).

Castaldo (2009) analyzed the relationship between a customer's intention to purchase a company's products and their perception of that firm as being socially responsible (Castaldo et al., 2009). The study's findings indicate that the incorporation of ethical or social values into a

company's products results in the establishment of favorable corporate social responsibility associations. Companies that possess strong reputations are likely to be trusted by consumers to fulfill the implicit promise of their products. Researchers found that consumer brand loyalty and willingness to pay more for a product are directly correlated with CSR and trust (Castaldo et al., 2009). CSR also increases brand prestige and distinctiveness, which leads to increased consumer-company identification (Currás-Pérez et al., 2009).

Thus, CSR is a crucial intangible asset that provides a competitive advantage through differentiation (Marquina & Morales, 2012). Moreover, CSR may enhance brand value and reputation in addition to generating greater WTP from customers and better financial results (Marquina & Morales, 2012).

However, it is important to mention that CSR can backfire when consumers have reason to doubt the company's motives (Yoon et al., 2006), or if they are thought to be interfering with a company's capacity to provide high-quality products (T. J. Brown & Dacin, 1997).

The alignment between a company's specific associations and a sponsored cause can significantly impact its CSR actions. When the alignment is strong, it reinforces the company's positioning, increases support for the cause, and enhances its overall reputation. Conversely, a lack of coherence can blur the company's image, undermine credibility, and potentially harm its reputation (Simmons & Becker-Olsen, 2006). The further, as shown by Bhattacharya and Sen (2004), certain customers may even punish companies if they believe that CSR activities are frequently carried out at the price of investments in the quality of products and/or services. The company's CSR initiatives may hinder sales if a significant part of potential consumers feel that CSR initiatives are often achieved at the expense of corporate ability and that CSR does not boost the corporate ability (Sen & Bhattacharya, 2001).

2.3. The interplay between consumer animosity and CSR

There is little evidence on both consumer animosity and corporate social responsibility (CSR).

For instance, while investigating the causes and implications of stable and situational animosity, Leong (2008) highlighted the significance of CSR activities in reducing consumer animosity. Indeed, the authors mentioned the importance of CSR practices alleviating the negative animosity effect on willingness to buy (Leong et al., 2008).

Yong and Tseng (2014) conducted a study to investigate how country image, word of mouth, and corporate social responsibility moderate the effect of consumer animosity. The study examined various marketing strategies, including improving the country's image, engaging in corporate social responsibility activities, and implementing marketing plans to generate positive word-of-mouth. These strategies were tested in order to determine if they have the potential to decrease local consumer animosity and increase purchase intentions. The findings of the research revealed that both word of mouth and corporate social responsibility demonstrated a statistically significant and positive impact on the purchase intentions. Furthermore, the researchers found that corporate social responsibility exerts a moderating effect on consumer animosity (Yong & Tseng, 2014).

Recently, Kim (2019) took a step further in integrating animosity and ethics, by demonstrating that charitable efforts of ethnic restaurants significantly reduce the hostility effect (i.e., the expected negative feelings while dining in an ethnic restaurant with a cultural theme of an offended nation). In this context, CSR initiatives that benefit local communities generate a positive emotion, which leads to a decrease in negative feelings toward the animosity target (J.-H. Kim, 2019).

2.4. Willingness to pay

Many aspects of marketing management, such as choosing prices or developing new products, heavily depend on knowing how much a product's potential buyers are willing to pay (Breidert et al., 2006). Willingness to pay (WTP) is defined as "the maximum amount of money a customer is willing to spend for a product or service" (Homburg et al., 2005, p. 85). Also, WTP is often referred to as a reservation price (Wertenbroch & Skiera, 2002).

WTP is a ratio-scaled indicator of the subjective value the customer places on that amount (Wertenbroch & Skiera, 2002). Anderson et al. (1992) described WTP in business markets as "the cornerstone of marketing strategy" (Anderson et al., 1992, p. 3).

There are several ways to measure customers' WTP. The existing direct and indirect methods used to evaluate consumers' willingness to pay (WTP) vary in their accuracy (Schmidt & Bijmolt, 2020). Of course, each of these methods often has its own unique advantages and disadvantages.

Direct approach means that in order to determine the willingness to pay for a certain product, consumers are asked to state their WTP (Breidert et al., 2006). For instance, respondents might be asked: *What would be the maximum price you are willing to pay for product X?* There are a number of benefits connected with the use of a single open question, including the fact that it is simple to gather data, is excellent for testing new items, and requires minimal previous information from responders. However, with only one question, respondents often exaggerated their price sensitivity. In addition, while a little amount of previous information is normally necessary, if the new product idea is really unusual, respondents may be unaware of the proper pricing range.

Indirect approaches elicit WTP by a rating or ranking procedure. For instance, the Gabor-Granger model is an indirect method, in which respondents are asked about their willingness to purchase the product at that given price. If the respondent indicates she is willing to purchase the item at that price, the product is shown again, but with a different, higher price selected at random from the set of possible prices (Chhabra, 2015). In case the respondent is not willing to purchase the item at that price, the product is shown again but with a different, higher price which is selected at random from the set of possible prices. This process is done a number of times, with lower and higher values being taken from the predefined price point list until the respondent's maximum price point that they are prepared to pay is found.

Other classification of the existing approaches to estimate WTP is real vs. hypothetical. This means that respondents can be required to make real financial commitments, such as actual purchases with payment of the elicited reservation price (real WTP) or not (hypothetical WTP) (Voelckner, 2006). Approaches for the measurement of a real WTP estimation include: auctions (Vickrey auctions) (Vickrey, 1961), lottery (BDM approach) (Becker et al., 1964), revealed preference data (scanner or simulated test market data) (Ben-Akiva et al., 1994; Voelckner, 2006). On the other hand, hypothetical WTP can be drawn through surveys, such as the Price Sensitivity Meter (PSM) from Van Westendorp (1976).

The latter is applied in this study, and it is extensively used in marketing research. The PSM approach elicits information by asking four questions: (a) *too cheap price* – to make customer wonder about the quality of the product and so not purchase the product, (b) *cheap* – at this price product appears as a good deal or bargain, (c) *expensive price* – although customer may still be interested in making the purchase, and (d) *too expensive price* – at this price product becomes too costly, which makes customer discouraged to make the acquisition

(Diamantopoulos et al., 2021). The PSM method is especially useful in situations in which the product marketer requires the flexibility to evaluate how the product will perform over a range of pricing. Moreover, the fact that the PSM technique requires a smaller number of participants for subsequent analysis is one of its most significant financial benefits (Chhabra, 2015). Another advantage is that this method does not require a purchase obligation.

Researchers were looking at whether the addition of CSR has an impact on customers' willingness to pay in the CSR literature. The research findings, particularly in regard to consumers' WTP for CSR, have been contradictory. CSR has been intentionally disclosed or promoted to consumers in an attempt to elicit favorable intentions or behaviors such as enhanced loyalty, willingness to pay (WTP) premium pricing, and lower attribution of responsibility in the midst of a crisis (Peloza & Shang, 2011). Studies demonstrated a positive, statistically significant relationship between CSR and WTP (Ferreira & Ribeiro, 2017; J.-S. Lee et al., 2010; Lombardi et al., 2015; Marquina Feldman & Vasquez-Parraga, 2013; Marquina & Morales, 2012).

Participants showed greater purchase intentions and were willing to pay a higher price for a product manufactured by a national brand that practiced CSR (Ferreira & Ribeiro, 2017). According to a study conducted by Marquina and Morales (2012), CSR may lead to greater brand value and reputation, as well as higher financial outcomes due to higher WTP from customers (Marquina & Morales, 2012).

Other research, however, has found that customers' willingness to pay for CSR has not always increased (Al Jarah & Emeagwali, 2017; Manaktola & Jauhari, 2007; Nikolić et al., 2022; Unruh, 2011). Consumers are aware of environmentally friendly behaviors and have a favorable attitude toward them, according to research by Manaktola and Jauhari (2007), but this awareness and behavior do not transfer into a willingness to pay (Manaktola & Jauhari, 2007). In the study of Nikolić (2022), authors found that CSR do not have a statistically significant influence on both willingness to pay and word of mouth. The similar results were obtained in the work of Al Jarah and Emeagwali (2017), where CSR had only a weak effect size on WTP (Al Jarah & Emeagwali, 2017).

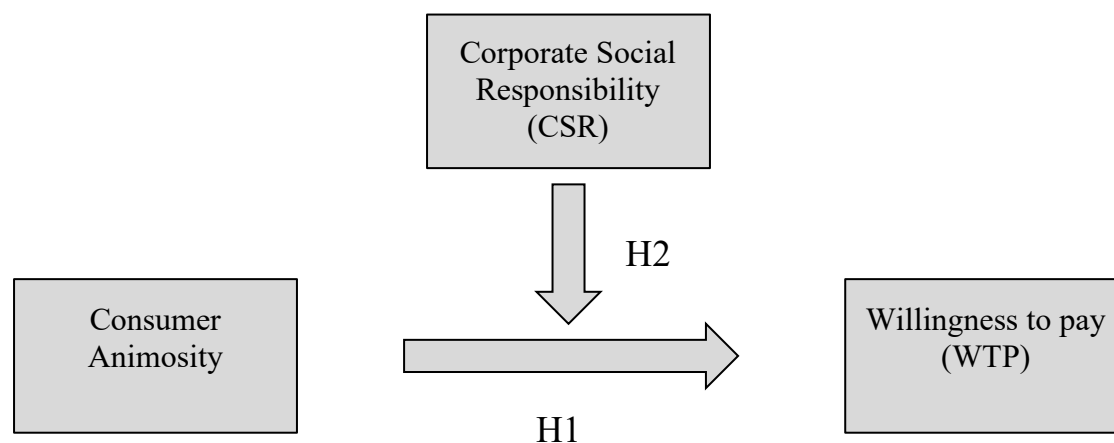
3. Conceptual model and research hypotheses

This chapter introduces the conceptual model used for this master thesis, as well as develops the research hypotheses related to this model.

3.1. Conceptual model

Figure 1 illustrates the conceptual model of this study.

Figure 1: Conceptual model



This model serves as the foundation for verifying whether there is an effect of consumer animosity on consumers' willingness to pay (WTP) for a brand, taking into account the possible moderating influence of a company's corporate social responsibility (CSR).

Thus, consumer animosity serves as the independent variable, while WTP is the dependent variable. As a result, CSR is a moderator in the relationship between customer animosity and WTP. In light of the above, the research hypotheses are developed.

3.2. Hypotheses development

This section provides the theoretical foundation first for the link between consumer animosity and WTP and second for the moderation of CSR. For the first, this thesis draws from social identity theory (Turner & Oakes, 1986) and for the second employs signaling theory (Spence, 1973).

3.2.1. Main effect

The roots of consumer animosity come from social identity theory (Turner & Oakes, 1986). This theory is derived from the cognitive and motivational basis of differentiation between in-groups and out-groups of self categorizations. The starting point of social identity theory is that people establish their own identities with relation to social groupings, and that such identifications operate to maintain and enhance self-identity (Islam, 2014). The meaning of the term social identity can thus be described as: “part of an individual’s self-concept which is derived from his knowledge of his membership in a social group or groups together with the value and emotional significance attached to that membership” (Tajfel, 1978, p. 63).

Specifically , social identity theory attempts to explain large-scale, shared uniformities in social behavior. It derives social conflict and stability from people’s relations as group members, it relates psychological processes to cognitive-evaluative representations of social structure and ideological belief systems, and it assumes a 'dynamic interaction' between psychological processes and the so-called social structure (Tajfel, 1979).

Therefore, individuals are driven to pursue good social identity by making favorable comparisons between in-groups and out-groups (Turner & Oakes, 1986). As a consequence, developing a sense of belonging to a group requires both identifying members of one’s own “in-group” and distinguishing them from those of an “out-group”; it also necessitates a predisposition to favor one’s own group over the former (Turner et al., 1987). Every individual has thus a propensity to categorize themselves into groups (i.e., in-groups) and to differentiate themselves from other groups (i.e., out-groups), which include everyone else (Fernández-Ferrín et al., 2015). This categorization serves to develop a feeling of identity of the in-group members.

Due to the separation of the globe into nations and nationalities, every person is a member of their own unique group, which is denoted by their nation or country. Outside their group are several other separate groups which represent other nations or countries. The nation is seen as the area of each group, and the items that are manufactured there are regarded as belonging to that group. On the other hand, things from other countries are regarded as belonging to separate groups (Fernández-Ferrín et al., 2015).

In line with social identity theory, in the context of consumer animosity, consumers avoid consuming certain services or products because they would prefer not to be affiliated with an offending country which may threaten their social identities (Fong et al., 2021). Consumers thus tend to avoid consuming certain services or products because they would prefer not to be affiliated with an offending country, which may threaten and signal negatively to their social identities (Fong et al., 2021).

Consumers' unwillingness to buy products or services from an offending nation may stem, in part, from social pressures, worries of negative psychosocial repercussions, and criticism by peers in an animosity setting, according to the available research (Amine, 2008).

Therefore, drawing from social identity theory, this thesis expects a negative relationship between consumer animosity and consumers' WTP for a brand. Extant research reinforces this argument as it also shows a negative link between consumer animosity and consumers' responses, such as buying attitudes (Klein, 2002), purchase intentions (Amine et al., 2005; Fong et al., 2013; Shoham et al., 2006; Yu-An et al., 2010), product judgments (Ettenson & Gabrielle Klein, 2005; Klein, 2002; Klein et al., 1998; Maher & Mady, 2010).

Thus, this study hypothesizes that:

H1: Consumer animosity has a negative effect on consumers' WTP.

3.2.2. Moderation effect

Signaling theory (Spence, 1973; Erdem & Swait, 1998) is based on the idea of information asymmetries between two parties. The information sources that are considered to be asymmetric information are mostly concerned with information about quality or information about intent (Su et al., 2016).

As information is asymmetric, companies use signals, i.e., (i.e., observable product-related attributes that carry information) to reduce the amount of uncertainty experienced by the consumer (Rao et al., 1999).

The capacity to send a believable, powerful signal to potential purchasers is a crucial source of competitive advantage for a foreign brand entering a new market if there is a considerable information asymmetry (Magnusson et al., 2015). Moreover, the signal is considered effective if it is either difficult or expensive to replicate and is noticeable. In this context, CSR activities can be considered a signal that can enhance companies' competitive advantage. These activities also should be difficult or costly to imitate, but in this case they must also represent a true commitment by the company, which should be reflected in both the leadership and the workers of the company (Ramachandran, 2011).

There is support in the empirical data for the notion that companies that signal positive CSR actions are seen to be more reputable and appealing to prospective employers (Turban & Greening, 1997). Furthermore, CSR activities enhance both the organization's status and the general attractiveness of the company (Behrend et al., 2009).

Existing studies on CSR have also indicated that good corporate social responsibility initiatives are associated with increased levels of customer satisfaction (Luo & Bhattacharya, 2009), and a more positive attitude in general towards the firm (T. J. Brown & Dacin, 1997). Moreover, researchers found that CSR increases brand loyalty and willingness to pay more (Castaldo et al., 2009; Marquina & Morales, 2012). Therefore, if the CSR signal is positive on consumer outcomes, then the moderation effect should be positive. This leads to the following hypothesis:

***H2:** CSR positively moderates the relationship between consumer animosity and WTP.*

4. Methodology

The following chapter provides an overview of the study methodology, including the research design, variables, and pretests, as well as the measurement instruments that have been used in this thesis.

4.1. Research design

Two experimental studies were conducted in a high vs. low animosity country (Russia and Belarus). The design manipulated corporate social responsibility (CSR) information through a news article describing socially responsible actions of the company, which included charitable commitment and a donation (see Figure 2).

In each study, participants were randomly assigned to one of the two experimental conditions displayed in Figure 2.

Figure 2: Research design

Study 1

Russian product (higher animosity) • NO CSR actions	Russian product (higher animosity) • CSR actions
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Study 2

Belorussian product (lower animosity) • NO CSR actions	Belorussian product (lower animosity) • CSR actions
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4.1.1. Country of research (Ukraine) and stimuli countries (Russia and Belarus)

Ukraine is the second-biggest country in Europe and is characterized by vast agricultural plains that are rich in fertility. In 2021, Ukraine's GDP amounted to approximately 156 billion U.S. dollars (Aaron, 2023). In the same period, Ukraine's economy was ranked number 55 in the world in terms of gross domestic product (in current US dollars), and number 46 in terms of total exports. According to the Economic Complexity Index (ECI), Ukraine had the 42nd most complex economy, ranked 132nd in terms of GDP per capita (in current US dollars), and had the 47th most total imports (OEC, 2021). Total exports for Ukraine were 49,230,799.58 USD and imports were 53,674,668.69 USD in 2020. Ukraine's export of services was \$15,509,000,000 in BoP, current U.S. dollars, while its import of services was \$10,695,000,000 in BoP, current U.S. dollars. Exports of products and services account for 39.04% of the

country's gross domestic product, while imports account for 40.09 % (WITS, 2020). This is important as the participants of the study were introduced to foreign products, which are clearly present in Ukraine.

According to the KOF Index of Globalization 2022, which measures the rate of globalization in nations all over the world, Ukraine ranks 44th. This index evaluates current economic flows, economic constraints, data on information flows, personal interaction, and on cultural closeness among the nations (Statista Research Department, 2023).

In 2021, the unemployment rate in Ukraine was around 8.9 percent of the entire workforce. When it comes to the question of digitization, Ukraine has made significant progress in reducing the digital divide, with an increased access to the internet average of 289% over the last decade (OECD, 2022). The value of Ukraine's information technology (IT) exports reached USD 6.8 billion in 2021, representing 10% of the country's overall exports. This was a year-on-year growth rate of 36%. In the meanwhile, the number of Ukrainians working in the information technology sector rose from 200,000 to 250,000 across start-ups, small and medium-sized businesses, and major companies (OECD, 2022). This is especially relevant since the research was performed online, requiring a high level of computer literacy among the participants (Ukrainian citizens).

More importantly, Ukraine has an ongoing war with Russia and Russian-backed separatists. The conflict started in February 2014. In the aftermath of Ukraine's Revolution of Dignity, Crimea was annexed by Russia and pro-Russian separatists were backed by Russia in the Donbas conflict against the Ukrainian military. During the first eight years of the conflict, there were also naval incidents, cyberwarfare, and increased political tensions. Following this, in February 2022, Russia began a full-scale invasion of Ukraine (Walker, 2023).

Following the collapse of the Soviet Union in 1991, the bilateral relations among the successor states have experienced phases of proximity, strain, and complete animosity. During the 2000s disputes existed including Tuzla island controversy, gas disputes, Black Sea fleet in Sevastopol, economic bans and restrictions.

The bilateral relations between the two countries deteriorated significantly after the Ukrainian revolution of 2014, which was succeeded by Russia's annexation of Crimea from Ukraine, and the conflict in Donbas, where Russia provided support to the separatist

combatants of the Donetsk People's Republic and the Luhansk People's Republic. A Russian military buildup on the border of Ukraine over the years 2021 and 2022 led to an escalation of tensions between the two nations and deteriorated their bilateral ties, which ultimately resulted in Russia beginning a full-scale invasion of the country. After Russia invaded Ukraine in 2022, Kiev and Moscow cut diplomatic ties. Across Ukraine, monuments and streets honoring Russian leaders and commemorating the friendship between Russia and Ukraine have been taken down (The Times of India, 2022).

When examining the relations between Ukraine and Belarus, a distinct pattern can be discerned. Throughout history, Ukrainians and Belarusians have shared a common ancestry, dating back to ancient times. The historical connection between the proto-Ukrainian and proto-Belarusian territories was strong during both the Kyivan Rus and Lithuanian periods of Ukrainian history. Throughout history, there are compelling instances of mutual support and cooperation between Ukrainians and Belarusians across diverse domains of social life, during pivotal and formative junctures of their respective national progress. Over the years, Ukraine and Belarus have maintained amicable relations with each other.

But during the demonstrations against President Lukashenko in Belarus in 2020, the relationship between Ukraine and Belarus began to deteriorate. In late 2021, relations between the two countries deteriorated sharply, culminating in a full-scale invasion on February 24, 2022. Belarus has provided permission for the deployment of Russian troops and equipment within its borders, potentially serving as a launching point for an offensive in northern Ukraine. However, the presence of Belarusian troops in Ukraine has been denied. Despite the fact that a portion of the Russian invasion came from Belarus, Ukraine didn't cut off diplomatic ties with Belarus (Kotljarchuk & Zakharov, 2022).

Thus, both Russia and Belarus were chosen as animosity countries because both of these countries have been involved in the ongoing conflict in Ukraine. Keeping all of this in mind facilitates the measurement of hostility towards these countries in Ukraine and the examination of differences in hostility levels.

4.1.2. Product category

Juice has been chosen as the product category for the purpose of this research. In 2023, the Juices sector will bring in \$116.80 billion in world revenue. Growth of 3.65% per year is predicted for the market (CAGR 2023-2027) (Statista Market Insights, 2023). In the Juices market, non-home consumption will account for 36% of revenue and 10% of volume consumption by 2027. (e.g., in bars and restaurants). Moreover, the average volume per person in the juice segment is predicted to reach 4.66 L in 2023 (Statista Market Insights, 2023). This shows that juice is a popular beverage product and is going to gain even more popularity in future among consumers worldwide.

If we examine Ukrainian market of juices, it is possible to observe that in 2023, this industry will bring in \$347.60m in revenue. An average annual growth rate of 4.97% is forecasted for the market (CAGR 2023-2027). Furthermore, the change of the revenue in the Ukrainian market is expected to be 62.2 %. Ukraine has large capacities for growing fruits and vegetables, from which it makes juices (apples, tomatoes, grapes, etc.), but it is also dependent on imports, in particular, on oranges, grapefruits, mangos, etc. The prevailing characteristic of the domestic market for juices is the predominance of domestic producers. The presence of imported juices in retail outlets is not widely embraced, largely attributed to their higher cost. Also, imported products are most often juices with exotic flavors, made from fruits that are not available in the domestic setting. However, there is currently a trend towards a rise in the proportion of imported juices in the market (Chuhlib & Ponomarenko, 2019).

In addition, juice it is a popular product in the beverage industry and all genders and age groups often buy this product. There are also both domestic (e.g., Vitmark, T.B.Fruit, Rosinka) and foreign (e.g. Sandora (PepsiCo), Rich (Coca-Cola HBC) brands in the Ukrainian market, which is important for the current study.

4.2. Variables and measures

This section provides all the variables used in this research, along with the measurements associated with each one of them.

4.2.1. Dependent variable

The dependent variable employed in this thesis is consumers' willingness to pay (WTP), namely "the maximum amount of money a customer is willing to spend for a product or service" (Homburg et al., 2005, p. 85).

In order to determine the WTP of consumers, Van Westendorp's Price Sensitivity Meter (1976) (PSM) is applied. To be more specific, each consumer is required to reveal four different prices. These four different prices represent four price levels at which consumers perceive the product to be: 1) too cheap, 2) cheap, 3) expensive, and 4) too expensive (Diamantopoulos et al., 2021). For details, see Table 1.

Table 1: Dependent variable

Variable	Measure
Willingness to Pay (WTP) "The maximum amount of money a customer is willing to spend for a product or service" (Homburg et al., 2005, p. 85).	Four items with open-ended questions, based on Van Westendorp (1976) PSM • At what price would you consider the price of this product so low that you would question its quality? (= too cheap) • At what price would you consider the product to be a bargain – a great buy for the money? (= cheap) • At what price would you consider the product starting to get expensive – not out of the question, but you'd need to give some thought to buying it? (= expensive) • At what price would you consider this product so expensive that you would not consider buying it? (= too expensive)

4.2.2. Independent variable

This study's independent variable is customer animosity, defined as "the remnants of antipathy related to previous or ongoing military, political, or economic events-will affect consumers' purchase behavior in the international marketplace" (Klein et al., 1998, p.90). Klein's scale is on Table 2 next.

Table 2: Independent variable

Variable	Measure
Consumer animosity “The remnants of antipathy related to previous or ongoing military, political, or economic events-will affect consumers' purchase behavior in the international marketplace” (Klein et al., 1998, p.90).	Eight items in animosity, according to Klein (1998) ● General animosity (1item): I dislike Belorussians / Russians ● War animosity (2 items): I feel angry toward the Belorussians / Russians I will never forgive Belarus / Russia for the war in Ukraine ● Economic animosity (5 items): Belarus / Russia is not a reliable trading partner. Belarus / Russia wants to gain economic power over Ukraine Belarus / Russia is taking advantage over Ukraine Belarus / Russia has too much economic influence in Ukraine The Belorussians / Russians are doing business unfairly with Ukraine.

4.2.3. Moderator variable

Corporate social responsibility (CSR) is the moderator variable. As already mentioned in section 4.1, this variable is manipulated through information through a news article describing socially responsible actions of the company, which included charitable commitment and a donation.

4.2.4. Control variables

In order to mitigate the possibility of confounding factors, the following control variables were selected: price sensitivity, product involvement, and cause involvement/social involvement. The respective measures are described next.

Table 3: Control variables

Variable	Measure
Price sensitivity “the extent to which individuals perceive and respond to changes or differences in prices for products or services” (Wakefield & Inman, 2003, p. 201).	Three items on a seven-point Likert scale (1 = strongly disagree; 7 = strongly agree); according to Wakefield and Inman (2003): • I’m willing to make an extra effort to find a low price for []. • I will change what I had planned to buy in order to take advantage of a lower price for []. • I am sensitive to differences in prices of [].
Product involvement “the interest a consumer finds in a product class” (Mittal & Lee, 1989, p. 365).	Three items on a seven-point Likert scale (1 = strongly disagree; 7 = strongly agree); adapted from Mittal and Lee (1989): • I would choose my [] very carefully. • Deciding which [] to buy would be an important decision for me. • Which[] I buy matters to me a lot.
Cause involvement/Social involvement “affective perception of the environment” (Hill & Lee, 2015, p. 208)	According to Hill and Lee (2015), there are five distinctive things, each with a seven-point bipolar semantic differential: To me, environmental issues are: • Insignificant – significant • Uninteresting – interesting • Meaningless – meaningful • Of no concern – concerns me • Superfluous – vital

Price sensitivity is a crucial variable that requires consideration. It is defined as “the extent to which individuals perceive and respond to changes or differences in prices for products or services” (Wakefield & Inman, 2003, p. 201). Price sensitivity exists across all product and service classes. The concept of price sensitivity pertains to the alteration in consumer preferences that occurs in response to a change in the price of a product or service. If consumers perceive the price to be too high, they may be reluctant and hesitant to purchase (Boonpattarakon, 2012). On the contrary, when consumers perceive the price of a product or service to be reasonable and corresponding to its value, they exhibit a willingness to pay for these offerings (Boonpattarakon, 2012). As a result, the price sensitivity can influence consumers’ WTP towards a particular brand.

The next important control variable is product involvement. It is defined as: “the interest a consumer finds in a product class” (Mittal & Lee, 1989, p. 365). The consumer's interest in the product category arises from their perception that it aligns with significant values and objectives. A high level of product involvement has a notable impact on consumer's willingness to pay (Aksoy & Özsönmez, 2019). Increasing a consumer's degree of product involvement is projected to result in a corresponding increase in their willingness to pay for the products (Campbell et al., 2014).

At the conclusion of the questionnaire, the demographic variables gender, age, citizenship, employment, monthly net income, and the participant's current location were included.

Table 4: Demographic variables

Variable	Measure
Gender	Single question with three distinct options. Gender: • Female • Male • Diverse
Age	Single, open-ended question. Age: I am _____ years old
Citizenship	Single question, two distinct options. Citizenship: • Ukrainian • Other
Current location	Single question, two distinct options. Are you currently in Ukraine? • Yes • No
Employment	Single question, five distinct options. Employment: • Employment

	• Unemployed • Student • Retired • Homemaker
Monthly net income	Single, open-ended question. Monthly net income in hryvnia (UAH): _____

4.3. Pre-test

The subsequent section presents the outcomes of the pretest that was conducted. The pretest aimed to test the animosity levels of Ukrainian towards two countries (Belarus and Russia). Also, the pretest assessed the realism and comprehension of the CSR scenario.

The pretest was conducted using the online survey platform "SoSci Survey" and had a duration of two to three minutes. A total of 76 individuals filled out the questionnaire. However, due to incomplete responses or a nationality other than Ukrainian, 7 of the participants had to be eliminated from the study, bringing the total number of respondents down to 69. The pretest comprised 36 participants who were exposed to the CSR scenario with a fictitious juice brand from Russia and 33 participants who were exposed to the CSR scenario with a fictitious juice brand from Belarus. The allocation of these scenarios was randomized.

In order to test the animosity levels towards the two countries (Belarus and Russia), a general animosity statement from Klein's (1998) animosity scale was taken: "I *dislike Belorussians / Russians*". In the scale, the value of 1 denotes a strong disagreement, whereas 7 represents a strong agreement.

An independent samples t-test was used to examine potential differences between the animosity levels towards the two countries (Belarus and Russia). The statistical analysis using the t test revealed a statistically significant difference between animosity towards Russia and Belarus scenarios ($t(67) = -5.055$; $p < 0.001$; $M_{\text{Belorussian}} = 4.27$; $M_{\text{Russian}} = 6.36$), which meets the expectation of conducting the studies in countries with different levels of animosity.

The implementation of the CSR condition was achieved by means of a news article that emphasized the brand's socially responsible actions. The participants were provided with information that the brand "Sochok" has been selling their juices in Ukraine since 2020. In

addition, the brand has been recently praised for taking seriously its role as a socially responsible company. Next, the respondents read that each year, the company contributes 10% of its net profits to Ukrainian non-profit organizations.

In order to assess the level of understanding and realism of the CSR scenario, two statements based on a Likert scale with seven points each were used: *“I think that the scenario is understandable”*, and *“I believe this scenario could happen in real life.”* On the scale, the numerical value of 1 denotes a position of strong disagreement, whereas a value of 7 represents a position of strong agreement.

Overall, the scenario was realistic ($M_{\text{Belorussian}}=4.79$; $M_{\text{Russian}}=4.14$) and understandable ($M_{\text{Belorussian}}=5.42$; $M_{\text{Russian}}=5.11$), indicating the scenario was suitable for the main study.

In the next step, the participants were requested to rate CSR initiatives. Two Likert scale statements were used: *“I perceive Sochok’s actions portrayed in the news article as:”* and *“I think that this news article describes a brand that is:”* - where a scale ranging from 1 to 7 was employed, with 1 representing socially irresponsible and 7 representing socially responsible.

The average scores for CSR actions ($M_{\text{Belorussian}}=3.94$; $M_{\text{Russian}}=3.53$) and for the brand ($M_{\text{Belorussian}}=4.18$; $M_{\text{Russian}}=3.39$) were not ideal as shown by their mean values but it can be still concluded that the manipulation was successful.

4.4 Questionnaire and data collection

The questionnaire was administered to Ukrainian citizens. Consequently, the English questionnaire was translated into Ukrainian by a native speaker and then back-translated into English. The questionnaire was developed in the "SoSci Survey" platform and the participants were recruited online via the "Clickworker" platform, a crowdsourcing platform that offers research and data processing services to various companies and customers.

In total, 433 Ukrainian consumers took part in the two studies. The procedure was the same in both studies. After being exposed to an advertisement describing a Russian/Belorussian brand of juices, participants were asked to indicate the four prices according to Van Westendorp PSM (1976) in the Ukrainian national currency, Hryvnias (UAH). Afterward, respondents that were exposed to CSR version had to answer the questions regarding the

overall impression of the brand "Sochok". This consisted of two questions about: portrayed actions of the fictitious brand and a question on whether the brand could be considered as being socially responsible. The next two questions were checking whether the scenario presented to respondents was understandable and realistic.

In the subsequent section of the questionnaire, product involvement (Mittal & Lee, 1989) questions were asked to participants, followed by questions about price sensitivity (Wakefield & Inman, 2003). An attention check in the form of a bogus answer ("I do not understand a word in Ukrainian") was added after the aforementioned questions. Subsequently, respondents responded to eight questions concerning consumer animosity (Klein et al., 1998) towards either Russia or Belarus. After that, questions derived from Hill and Lee's (2015) were utilized to account for cause involvement and the significance of social issues to the respondents. In the last step of the survey, participants were asked questions about standard demographics (age, gender, citizenship, and income).

Upon completion of the survey, incomplete questionnaires and those completed by individuals who were not of Ukrainian nationality were excluded. Price transitivity was also checked and, following Van Westendorp (1976), respondents who did not express prices in the *too cheap < cheap < expensive < too expensive* order were excluded from the analysis. In the next step, the cases that deviated from the mean value by three or more standard deviations were identified as outliers and subsequently were eliminated from the main analysis as well.

Finally, the verification process of the Bogus item has been completed. The responses ought to have been straight-forward given that the investigation was carried out in Ukrainian, implying that all participants were required to possess proficiency in the language both in terms of speaking and comprehension. Hence, individuals who did not answer with 1 = "Strongly disagree" were eliminated from the study due to the presumption that they did not actively engage in the research. The aforementioned procedures yielded a total of 349 questionnaires, 172 questionnaires for the first study and 177 for the second study.

5. Results

The present chapter presents the outcomes of the empirical investigation, along with the examination of the hypotheses. Initially, the study presents the sample profile. Subsequently, the reliability of the constructs, manipulation checks, and controls are explained. Finally, the verification of hypotheses is shown.

5.1 Study 1 (Russia)

5.1.1 Sample profile

In total, the final sample consisted of 172 respondents; 121 (70.35%) were female and 51 (29.65%) were male. The average age was 33 years ($M = 32.74$; $SD = 9.48$).

Figure 3: Gender – Russia Study

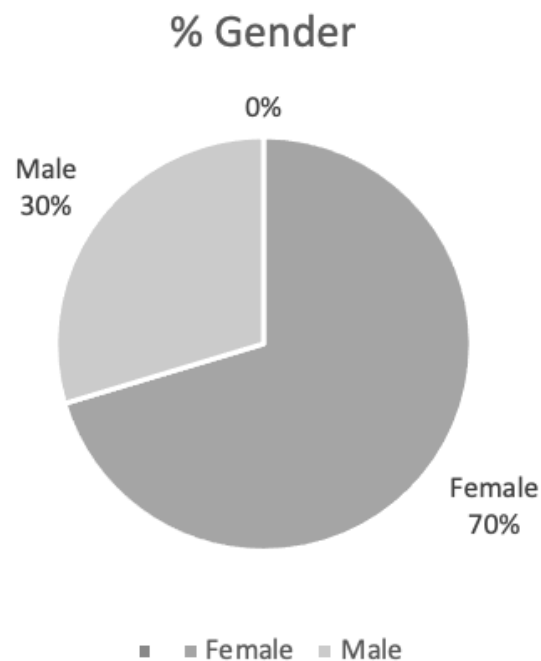
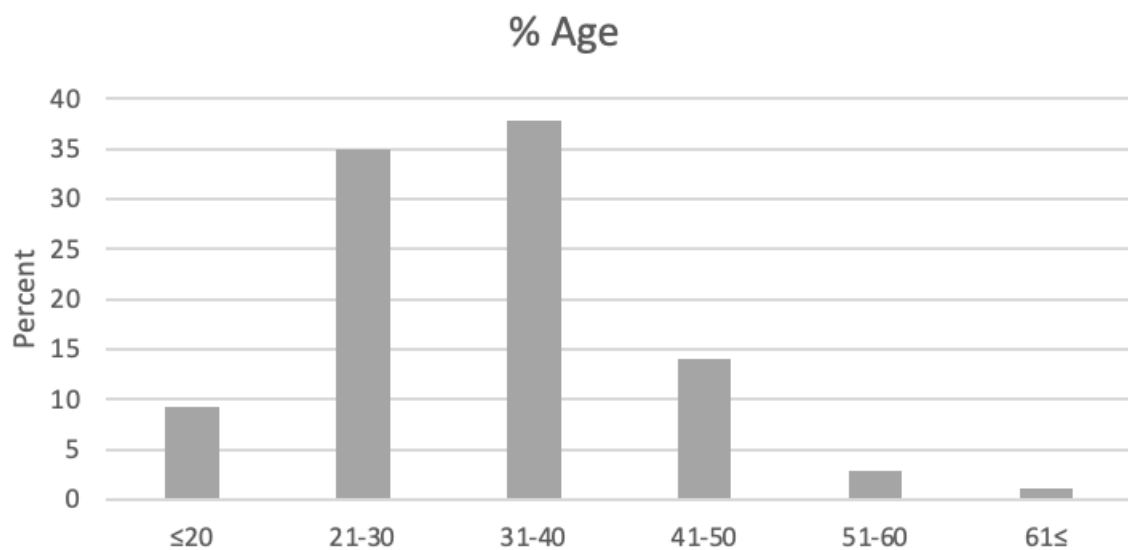


Figure 4: Age – Russia Study



Out of 172 respondents, 146 currently live in Ukraine. Regarding employment, the majority were employed (60%), followed by 16 % being unemployed. The remaining respondents were homemakers (12%), retired (10%), or students (2.0%).

The mean income was 14183.03 (SD = 16138.30) UAH. Figure 6 displays a more comprehensive distribution.

Figure 5: Employment – Russia Study

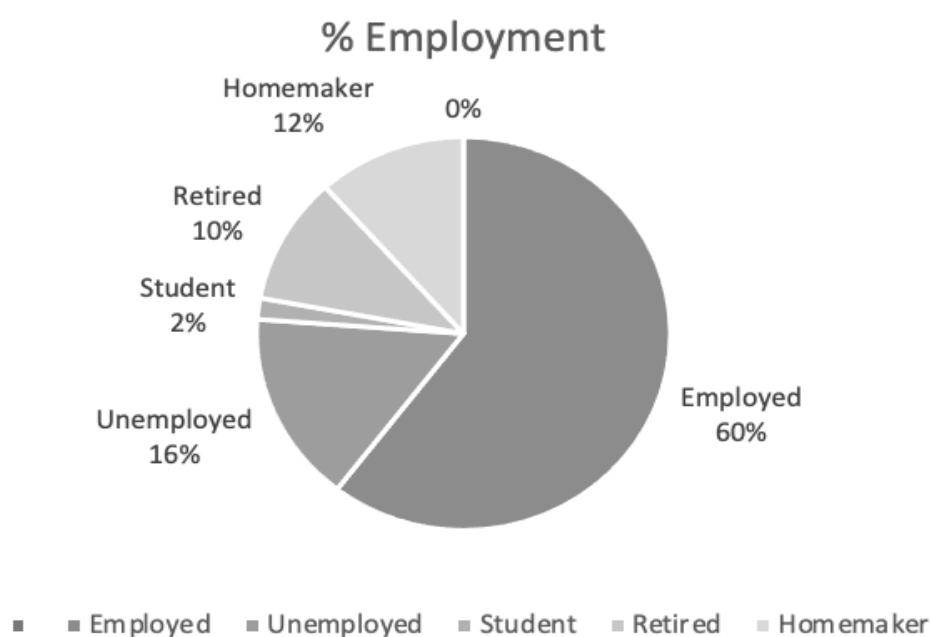
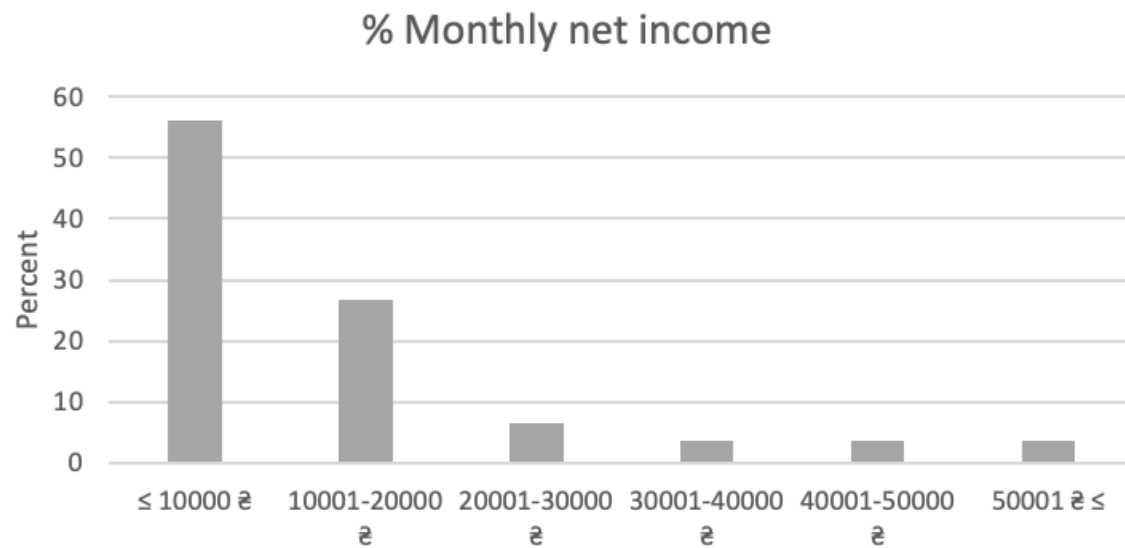


Figure 6: Monthly net income – Russia Study



5.1.2 Constructs reliability

The present study conducted a reliability examination of the composite variables, namely product involvement, price sensitivity, cause involvement, and consumer animosity, using Cronbach's alpha (α). The study demonstrated a high level of reliability, as all coefficients exceeded the accepted limit of 0.5 (Hair, 2009).

Table 5: Reliability of composite variables

Composite variable	Cronbach's Alpha (α)
Consumer animosity	$\alpha=0.83$
Product involvement	$\alpha=0.86$
Price sensitivity	$\alpha=0.79$
Cause involvement	$\alpha=0.92$

5.1.3 Controls

The study utilized the variables of price sensitivity, product involvement, and cause involvement/social involvement as control measures. Respondents indicated a high product

involvement ($M = 5.48$; $SD = 1.31$), a moderate to high price sensitivity ($M = 4.58$; $SD = 1.33$) and a high cause ($M = 6.08$; $SD = 0.99$); the midpoint of the scale was 4.

5.1.4 Manipulation checks

A statistical analysis using an independent samples t-test was performed to assess the effectiveness of the manipulation of consumer animosity towards Russia and Belarus. A significant difference between the levels of consumer animosity of Belarus and Russia was identified. As expected, the higher level of animosity was significantly higher towards Russia ($M_{\text{Russian}} = 5.87$; $M_{\text{Belorussian}} = 3.83$; $t(347) = -16.79$; $p < 0.001$). Thus, it can be inferred that Ukrainians tend to harbor more animosity towards Russia compared to Belarus.

The study controlled the manipulation of social actions by conducting a comparison of means between participants who were exposed to the Corporate Social Responsibility (CSR) scenario and those who were not exposed to it. In order to ensure reliability, participants who were exposed to CSR scenario were required to assign higher scores to the following queries: *"I perceive Sochok's actions depicted in the news article as:"* and *"I believe that this news article characterizes a brand that is:"* (perception of brand responsibility). The response scale ranged from 1, indicating socially irresponsible, to 7, indicating socially responsible.

The results indicate that the mean level for the perception of depicted CSR actions was higher for the Belorussian product than for the Russian product ($M_{\text{Russian}} = 4.34$; $M_{\text{Belorussian}} = 5.36$; $t(170) = 3.90$; $p < 0.001$). The same applies for the perception of brand responsibility ($M_{\text{Russian}} = 4.30$; $M_{\text{Belorussian}} = 5.41$; $t(170) = 4.41$; $p < 0.001$).

Also, the understanding ($M_{\text{Russian}} = 5.52$; $SD = 1.63$) and the realism of the scenario ($M_{\text{Russian}} = 4.72$; $SD = 1.84$) was high.

5.1.5 Hypotheses testing

In order to test the hypotheses, a regression with a moderation analysis was conducted using PROCESS (Hayes, 2013).

The predictor in the model was consumer animosity. CSR was used as the moderator and WTP as the dependent variable. In addition, product involvement, price sensitivity and cause/social involvement were included as covariates. The results of the PROCESS command are reported in the Table 5.

Table 6: Results of moderating role CSR (Russia)

	coefficient	t-statistic	p-value
Constant (WTP)	38.9004	2.1879	0.0301
Animosity	0.4132	0.1618	0.8717
Moderator CSR	-8.8263	-0.4276	0.6695
Control variables Product involvement Price sensitivity Cause/social involvement	1.6969 0.1000 2.3040	1.2003 0.0736 1.2057	0.2317 0.9414 0.2297
Interaction terms Animosity*CSR	0.8659	0.2509	0.8022
Model summary F=0.8667, p=0.52, R²=0.0306			

As shown in Table 5, none of the coefficients had a statistically significant effect on the WTP. All the p-values of the coefficients were higher than 0.05. Therefore, both H₁ and H₂ could not be supported.

5.2 Study 2 (Belarus)

5.2.1. Sample profile

The total number of respondents in the sample to which the Belorussian stimuli were presented was 177, of which 120 (67.80%) were female and 57 (32.20%) were male. The average age was 34 years (M = 33.82; SD = 9.305).

Figure 7: Gender – Belarus Study

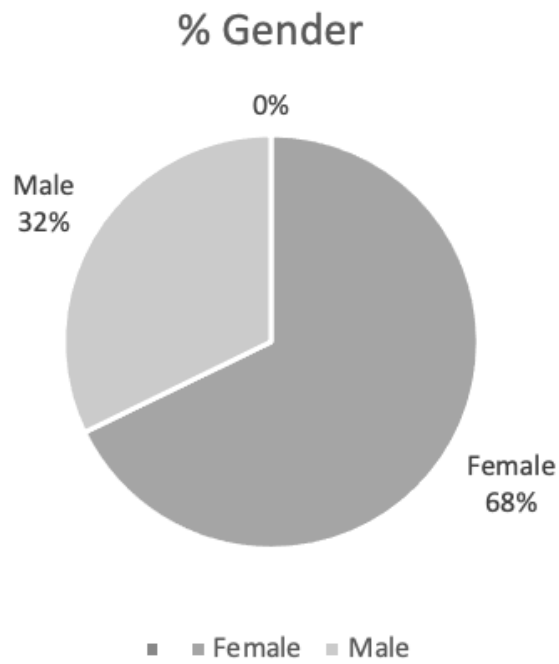
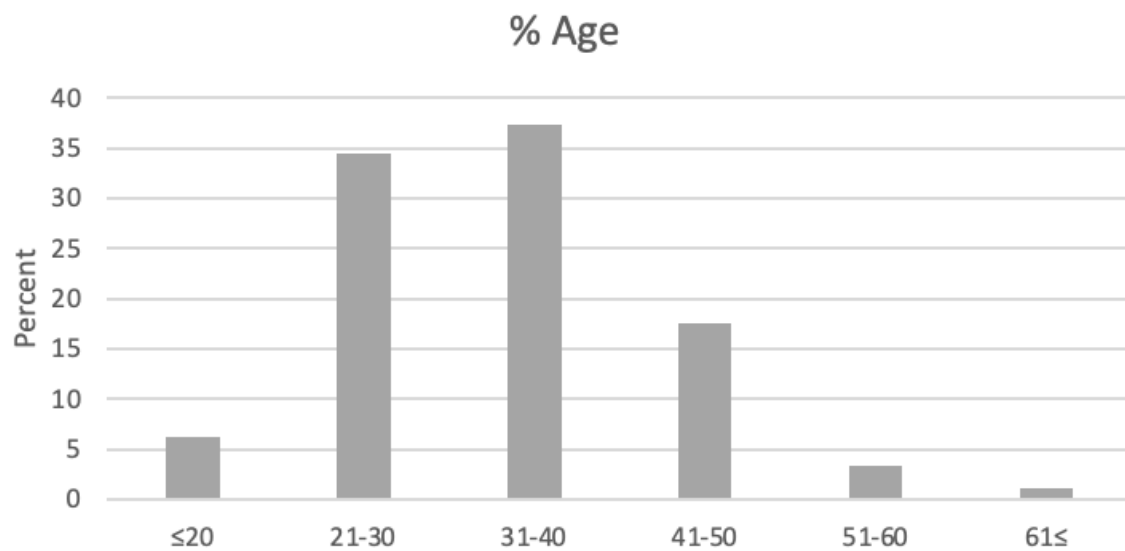


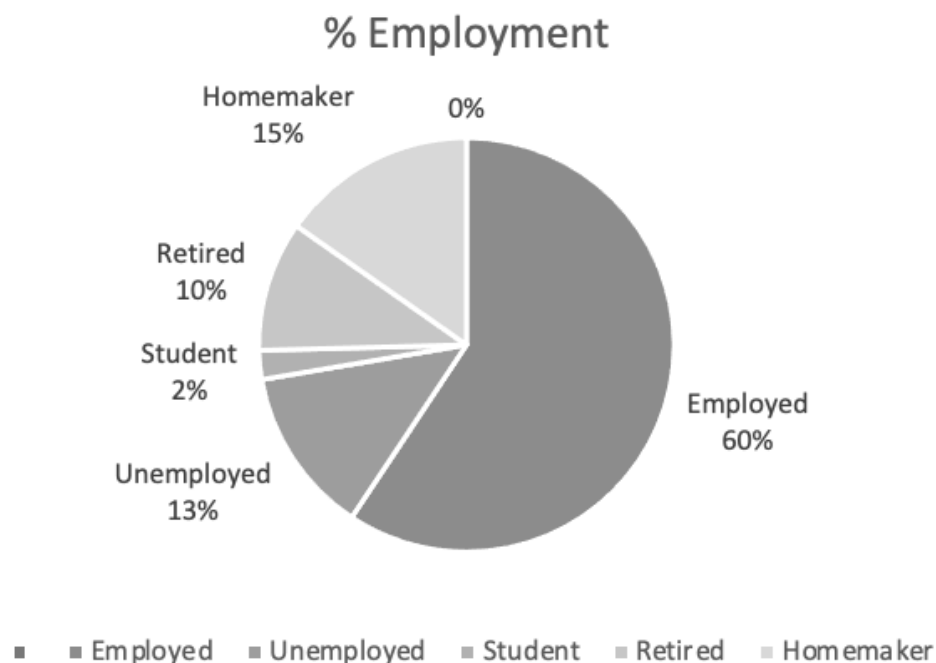
Figure 8: Age – Belarus Study



Additionally, respondents were queried regarding their current place of residence, specifically whether they presently reside in Ukraine. Among the sample of 177 participants, a total of 147 individuals currently live in the country.

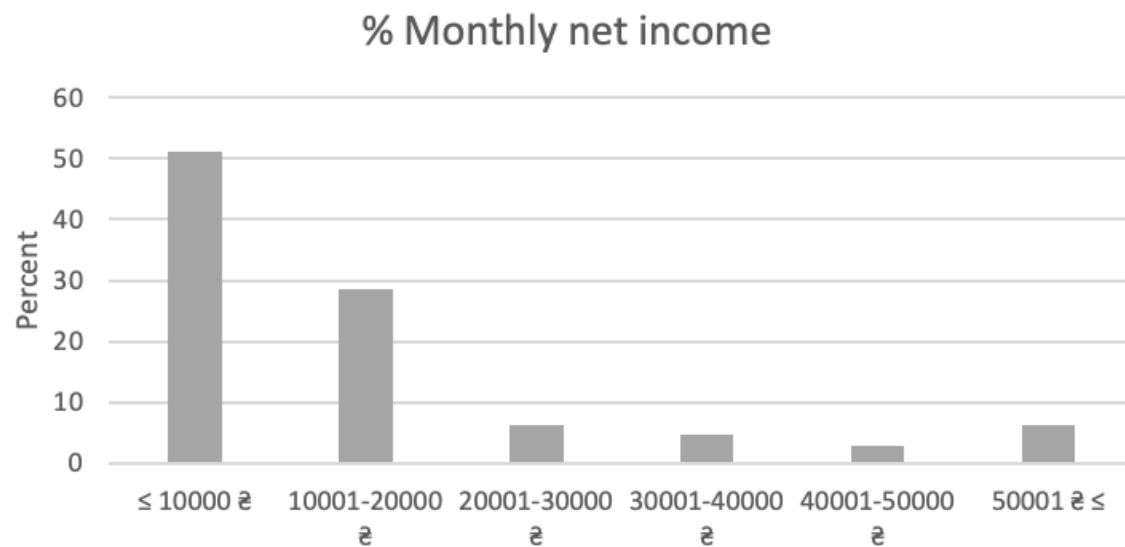
Regarding employment, the majority of respondents were employed (60%), followed by homemakers (15 %). The remaining respondents were unemployed (13%), retired (10%), and students (2.0%).

Figure 9: Employment – Belarus Study



The average income of the Belarusian sample was 17095.81 UAH (SD = 20183.48). The distribution is presented in a more comprehensive manner in Figure 10.

Figure 10: Monthly net income – Belarus Study



5.2.2 Constructs reliability

Cronbach's alpha (α) was used to measure the reliability of the composite variables, specifically product involvement, price sensitivity, cause involvement, and consumer animosity. The research findings indicate a significant level of reliability, given that all coefficients surpassed the established threshold of 0.5 (Hair, 2009).

Table 7: Reliability of composite variables

Composite variable	Cronbach's Alpha (α)
Consumer animosity	$\alpha=0.84$
Product involvement	$\alpha=0.88$
Price sensitivity	$\alpha=0.79$
Cause involvement	$\alpha=0.88$

5.2.3 Controls

Same as for the first study, variables of price sensitivity, product involvement, and cause involvement were used as control measures. Respondents indicated a high product involvement ($M = 5.62$; $SD = 1.18$), a moderate to high price sensitivity ($M = 4.69$; $SD = 1.46$) and high cause ($M = 6.22$; $SD = 0.84$)

5.2.4 Manipulation checks

The analysis of the animosity that was done in part 5.1.4 indicated that Ukrainian respondents perceived higher animosity feelings towards Russia than towards Belarus ($M_{\text{Russian}}=5.87$; $M_{\text{Belorussian}}=3.83$; $t(347) = -16.79$; $p < 0.001$).

Also, according to the results in part 5.1.4, the perception of depicted CSR actions was significantly higher for the Belorussian product than for the Russian product ($M_{\text{Russian}}=4.34$; $M_{\text{Belorussian}}=5.36$; $t(170)= 3.90$; $p < 0.001$). The same holds true for brand responsibility perception ($M_{\text{Russian}}=4.30$; $M_{\text{Belorussian}}=5.41$; $t(170) = 4.41$; $p < 0.001$).

The mean value for evaluating understanding of the Belarusian scenario was also determined ($M_{\text{Belorussian}}=5.77$; $SD = 1.44$). The mean value for the realism of the Belarusian scenario was calculated as well ($M_{\text{Belorussian}}=5.25$; $SD = 1.59$)

5.2.5 Hypotheses testing

Similar to the first study, a regression with a moderation analysis was performed. The present analysis predicted that animosity would have a negative effect on the willingness to pay (H1), and further suggested that corporate social responsibility (CSR) would serve as a positive moderating factor in the relationship between consumer animosity and willingness to pay (H2). Table 7 presents the outcomes of the PROCESS function.

Table 8: Results of moderating role CSR (Belarus)

	coefficient	t-statistic	p-value
Constant (WTP)	84.6987	4.6054	0.0000
Animosity	-1.3447	-0.6163	0.5385
Moderator CSR	-3.7409	-0.2993	0.7651

Control variables			
Product involvement	1.3828	0.8596	0.3912
Price sensitivity	-0.8349	-0.6322	0.5281
Cause/social involvement	-3.1010	-1.3231	0.1876
Interaction terms			
Animosity*CSR	2.0727	0.6677	0.5053
Model summary	F=0.8725, p=0.52, R ² =0.0299		

Table 7 shows that none of the coefficients exhibited a statistically significant impact on the willingness-to-pay (WTP). The statistical significance of all coefficients was not established, as their respective p-values exceeded the threshold of 0.05. Therefore, similar to the first study, H₁ and H₂ could not be supported in this study.

Next, discussions and implications are described, together with limitations and directions to future research.

6. Discussion and conclusions

After presenting and discussing the main findings of this study, the following section explores the general implications that expand upon and build upon the existing literature, with potential practical applications. Furthermore, it highlights the limitations of the study and suggests future research directions.

6.1. Theoretical implications

The present research investigated the relationship between consumer animosity and consumers' willingness to pay (WTP), while considering the moderating influence of corporate social responsibility (CSR).

The outcomes of the hypotheses testing, which have been elaborated in this section, are presented in Table 8.

Table 9: Summary of hypotheses

Hypotheses		Result
H1	Consumer animosity has a negative effect on consumers' WTP.	Not supported
H2	CSR positively moderates the relationship between consumer animosity and WTP.	Not supported

First, concerning the H1, different from expected, no effect of consumer animosity on consumers' WTP was found. Despite previous scientific results in the literature pointing for a negative relationship between animosity and consumers' responses (Ettenson & Gabrielle Klein, 2005; Klein, 2002; Klein et al., 1998; Leong et al., 2008; Maher & Mady, 2010; Shimp et al., 2004) the current study could not show any significant effect of animosity on WTP.

Price-quality relationship can be a possible explanation for no effect of animosity on the WTP. Consumers make trade-offs between animosity and price when making purchasing decisions (Peng Cui et al., 2012). If a product is perceived to have a high quality or superior

attributes, consumers may be willing to pay a higher price despite their animosity towards the country (Peng Cui et al., 2012). The belief in a positive price-quality relationship can outweigh the negative emotions associated with the company or brand, reinforcing their willingness to pay.

Second, with regard to H2, contrary to the expectations, CSR had no moderating effect on the relationship between consumer animosity and WTP. While CSR initiatives have demonstrated potential for positively influencing consumer attitudes and perceptions (Bhattacharya & Sen, 2004; T. J. Brown & Dacin, 1997; Castaldo et al., 2009), their ability to effectively moderate, the link between consumer animosity and willingness to pay was not established in our studies.

One reason for the lack of impact of CSR in this context might be the inherent nature of consumer animosity. A study by Ellen et al. (2006) found that consumers with pre-existing negative attitudes towards a company were less likely to change their opinions solely based on the company's CSR efforts (Ellen et al., 2006). No matter the nature of a company's activities, the strong negative sentiments of consumers can significantly hinder its success, making it wise to halt extensive marketing efforts in that market and patiently wait for the dissipation of consumer animosity (Peng Cui et al., 2012).

Another critical factor is the role of trust and authenticity in shaping consumer perceptions of CSR initiatives. Consumers evaluate CSR activities based on their trust in the company's motives and the perceived authenticity of its actions. If consumers perceive CSR efforts as insincere attempts to merely improve the company's image or as superficial marketing tactics, the efficacy of CSR in moderating consumer animosity and willingness to pay might be diminished (Yoon et al., 2006). A significant hurdle in CSR communication lies in mitigating stakeholder skepticism and effectively conveying the genuine motives behind a company's CSR activities (Du et al., 2010). The incongruity between a company's particular affiliations and a sponsored cause can obscure the company's positioning and erode its equity (Simmons & Becker-Olsen, 2006).

If a company fails to effectively communicate its CSR motives and engage stakeholders in the decision-making process, skepticism may arise. Inadequate communication can lead to a lack of understanding regarding the company's genuine commitment to addressing societal concerns. When consumers harbor doubts regarding a company's motives, their skepticism can

potentially lead to negative perceptions of the company and a decline in their intention to purchase its products (Elving, 2013). Without meaningful engagement, consumers may question the authenticity of CSR initiatives, which can weaken their potential moderating effect on consumer animosity and willingness to pay.

6.2 Managerial implications

The first implication of this thesis is that it may be necessary for managers to reevaluate the extent to which consumer animosity affects consumer behavior, as animosity showed no effect on consumers' WTP. Indeed, according to the results of our studies, managers should not be overly concerned with conflicts and consequences of animosity. They might then focus on other influential factors in consumers' decisions, such as product quality, brand reputation, and overall customer experience.

Taking into account the lack of support for CSR as a moderator, managers should critically evaluate the effectiveness of their CSR initiatives and assess their alignment with consumer concerns and priorities during periods of animosity or conflict. Specifically, managers should consider tailoring their marketing efforts to the local context. This includes understanding the nuances of consumer sentiment, political affiliations, and cultural dynamics in the countries involved in the conflict. Localization strategies can help businesses navigate the complexities of consumer animosity and CSR perceptions, enabling them to resonate with consumers on a more personal and relevant level (e.g. CSR initiatives that help people affected by the war).

6.3 Limitations and future research

The non-significant findings serve as a starting point for theoretical refinement and development in future research.

For instance, it is possible that the unique circumstances and contextual factors associated with the war influenced consumer behavior and the relationships under investigation. Future research could further explore the specific mechanisms through which war contexts interact

with consumer animosity, CSR, and WTP to deepen our understanding of these dynamics in such circumstances.

Moreover, the current study should be replicated in different product categories and countries, as CSR can be more important for certain products (Y. Kim & Choi, 2022; Luchs et al., 2010) and animosity can differ across countries (Peng Cui et al., 2012). Also, previous study showed that different thinking styles and levels of animosity had different effect on the purchase intentions of the consumers (Zhang, 2013).

Finally, researchers can build upon this study by exploring alternative variables or mechanisms that may influence the relationship between consumer animosity and WTP. For instance, new studies could employ other characteristics associated with consumer animosity, such as consumer affinity (C. Kim et al., 2022; Oberecker et al., 2008), brand image and loyalty (Chaudhry et al., 2020), product attributes (Peng Cui et al., 2012), country-of-origin (Fong et al., 2014), word of mouth (Yong & Tseng, 2014) or with CSR, such as environmental sustainability (Orlitzky et al., 2011), supply chain practices (Feng et al., 2017), corporate governance and transparency (López-Arceiz et al., 2018).

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8. Appendices

A. Questionnaire

The following research is conducted at the Institute of Marketing and International Economics of the University of Vienna (Austria). The research concerns consumer behavior and is intended solely for scientific purposes and does not pursue any commercial interest.

- Participation in the study is voluntary. You can cancel the questionnaire at any time.
- Your participation is anonymous, and your responses cannot be tracked. This also means that once the survey is complete, we cannot identify your personal data record.
- Your information will be kept in strict confidentiality.
- It is important that you read all the questions carefully and follow the instructions carefully.
- There is no time limit for completing this questionnaire. Please take your time when filling it out.
- Filling out the questionnaire will take approximately 3 minutes.

If you have any questions about this survey, you can contact me at the email address below. Thank you for participating in the survey!

a11945284@univie.ac

Belarus + no CSR:

Please read carefully the article about the brand Sochok and answer the subsequent questions.



Sochok is a Belorussian company that produces juices. The company is considered to be an industry leader in terms of health and nutrition value of their products. The company's manufacturing plants in Ukraine are modernized, using state-of-the-art production equipment and processes. Sochok has been selling their juices in Ukraine since 2020.

Russia + no CSR:



Sochok is a Russian company that produces juices. The company is considered to be an industry leader in terms of health and nutrition value of their products. The company's manufacturing plants in Ukraine are modernized, using state-of-the-art production equipment and processes. Sochok has been selling their juices in Ukraine since 2020.

Belarus + CSR:

Please read carefully the article about the brand Sochok and answer the subsequent questions.



Sochok is a Belorussian company that produces juices. The company is considered to be an industry leader in terms of health and nutrition value of their products. The company's manufacturing plants in Ukraine are modernized, using state-of-the-art production equipment and processes. Sochok has been selling their juices in Ukraine since 2020. In addition, Sochok has been recently praised for taking seriously its role as a socially responsible company. Each year, the company contributes 10% of its net profits to Ukrainian non-profit organizations.

Russian + CSR:



Sochok is a Russian company that produces juices. The company is considered to be an industry leader in terms of health and nutrition value of their products. The company's manufacturing plants in Ukraine are modernized, using state-of-the-art production equipment and processes. Sochok has been selling their juices in Ukraine since 2020. In addition, Sochok has been recently praised for taking seriously its role as a socially responsible company. Each year, the company contributes 10% of its net profits to Ukrainian non-profit organizations.

Part 2

Please answer the following questions based on the product and information that you have just seen.

1. At what price would you consider the price of this product so low that you would question its quality?

_____ UAH.

2. At what price would you consider the product to be a bargain – a great buy for the money?

_____ UAH.

3. At what price would you consider the product starting to get expensive – not out of the question, but you'd need to give some thought to buying it?

_____ UAH.

4. At what price would you consider this product so expensive that you would not consider buying it?

_____ UAH.

Part 3

Only for condition with CSR

Considering the article presented before, please answer the following questions about your overall impression of the brand Sochok.

5. I perceive Sochok's actions portrayed in the news article as:

Socially
Irresponsible

Socially
Responsible

1 2 3 4 5 6 7

6. I think that this news article describes a brand that is:

Socially
Irresponsible

Socially
Responsible

1 2 3 4 5 6 7

Part 4

Next, please answer the following questions regarding your impressions of the previously mentioned article (numbers closer to 1 indicate higher disagreement with the statement, while numbers closer to 7 indicate higher agreement):

7. I perceive the scenario as understandable:

Strongly Disagree							Strongly Agree
1	2	3	4	5	6	7	

8. I perceive the scenario as realistic:

Strongly Disagree							Strongly Agree
1	2	3	4	5	6	7	

Part 5

Next, please state the extent to which you agree or disagree with the following statements (numbers closer to 1 indicate higher disagreement with the statement, while numbers closer to 7 indicate higher agreement):

		Strongly disagree					Strongly agree
9. I would choose my beverages very carefully.	1	2	3	4	5	6	7
10. Deciding which beverage to buy would be an important decision for me.	1	2	3	4	5	6	7
11. Which beverage I buy matters to me a lot.	1	2	3	4	5	6	7
12. I'm willing to make an extra effort to find a low price for beverages.	1	2	3	4	5	6	7
13. I will change what I had planned to buy in order to take advantage of a lower price for beverages.	1	2	3	4	5	6	7
14. I am sensitive to differences in prices of beverages.	1	2	3	4	5	6	7

15. I do not understand a word of Ukrainian	1	2	3	4	5	6	7
---	---	---	---	---	---	---	---

Part 6

Now, please state the extent to which you agree or disagree with the following statements.

	Strongly disagree			Strongly agree			
16. I dislike Belorussians / Russians.	1	2	3	4	5	6	7
17. I feel angry toward the Belorussians / Russians.	1	2	3	4	5	6	7
18. I will never forgive Belarus / Russia for the war in Ukraine.	1	2	3	4	5	6	7
19. Belarus / Russia is not a reliable trading partner.	1	2	3	4	5	6	7
20. Belarus / Russia wants to gain economic power over Ukraine.	1	2	3	4	5	6	7
21. Belarus / Russia is taking advantage over Ukraine.	1	2	3	4	5	6	7
22. Belarus / Russia has too much economic influence in Ukraine.	1	2	3	4	5	6	7
23. The Belorussians / Russians are doing business unfairly with Ukraine.	1	2	3	4	5	6	7

Now, please respond to the following questions regarding social issues.

24. To me, social issues are _____							
Insignificant	1	2	3	4	5	6	7 Significant
Uninteresting	1	2	3	4	5	6	7 Interesting
Meaningless	1	2	3	4	5	6	7 Meaningful
Of no concern	1	2	3	4	5	6	7 Concerns me
Superfluous	1	2	3	4	5	6	7 Vital

Part 7

25. Gender

- Female
- Male
- Other / Diverse

26. Age

_____ years old

27. Citizenship

- Ukrainian
- Other

28. Are you currently living in Ukraine?

- Yes
- No

29. Employment

- Employed
- Unemployed
- Student
- Retired
- Homemaker

30. Monthly net income in hryvnia (UAH)

Thank you very much for your participation! Your answers have been saved, you can now close the browser window.

B. Pre-test

Independent samples t-test - differences between the animosity levels towards Belarus (0) and Russia (1)

Group Statistics					
	Country	N	Mean	Std. Deviation	Std. Error Mean
Animosity	0	33	4.27	2.035	.354
	1	36	6.36	1.355	.226

Independent Samples Test										
Levene's Test for Equality of Variances			t-test for Equality of Means						95% Confidence Interval of the Difference	
	F	Sig.	t	df	Significance One-Sided p	Significance Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
Equal variances assumed	11.490	.001	-5.055	67	<.001	<.001	-2.088	.413	-2.913	-1.264
Equal variances not assumed			-4.970	55.000	<.001	<.001	-2.088	.420	-2.930	-1.246

Independent Samples Effect Sizes					
	Standardizer ^a	Point Estimate	95% Confidence Interval		
Animosity	Cohen's d	1.714	-1.218	-1.730	-.699
	Hedges' correction	1.734	-1.205	-1.710	-.691
	Glass's delta	1.355	-1.541	-2.127	-.940

a. The denominator used in estimating the effect sizes.

Cohen's d uses the pooled standard deviation.

Hedges' correction uses the pooled standard deviation, plus a correction factor.

Glass's delta uses the sample standard deviation of the control group.

Descriptives -Belorussian sample

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Error	Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Error	Statistic
Understandable and Realistic: I perceive the scenario as understandable:	33	1	7	5.42	.337	1.937
Understandable and Realistic: I perceive the scenario as realistic:	33	1	7	4.79	.358	2.058
CSR activities: I perceive Sochok's actions portrayed in the news article as:	33	1	7	3.94	.359	2.061
Brand description: I think that this news article describes a brand that is:	33	1	7	4.18	.381	2.186
Valid N (listwise)	33					

Descriptives -Russian sample

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Error	Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic
Understandable and Realistic: I perceive the scenario as understandable:	36	1	7	5.11	.342	2.053
Understandable and Realistic: I perceive the scenario as realistic:	36	1	7	4.14	.361	2.167
CSR activities: I perceive Sochok's actions portrayed in the news article as:	36	1	7	3.53	.346	2.077
Brand description: I think that this news article describes a brand that is:	36	1	7	3.39	.319	1.917
Valid N (listwise)	36					

C. Analyses main study

Study 1 Russia

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Income: ... hryvnia (UAH)	172	0	100000	13935.65	16104.137
Gender	172	1	2	1.30	.458
Employment	172	1	5	1.97	1.449
Age: I am ... years old.	172	17	63	32.74	9.483
Valid N (listwise)	172				

Study 2 Belarus

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Income: ... hryvnia (UAH)	177	0	120000	16612.88	20096.946
Gender	177	1	2	1.32	.469
Employment	177	1	5	2.09	1.549
Age: I am ... years old.	177	18	63	33.82	9.305
Valid N (listwise)	177				

Reliability

Study 1 Russia

Consumer animosity

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.826	.848	8

Product involvement

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.862	.868	3

Price sensitivity

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.788	.788	3

Cause involvement / social involvement

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.917	.917	5

Study 2 Belarus

Consumer animosity

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.835	.833	8

Product involvement

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.879	.884	3

Price sensitivity

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.790	.790	3

Cause involvement / social involvement

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.878	.878	5

Control variables

Study 1 Russia

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
General Product involvement	172	1.00	7.00	5.4826	1.31135
General Price sensitivity	172	1.67	7.00	4.5853	1.33814
General Social involvement	172	1.00	7.00	6.0837	.99706
Valid N (listwise)	172				

Study 2 Belarus

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
General Product involvement	177	2.67	7.00	5.6196	1.18104
General Price sensitivity	177	1.33	7.00	4.6949	1.46114
General Social involvement	177	2.80	7.00	6.2169	.83825
Valid N (listwise)	177				

Descriptives

Study 1 Russia

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Understandable and Realistic: I perceive the scenario as understandable	172	1	7	5.52	1.627
Understandable and Realistic: I perceive the scenario as realistic	172	1	7	4.72	1.837
Valid N (listwise)	172				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
AN_RUS	172	1.25	7.00	5.8765	1.04547
Valid N (listwise)	172				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CSR actions:	89	1	7	4.34	1.907
CSR brand:	89	1	7	4.30	1.843
Valid N (listwise)	89				

Study 2 Belarus

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Understandable and Realistic: I perceive the scenario as understandable	177	1	7	5.77	1.437
Understandable and Realistic: I perceive the scenario as realistic	177	1	7	5.25	1.595
Valid N (listwise)	177				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
AN_BEL	177	1.00	7.00	3.8362	1.21499
Valid N (listwise)	177				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CSR actions:	83	1	7	5.36	1.495
CSR brand:	83	1	7	5.41	1.397
Valid N (listwise)	83				

Manipulation checks

Independent samples t-test consumer animosity

Group Statistics

	Country	N	Mean	Std. Deviation	Std. Error Mean
AN_GE	BEL	177	3.8362	1.21499	.09132
N	RUS	172	5.8765	1.04547	.07972

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						95% Confidence Interval of the Difference	
		F	Sig.	t	df	Significance One-Sided p	Significance Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
AN_GE_N	Equal variances assumed	8.227	.004	-16.795	347	<.001	<.001	-2.04030	.12148	-2.27923	-1.80136
	Equal variances not assumed			-16.831	342.017	<.001	<.001	-2.04030	.12122	-2.27873	-1.80186

Independent Samples Effect Sizes

		Standardizer ^a	Point Estimate	95% Confidence Interval	
AN_GE_N	Cohen's d	1.13462	-1.798	-2.046	-1.548
	Hedges' correction	1.13708	-1.794	-2.042	-1.545
	Glass's delta	1.04547	-1.952	-2.245	-1.656

a. The denominator used in estimating the effect sizes.

Cohen's d uses the pooled standard deviation.

Hedges' correction uses the pooled standard deviation, plus a correction factor.

Glass's delta uses the sample standard deviation of the control group.

Independent t-test perception of depicted CSR actions

Group Statistics

	country	N	Mean	Std. Deviation	Std. Error Mean
CSR actions:	BEL	83	5.36	1.495	.164
	RUS	89	4.34	1.907	.202
CSR brand:	BEL	83	5.41	1.397	.153
	RUS	89	4.30	1.843	.195

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
						Significance				95% Confidence Interval of the Difference
		F	Sig.	t	df	One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower
CSR actions:	Equal variances assumed	5.409	.021	3.903	170	<.001	<.001	1.024	.262	.506
	Equal variances not assumed			3.935	165.201	<.001	<.001	1.024	.260	.510
CSR brand:	Equal variances assumed	6.139	.014	4.413	170	<.001	<.001	1.106	.251	.611
	Equal variances not assumed			4.455	163.329	<.001	<.001	1.106	.248	.616

Independent Samples Effect Sizes

		Standardize	Point	95% Confidence	
		r ^a	Estimate	Interval	
				Lower	Upper
CSR actions:	Cohen's d	1.720	.595	.289	.900
	Hedges' correction	1.728	.593	.288	.896
	Glass's delta	1.907	.537	.226	.845
CSR brand:	Cohen's d	1.643	.673	.365	.980
	Hedges' correction	1.650	.670	.363	.976

Glass's delta	1.843	.600	.287	.911
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a. The denominator used in estimating the effect sizes.

Cohen's d uses the pooled standard deviation.

Hedges' correction uses the pooled standard deviation, plus a correction factor.

Glass's delta uses the sample standard deviation of the control group.

PROCESS Output: Mediation Analyses

Study 1 Russia

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.2

Written by Andrew F. Hayes, Ph.D.
www.afhayes.com
Documentation available in Hayes (2022).
www.guilford.com/p/hayes3

Model : 1
Y : WTP_RUS
X : AN_RUS
W : CSR

Covariates:
P.INV P.SEN SOC.INV

Sample
Size: 172

OUTCOME VARIABLE:
WTP_RUS

Model Summary					
	R	R-sq	MSE	F	df1
df2	p				
	.1748	.0306	539.5766	.8667	6.0000
165.0000		.5207			

Model				
	coeff	se	t	p
LLCI	ULCI			
constant	38.9004	17.7801	2.1879	.0301
3.7946	74.0063			

AN_RUS	.4132	2.5542	.1618	.8717	-
4.6300	5.4564				
CSR	-8.8263	20.6436	-.4276	.6695	-
49.5861	31.9334				
Int_1	.8659	3.4509	.2509	.8022	-
5.9478	7.6795				
P.INV	1.6969	1.4137	1.2003	.2317	-
1.0944	4.4883				
P.SEN	.1000	1.3577	.0736	.9414	-
2.5807	2.7806				
SOC.INV	2.3040	1.9110	1.2057	.2297	-
1.4692	6.0771				

Product terms key:

Int_1 : AN_RUS x CSR

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.0004	.0630	1.0000	165.0000	.8022

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
95.0000

----- END MATRIX -----

Study 2 Belarus

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.2 *****

Written by Andrew F. Hayes, Ph.D.
www.afhayes.com
Documentation available in Hayes (2022).
www.guilford.com/p/hayes3

Model : 1
Y : WTP_BEL
X : AN_BEL
W : CSR

Covariates:

P.INV P.SENS SOC.INV

Sample
Size: 177

OUTCOME VARIABLE:

WTP_BEL

Model Summary

	R	R-sq	MSE	F	df1
df2	p				
	.1728	.0299	613.8371	.8725	6.0000
170.0000	.5164				

Model

	coeff	se	t	p	
LLCI	ULCI				
constant	84.6987	18.3912	4.6054	.0000	
48.3941	121.0032				
AN_BEL	-1.3447	2.1820	-.6163	.5385	-
5.6520	2.9626				
CSR	-3.7409	12.4994	-.2993	.7651	-
28.4150	20.9332				
Int_1	2.0727	3.1044	.6677	.5053	-
4.0555	8.2008				
P.INV	1.3828	1.6087	.8596	.3912	-
1.7928	4.5584				
P.SENS	-.8349	1.3207	-.6322	.5281	-
3.4420	1.7722				
SOC.INV	-3.1010	2.3437	-1.3231	.1876	-
7.7276	1.5255				

Product terms key:

Int_1 : AN_BEL x CSR

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.0025	.4458	1.0000	170.0000	.5053

***** ANALYSIS NOTES AND ERRORS

Level of confidence for all confidence intervals in output:
95.0000

----- END MATRIX -----

D. Abstract German

Trotz der umfangreichen Literatur zu den negativen Auswirkungen von Verbraucherfeindlichkeit auf die Reaktionen der Verbraucher sowie der konsolidierten Forschung zum positiven Einfluss der sozialen Verantwortung von Unternehmen (CSR) auf die Reaktionen der Verbraucher wurden diese beiden Konzepte nicht gemeinsam untersucht, insbesondere im Hinblick auf die Preisergebnisse. Daher untersucht diese Arbeit den Einfluss der Verbraucherfeindlichkeit auf die Zahlungsbereitschaft (WTP) der Verbraucher für eine Marke unter Berücksichtigung der möglichen moderierenden Rolle von CSR. Dabei wurden zwei experimentelle Studien in der Ukraine mit verschiedenen Feindseligkeitsländern (Russland und Weißrussland) durchgeführt, wobei Saft als Produktkategorie verwendet wurde. In beiden Studien hatte die Feindseligkeit der Verbraucher entgegen den bisherigen Erwartungen keinen signifikanten negativen Einfluss auf die WTP; Diese Variable hatte keinen Einfluss auf die WTP. Darüber hinaus zeigte CSR auch keinen signifikanten moderierenden Effekt auf den Zusammenhang zwischen Verbraucherfeindlichkeit und WTP. Den Ergebnissen der Studie folgen Empfehlungen für zukünftige Forschung und Implikationen für Forschung und Praxis.

Schlüsselwörter: Verbraucherfeindlichkeit, Zahlungsbereitschaft (WTP), Corporate Social Responsibility (CSR)