Consumer animosity in tourism research: a horizon 2050 paper

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Abstract

Purpose – A growing body of research suggests the detrimental impact animosity will likely have on destination image and intentions to visit. The purpose of this study is to conduct a state-of-the-art literature review to account for observed mixed findings by putting forth research propositions to be tested in future studies. This paper also aims to develop a future research agenda based on gaps identified in the literature.

Design/methodology/approach – A systematic quantitative method is adopted to review the consumer animosity literature published in tourism journals.

Findings – This paper identifies several gaps in the literature and suggests several avenues for future research.

Originality/value – To the best of the author’s knowledge, this paper is the first to conduct a state-of-the-art review of the literature dating back to the seminal consumer animosity research conducted in a tourist setting in 2014.

Keywords Consumer animosity, Research agenda, State-of-the-art literature review, Tourist demographics, Consumer demographics

Paper type Research paper

旅游研究中的消费者敌意：2050年展望视角

摘要

目的：越来越多的研究表明，敌意可能会对目的地形象和访问意图产生不利影响。本文的主要目的是进行先进的文献综述，通过提出在未研究中测试的研究力求解释观察到的混合结果。此外，本文还旨在根据文献中发现的空白制定未来的研究议程。

设计/方法/途径：采用系统的方法来回顾旅游期刊上发表的消费者敌意文献。

研究结果：本文指出了文献中的几个空白，并提出了未来研究的几个方向。

原创性/价值：据作者所知，本文是第一篇自2014年在旅游学科中进行的开创性消费者敌意研究以来的文章。

关键词 消费者敌意, 研究议程, 先进的文献综述, 游客人口统计

文章类型 研究型论文

La animadversión del consumidor en la investigación turística: un artículo sobre horizonte 2050

Resumen

Objetivo: Un número creciente de investigaciones sugiere el impacto perjudicial que probablemente tendrá la animadversión en la imagen de los destinos y en las intenciones de visitarlo. El objetivo principal del presente ensayo es llevar a cabo una revisión bibliográfica actualizada que refleje los resultados mixtos observados, planteando propuestas de investigación que se pondrán a prueba en futuros estudios. El ensayo también pretende desarrollar una futura agenda de investigación basada en las lagunas identificadas en la bibliografía.

Diseño/metodología/enfoque: se adopta un método cuantitativo sistemático para revisar la literatura sobre la animadversión de los consumidores publicada en revistas de turismo.

Resultados: El ensayo identifica varias lagunas en la bibliografía y sugiere varias vías para futuras investigaciones.

DOI 10.1108/TR-10-2023-0741 © Emerald Publishing Limited, ISSN 1660-5373 TOURISM REVIEW
Introduction

Klein et al. (1998) define animosity as “anger related to previous or ongoing political, military, economic, or diplomatic events” (p. 90). Animosity is a hostile attitude targeted toward national out-groups (Jung et al., 2002). Consumer animosity was introduced to the consumer behavior stream of research by Klein et al. (1998), conceptualized in a model known as the Animosity Model of Foreign Product Purchase (Figure 1). Social identity theory (SIT) (Tajfel, 1978) and realistic group conflict theory (Sherif, 1979) form the basis for conceptualizing consumer animosity. Consistent with previous research (Balabanis and Siamagka, 2022; El Banna et al., 2018; Rašković et al., 2020; Zeugner-Roth et al., 2015), two complementary theories comprise the theoretical underpinnings of the present study: SIT (Tajfel and Turner, 1979) and realistic group conflict theory (Sherif, 1979). According to the SIT, individuals identifying themselves with the values and beliefs of a particular ingroup are likely to develop an unfavorable attitude toward out-groups. The realistic conflict theory postulates that individuals who sustain a loss (whether natural or conceived) from an out-group are likely to perceive it as a threat to their ingroup. This perceived threat will likely translate into prejudice toward the out-group. Previous research provides empirical evidence in support of the topic of consumer animosity (Abraham and Poria, 2020b). A central tenet of the model is that animosity does not affect consumers’ judgment of product quality but negatively influences willingness to buy. Moufakkir’s (2014) conceptualization of immigrant animosity paved the way for introducing the consumer animosity research stream to the tourism literature. Similar to studies in the consumer behavior stream of research, the tourism literature conceptualizes consumer animosity as a first-order construct comprising several second-order constructs, including animosity related to economic discord, military threats and social/political issues (Sánchez et al., 2018). Tourism studies published to date (i.e. 2014–2023) focus primarily on the relationship between animosity and the intention to visit (Stepchenkova et al., 2020). Constructs such as perceived heritage belonging (Abraham and Poria, 2020a), political views (Abraham and Poria, 2020b) and national attachment (Stepchenkova et al., 2020) were identified as potential antecedents of animosity. To account for the boundary effects of animosity, past research explored the moderating role of affective destination image on

Figure 1 Animosity model of foreign product purchase

![Animosity model of foreign product purchase](image-url)
intention to revisit (Loureiro and Jesus, 2019). Research points to several mediators in the relationship between animosity and intention to visit, including overall image, perceived threat (Alvarez and Campo, 2020), affective country image (Alvarez and Campo, 2020; Campo and Alvarez, 2017; Loureiro and Jesus, 2019), overall country image (Campo and Alvarez, 2019) and social return (Boley et al., 2023). Social return, a consonant cognition focused on the anticipated positive responses from posting travel photos on social media, is observed to mediate the relationship between animosity and intention to travel. Research suggests that the stronger the animosity toward a country, the lower the expected social return from visiting the country and, subsequently, the lower the intention to visit the country in question (Boley et al.). Research also suggests that animosity per se may mediate relationships between perceived heritage and behavioral intentions (Abraham and Poria, 2020a), perceived cultural dissimilarity and attitudes and behavioral intentions (Abraham et al., 2021a), past travel and attitudes and behavioral intentions (Abraham et al., 2021a), perceived intergroup threat and tourist trust (Abraham and Shaked, 2022), sympathy and cognitive/affective image, sympathy and perceived risk (Fuchs et al., 2023).

However, studies published to date have produced mixed findings regarding some of the relationships explored in previous research. For example, the reasons why a significant relationship was observed between general animosity (GA) or overall animosity and destination image in some instances (Campo and Alvarez, 2017; Stepenkova et al., 2018) but not in other cases remain unclear (Campo and Alvarez, 2022). The mixed findings may be accounted for by the intervention of temporal effects we critically evaluate further in the paper. Similarly, mixed findings were observed concerning the influence of various types of animosity on behavioral intentions. The literature distinguishes between different types of animosity, stable/situational and personal/national animosity (Jung et al., 2002). Few tourism papers explore the differential effect of various types of animosity in a single study. A study by Stepenkova et al. (2020) suggests that GA (a stable form of animosity) is deep-rooted and much more challenging to overcome than national animosity, likely to have short-term consequences. However, Yu et al. (2020) observe that animosity stemming from reasons unrelated to political (e.g. social animosity, cultural animosity, war animosity, economic animosity) vis-à-vis one resulting from a political discord is likely to be associated with immediate, short-term repercussions. The main objective of the present essay is to conduct a state-of-the-art literature review to account for observed mixed findings by putting forth research propositions to be tested in future research. The essay also aims to develop a future research agenda based on gaps identified in the literature.

The article is organized as follows: First, past developments (2014–2023) are presented and propositions to be tested in future research are put forward. Then, developments in consumer animosity research during the COVID-19 pandemic (2020–2023) are presented. Next, the essay focuses on future developments, reflecting on what should transpire to make tourism a locomotive for positive impacts. Finally, the author presents a research agenda for future studies.

Methodology

There are three principal methodologies to conducting literature reviews: meta-analysis, traditional narrative review and systematic quantitative review (Pickering and Byrne, 2014). This essay aims to map the research landscape concerning consumer animosity and its associated antecedents, mediators, moderators and consequences. Consistent with previous research, I chose the systematic quantitative review method to conduct literature reviews (Yang et al., 2017).

Past developments (2014–2023)

Consumer animosity and destination image

The relationship between consumer animosity and destination image was initially explored by Campo and Alvarez (2017). Studies published to date point to mixed findings concerning this relationship (Table 1). While some studies suggest that both affective and cognitive
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<td>Moufakkir (2014)</td>
<td>To explore whether natives who have negative perceptions about a minority group residing in their country are less likely to visit the country of origin of that minority group for tourism</td>
<td>The Netherlands/Morocco</td>
<td>“immigrant animosity” in the Netherlands</td>
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<td>Residents identifying with the far-right of the political spectrum are likelier to harbor animosity toward immigrants and, in turn, less likely to visit their country of origin.</td>
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<td>Campo and Alvarez (2017)</td>
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<td>Israel/Turkey</td>
<td>Political tensions between Turkey and Israel over the MV Mavi Marmara incident</td>
<td>Sample size – 208 Sampling technique – convenience sampling</td>
<td>Willingness to visit (WTV), willingness to learn about the local culture, socially visible consumption (SVC)</td>
<td>1) Animosity is negatively associated with SVC; 2) animosity influences WTV only if its level reaches a certain threshold; 3) animosity is negatively associated with willingness to learn about the culture of the hosting country.</td>
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<td>Sánchez et al. (2018)</td>
<td>Identify the dimensions comprising animosity and their effect on the intention to visit a destination</td>
<td>Turkey/Israeli, China, Saudia Arabia</td>
<td>The three most disliked countries by Turkish tourists</td>
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<td>Intention to visit</td>
<td>1) The type of animosity evoked by an animosity-causing event is country-specific; 2) not all types of animosity have a significant effect on the intention to visit.</td>
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<td>Steppenkov et al. (2018)</td>
<td>Examine the attractiveness of a destination when the host and foreign country are entangled in ongoing political and economic conflict</td>
<td>Russia/USA</td>
<td>The political and economic discord between the USA and Russia</td>
<td>Sample size – 405 Sampling technique – convenience sampling</td>
<td>Intention to visit</td>
<td>The relationship between national situational animosity and intention to visit is mediated by destination image.</td>
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<td>Campo and Alvarez (2019)</td>
<td>Test a scale including more general causes of animosity</td>
<td>North Korea, Venezuela, Iraq, China/Spain</td>
<td>N/A</td>
<td>Sample size – 649 Sampling technique – convenience sampling</td>
<td>Intention to visit</td>
<td>Animosity results from 1) perceived human rights violations and political system; 2) the destination’s culture, history (social animosity), and military interventions (military animosity); 3) economic relations with other countries (economic animosity).</td>
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<td>Loureiro and Jesus (2019)</td>
<td>Explore how animosity and perceived risk influence cognitive, affective, and conative images and how each of these dimensions influences the intention to revisit a destination</td>
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<td>Incoming tourism to Rio de Janeiro</td>
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<td>Intention to visit</td>
<td>Animosity is negatively and significantly associated with affective and conative images</td>
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<td>Stepcenkova et al. (2019)</td>
<td>Russia/USA The political and economic discord between the USA and Russia</td>
<td>Sample size – 139 Sampling technique – probability sampling</td>
<td>Intention to visit</td>
<td>Destination promotional materials, including an emotional appeal, are likely to influence perceptions and attitudes of a destination perceived as unfriendly</td>
<td>Individual attributing the spread of COVID-19 to their own countries (internal locus of control) are more likely to travel abroad</td>
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<td>Abraham et al. (2021a)</td>
<td>Introduce a conceptual model to account for tourists’ attitudes and travel intentions during global pandemics</td>
<td>Several countries/ China</td>
<td>Sample size – 216 Sampling technique – convenience sampling</td>
<td>Intention to visit</td>
<td>A positive association was observed between the perception of the West Bank as an area belonging to the Palestinian heritage and animosity toward Jewish settlers living in the West Bank; 2) a negative relationship was observed between animosity, the time tourists are willing to spend traveling to the West Bank, LOS, and WTP for accommodations</td>
<td>1) Political identification is negatively associated with animosity; 2) animosity is negatively associated with tourists’ attitudes, behavioral intentions, and actual behaviors; 3) a positive relationship was observed between animosity and perceived risk</td>
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<td>Abraham and Poria (2020a)</td>
<td>Propose and test a model conceptualizing the relationships between animosity, its antecedents, and demand variables</td>
<td>Sample size – pilot study (20); main study (330) Sampling technique – purposeful sampling</td>
<td>Length of stay; time willing to spend traveling to a destination; willingness to pay</td>
<td>Risk perception; socially visible consumption; tourist activity; willingness to pay; willingness to visit;</td>
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<td>Abraham and Poria (2020b)</td>
<td>Investigating unexplored relationships between animosity, political identification, and outcome variables critical to tourism and hospitality management (risk perception, willingness to pay for accommodations, and tourist activity)</td>
<td>Sample size – pilot study (20); main study (330) Sampling technique – purposeful sampling</td>
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<td>Alvarez et al. (2020)</td>
<td>Explore the topic of perceived terrorism risk and animosity as interrelated within the context of countries suffering from armed struggles and terror. The research investigates how these constructs influence the visitation decisions of millennials</td>
<td>Israel, Spain, Turkey</td>
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<td>Sample size – 267 Sampling technique – convenience sampling</td>
<td>Intention to visit</td>
<td>Perceived attractiveness mediates the relationship between animosity and intention to visit the place; 2) animosity is positively associated with risk perceptions (terror) at a destination</td>
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<td>Alvarez and Campo (2020)</td>
<td>Introduce a more general animosity scale</td>
<td>N/A</td>
<td>N/A</td>
<td>Sample size – 486 Sampling technique – convenience sampling</td>
<td>Intention to visit</td>
<td>Animosity results from 1) perceptions of a country as threatening, 2) dislike of the destinations' population, 3) and political/historical/military conflicts</td>
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<td>Stepchenkova et al. (2020)</td>
<td>Examine the influence of animosity, national attachment, and consumer ethnocentrism on visitation intentions</td>
<td>China/South Korea</td>
<td>Sino-South Korea relations Following Park Geun-Hye’s administration deployment of THAAD in reaction to North Korea’s announcement of a nuclear test</td>
<td>Sample size – 532 Sampling technique – convenience sampling</td>
<td>Intention to visit</td>
<td>Country image, general animosity toward South Korea, and the perceived state of relations between the two countries substantially affect tourist decision-making processes</td>
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<td>Yu et al. (2020)</td>
<td>Explore the influence of tourism boycotts by analyzing seven events involving Chinese tourism boycotts over a decade</td>
<td>China/several destinations</td>
<td>Chinese boycott events</td>
<td>Sample size – NA Sampling technique – narrative approach</td>
<td>Number of visitors</td>
<td>Nonpolitical animosity is associated with immediate short-term impacts. Political animosity is associated with long-term effects</td>
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<td>Kour et al. (2021)</td>
<td>Explore the influence of a pandemic on guest-host relationships and its impact on travel intentions</td>
<td>N/A</td>
<td>COVID-19 pandemic</td>
<td>Sample size – 24 Sampling technique – convenience sampling</td>
<td>Intention to travel</td>
<td>Tourists who felt ill-treated by their hosts while staying in a destination during a pandemic are unlikely to return to the destination in the future A negative association was observed between negative customer affectivity and consumers' decisions to purchase hospitality and tourism services</td>
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<td>Torres et al. (2021)</td>
<td>Examine how hospitality service consumption changed during the COVID-19 pandemic</td>
<td>USA/USA</td>
<td>COVID-19 pandemic</td>
<td>Sample size – 767 Sampling technique – random sampling</td>
<td>Intention to purchase</td>
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<td>Wang et al. (2021)</td>
<td>Investigate the relationships between animosity, ethnocentrism, destination overall image (DOI) and constructs comprising the theory of planned behavior</td>
<td>China/Western countries</td>
<td>COVID-19 pandemic</td>
<td>Sample size – 402 Sampling technique – purposeful sampling</td>
<td>Intention to visit</td>
<td>1) A negative relationship was observed between animosity/ethnocentrism and overall destination image; 2) between animosity/ethnocentrism and intention to visit; 3) a positive relationship was found between attitude, DOI, and DVI; 4) a positive association was observed between subjective norm/perceived behavioral control and intention to visit</td>
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<td>Abraham and Shaked (2022)</td>
<td>Assess a modified theoretical framework based on Klein et al.’s (1998) Animosity model of foreign product purchase</td>
<td>N/A</td>
<td>N/A</td>
<td>Sample size – 343 Sampling technique – purposeful sampling</td>
<td>Willingness to travel</td>
<td>1) Perceived intergroup threat, tourist trust, and overall destination image account for a substantial proportion of the explained variances in the proposed model; 2) political animosity is more strongly associated with trust than willingness to travel; 3) overall destination image partly mediates the relationship between political animosity and willingness to travel</td>
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<td>Campo and Alvarez (2022)</td>
<td>Investigate whether the influence of animosity on perceptions and purchase decisions concerning a destination product varies by type of animosity and reasons for animosity</td>
<td>China/Japan</td>
<td>WWII</td>
<td>Sample size – 402 Sampling technique – purposeful sampling</td>
<td>Intention to visit</td>
<td>1) The type of animosity and the reason for its emergence depends on the target country; 2) the influence of animosity on perceived risk and intention to visit vary when animosity is based on the type of animosity and its causes</td>
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<td>Dai et al. (2022)</td>
<td>Investigate the effect of media on animosity and, in turn, on destination image and visitation intent</td>
<td>China/USA</td>
<td>COVID-19 pandemic</td>
<td>Sample size – Convenience sampling Sampling technique – convenience sampling</td>
<td>Intention to travel</td>
<td>1) Media coverage of the discord related to COVID-19 had greater influence on situational animosity (among Chinese tourists) than general animosity; 2) tourists who previously visited the USA were observed to have more favorable attitudes toward the USA; 3) animosity toward the USA decreased the intention to travel to the USA but increased the intention to travel domestically and to countries supportive of China during the pandemic</td>
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<td>Gohary et al. (2022)</td>
<td>Explore the consequences of foreign aid on country image and intention to travel</td>
<td>USA/Ascarnia</td>
<td>COVID-19 pandemic</td>
<td>Sample size – 506; Sampling technique – convenience sampling</td>
<td>Intention to travel</td>
<td>1) Tourists are likelier to visit a country that provides aid to their own country than to a country that is the recipient of aid provided by their own country; 2) patriotism moderates the relationship between country image and intention to visit Social norms, animosity, destination image, risk perceptions and attitudes influence tourist boycott intentions</td>
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<td>Gorji et al. (2022)</td>
<td>1) Explore tourists’ behavioral intentions towards a destination in the context of political tensions between two countries; 2) examine how social norms, animosity, destination image, risk perceptions and attitudes influence tourist boycott intentions</td>
<td>USA/Iran</td>
<td>Political tensions between the USA and Iran over the latter’s nuclear program</td>
<td>Sample size – 251; Sampling technique – convenience sampling</td>
<td>Tourist boycott intentions</td>
<td>Social norms, animosity, destination image, risk perceptions and attitudes influence tourist boycott intentions</td>
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<td>Josiassen et al. (2022)</td>
<td>Conduct an initial assessment of tourism affinity and its effects on tourism behavior</td>
<td>USA/Germany</td>
<td>USA–German relations</td>
<td>Sample size – Study 1 (n = 323); Study 2 (n = 282); Sampling technique – convenience sampling</td>
<td>Willingness to visit; word of mouth; desire to interact with locals</td>
<td>1) Tourists high on tourism affinity were observed to feel sympathy, admiration, or attachment toward a given country; 2) affinity is a positive driver of several tourism-related outcomes; 3) animosity is associated with intention to visit and word of mouth but is an obstacle to closer interactions; 4) goal compatibility, relative power, and moral obligation are associated with affinity; 5) a relationship was found between relative power and animosity</td>
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<td>Rojas-Méndez et al. (2022)</td>
<td>Develop and validate a scale to measure pandemic animosity and explore its effect on consumer and tourism behavior</td>
<td>China/USA</td>
<td>COVID-19 pandemic</td>
<td>Sample size – Study 1 (n = 201); Study (n = 303); Study 3 (n = 202); Sampling technique – convenience sampling</td>
<td>Intention buy/visit</td>
<td>Pandemic animosity is associated with intentions to buy and intentions to travel</td>
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<td>Boley et al. (2023)</td>
<td>To explore how social return mediates the relationship between animosity and intention to travel</td>
<td>UK, Canada, Mexico, Japan, China/USA</td>
<td>N/A</td>
<td>Sample size – 1,653, Sampling technique – random sampling</td>
<td>Intention to travel</td>
<td>Social return may have a salient role in attenuating the effects of animosity on intention to travel</td>
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<td>Farmaki (2023)</td>
<td>Explore if Cypriots harbor animosity toward incoming Russian tourists</td>
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<td>Sample size – 33, Sampling technique – convenience sampling</td>
<td>N/A</td>
<td>International conflicts influence the emotions of locals toward tourists visiting from the country perceived as the aggressor in the conflict</td>
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<td>Fuchs et al. (2023)</td>
<td>Investigate the effect of knowledge about a conflict and siding with one of the involved parties as antecedents of animosity and perceived risk</td>
<td>Israel, Turkey/USA, Conflict-ridden destinations</td>
<td>USA (n = 1,581); India (n = 1,383)</td>
<td>Sample size – USA, Sampling technique – convenience sampling</td>
<td>Intention to visit</td>
<td>1) Animosity is significantly associated with intention to visit; 2) knowledge of the conflict is also found to influence decisions about visiting conflict-ridden destinations</td>
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Source: Table by author
destination images are associated with animosity (Loureiro and Jesus, 2019), other research points to no significant association between GA and overall destination image (ODI) (Abraham and Shaked, 2022). However, a significant relationship was observed between GA and ODI in a study by Wang et al. (2021). These contrasting findings may be accounted for by the particular settings of each one of the studies. While Stepchenkova et al.’s study was conducted in the context of an ongoing political and economic conflict between China and South Korea, the context of Wang et al.’s study was situational, focusing on the coronavirus pandemic. These findings are consistent with studies in the consumer behavior stream of research suggesting that when animosity arises from a temporary event or situational animosity, it is unlikely to affect judgments of product quality.

Nevertheless, when animosity results from a prolonged event or stable animosity, it is, in fact, likely to influence judgments of product quality (Ettenson and Klein, 2005). Another possible explanation for the mixed findings may be the type of animosity measured in previous research. While Wang et al. focused on GA, Stepchenkova et al.’s study measured personal, national and GA.

Mixed results were also observed concerning the mediation effects of animosity. For example, Campo and Alvarez (2017) observe that affective destination image completely mediates the relationship between GA and intention to visit. However, Abraham and Shaked (2022) demonstrate that ODI mediates the relationship between political animosity and willingness to visit. The various dimensions of destination image and types of animosity considered in previous research may account for these mixed findings. Whereas some studies explored the relationship between GA and affective destination image (Campo and Alvarez, 2017), others focused on the relationship between GA and ODI (Campo and Alvarez, 2017; Stepchenkova et al., 2018) and political animosity (Abraham et al., 2021b). As previous research produced mixed findings, future studies would benefit from exploring the following propositions:

\[
P1. \text{ The relationship between animosity and destination image (ODI/affective image) is context-specific. Animosity resulting from temporary events is unlikely to affect the destination image.}
\]

\[
P2. \text{ The mediation effect of the destination image is context-specific and is a function of both the type of animosity and the particular dimension of the destination image measured.}
\]

**Antecedents of tourist animosity**

**Susceptibility to normative influence and tourism behavior in the context of consumer animosity.** Much research points to a relationship between reference group influence, intentions, attitudes and behaviors (Forno and Merlone, 2018; Liao et al., 2023). Park and Lessig (1977) define reference group influence as “an actual or imaginary individual or group conceived of having significant relevance upon an individual’s evaluations, aspirations, or behavior” (p. 102). Susceptibility to normative influence (SNI), which refers to the utilitarian and value-expressive influence dimensions of the interpersonal influence concept, is defined as the propensity to conform to norms set by others (Batra et al., 2001). Studies indicate that consumers are more likely to be susceptible to normative influence in their consumption choices and the benefits they seek when their decisions are visible to others (Aaker, 1999; Dibley and Baker, 2001). Despite the large body of research examining the effects of SNI on consumer behavior, few studies have focused on its impact on consumer animosity in the context of tourism behavior. An article by Sauer (2012) posted on the “brandchannel” website reports Chinese consumers being afraid of driving their (Japanese) cars due to fear of reprisals by violent protesters over Japan’s plan to gain control over disputed islands. A Chinese citizen was reported to have stuck a sign on his car’s bumper reading: “I bought this car before the Japanese began acting so unreasonably. I will boycott all Japanese products from here forward”. It would seem that this Chinese consumer’s declaration was motivated by his or her SNI, as he/she appears to
have feared the social consequences of not abiding by social norms forbidding the purchase of Japanese products. The abovementioned incident suggests that SNI may be a moderator in the relationship between animosity and intention to visit. As the role of SNI in the conceptualization of consumer animosity was overlooked in previous research, the author to the following research proposition to be tested in future studies:

**P3.** SNI will moderate the relationship between animosity and intention to visit.

### Moderators of the influence of animosity on behavioral intention

**Moderating role of intergenerational effects on the relationship between consumer animosity and tourism behavior.** Previous research suggests intergenerational effects moderate the relationship between consumer animosity and consumer behavior (Klein et al., 1998; Little et al., 2012). Survivors and their children are likely to harbor the same animosity towards the offending country and be reluctant to visit it. These intergenerational effects will likely arise from communication between individuals who have experienced an animosity-inducing event and their family members. Following the bombing of Pearl Harbor by the Japanese army on December 7, 1941, US President Franklin D. Roosevelt signed an executive order authorizing the eviction of all individuals of Japanese descent from the West Coast. They were kept as internees in Japanese–American concentration camps for two to four years. A study by Nagata and Cheng (2003) suggests that some former internees shared their experiences with their children. Hence, it would seem that family members aware of their family’s history are more likely to be susceptible to familial normative influence. As the moderating role of intergeneration effects was overlooked in the context of consumer animosity in the tourism literature, we put forth the following proposition to be tested in future research:

**P4.** Intergenerational effects will moderate the relationship between animosity and intention to visit a destination.

### Past experience, acquaintance with a victim and victimized family members as moderators of animosity

Previous research reports mixed findings about the influence of animosity on destination image. At face value, one may argue that age is a possible moderator, thus possibly accounting for the observed fixed findings. While some studies point to a positive relationship between age and consumer animosity (Hinck et al., 2004; Klein and Ettenson, 1999; Klein, 2002; Nakos and Hajidimitiou, 2007), others suggest a negative relationship between age and consumer animosity. However, closer scrutiny of the literature suggests that it may not be age itself but rather other age-related variables. Bahae and Pisani (2009) demonstrate that younger Iranian consumers are likelier to harbor animosity than older consumers. The authors attribute this finding to differences in attitudes toward the USA emanating from very different past experiences with the USA. In other words, older consumers may be nostalgic about the prerevolutionary (i.e. pre-1979) period during which Iran has enjoyed a sound relationship with the USA.

In other cases, however, no relationship has been observed between age and consumer animosity (Klein et al., 1998; Little et al., 2012). Klein et al. observed no statistically significant differences between age and consumer animosity. The finding may be attributable to the city where the data was collected (i.e. Nanjing). Nanjing is where the Japanese massacred 300,000 Chinese citizens during WWII. Consistent with Klein et al.’s finding, Little et al. (2012) demonstrate that consumers belonging to Generation Y do not differ in the level of animosity they harbor toward Vietnam compared to earlier generations. Little et al.’s (2012) study demonstrates that merely knowing a veteran of the Vietnam War was sufficient to intensify respondents’ level of animosity toward Vietnam. In line with Klein et al. (1998) and Little et al.’s (2012) study findings, no relationship was observed between
age and consumer animosity in Podoshen’s (2009) study. Hence, arguably, age may be associated with destination image due to the differing experiences of various generational cohorts. Tourists with more positive experiences or memories of a destination are more likely to perceive a destination image more positively. Tourists who have had more negative experiences or memories with a destination are likely to perceive the destination image more negatively. Furthermore, merely knowing someone who is a victim or having a family member who was victimized may play a moderating role in the relationship between animosity and its effect on destination image. Based on the above literature, I put forth propositions to be tested in future research:

- **P5.** Positive experience with an animosity-triggering country will moderate the relationship animosity and destination image.
- **P6.** Acquaintance with a victim of an animosity-causing event will moderate the relationship animosity between and destination image.
- **P7.** Closeness to an animosity-triggering event (survivor family member) will moderate the relationship animosity and destination image.

**Cultural similarity, nostalgia and cultural values**

In addition to focusing on the effects of consumer animosity on destination image, past research also focused on the effects on intentions to visit, with few studies intent on investigating the repercussions on willingness to travel. However, past studies point to the importance of accounting for the effect of animosity on other outcome variables. For example, a study by Abraham and Shaked (2022) suggests that political animosity may be more strongly associated with trust than willingness to visit. Despite evidence pointing to an association between animosity and behavioral intentions, few studies have examined the possible relationship between consumer animosity and actual visitation or boycott behavior (Yu et al., 2020). Although a large body of research suggests that tourists are likely to express low intentions to visit a country or a destination targeted by their animosity, these intentions may not necessarily manifest in actual behavior. The lack of a relationship between intentions and actual behavior may be accounted for by factors such as cultural similarity (Ma et al., 2012), nostalgia (Gineikiene and Diamantopoulos, 2017) and cultural values (Latif et al., 2019). Hence, we put forth the following propositions:

- **P8.** Cultural similarity moderates the relationship between animosity and actual visitation/boycott behavior.
- **P9.** Nostalgia moderates the relationship between animosity and actual visitation/boycott behavior.
- **P10.** Cultural values moderate the relationship between animosity and actual visitation/boycott behavior.

**COVID-19 and lessons (Campo and Alvarez, 2017)**

The COVID-19 pandemic, which broke out in Wuhan, China, in December 2019, affected roughly 700 million people and claimed 6.9 million lives as of December 5, 2023 (www.worldometers.info/coronavirus/#countries). Research conducted in the context of COVID-19 teaches us many lessons, including the fact that the country blamed for the spread of the pandemic is likely to suffer substantially from a reduction in tourism numbers. For instance, Abraham et al. (2021a) suggest that tourists blame China for the spread of COVID-19, which is associated with animosity toward China. In turn, animosity toward China is correlated with a lower likelihood of visiting China in the future. Some Chinese tourists were also observed to harbor animosity toward the West and hence less likely to visit holiday destinations in that region (Wang et al., 2021). This finding is confirmed by Rojas-Méndez et al. (2022) with a sample of American travelers. Previous research conducted in the context of COVID-19...
suggests that hosts’ attitudes toward guests are also likely to affect future travel intentions significantly (Kour et al., 2021). Another interesting lesson learned is that countries providing aid to countries in need are likely to enjoy an enhanced destination image among tourists in the receiving country. As a result, aid-providing countries are likely to benefit from increased tourism from the aided country (Gohary et al., 2022). A similar trend was observed among supporting countries (Dai et al., 2022). Hence, we put forth the following propositions:

P11. A country blamed for the outbreak of a health crisis is likely to suffer from a substantial decrease in tourism numbers.

P12. Countries providing aid to a country inflicted by a health crisis are likely to benefit from increased incoming tourism from the aided country.

Future developments and research agenda

A decade of research into consumer animosity in the tourism stream of research shed light on the causes of animosity and its consequences, boundary effects and intervening variables. History is replete with animosity-causing events such as health crises, wars, political conflicts, economic discords, etc., which are likely to harm tourism (Abraham and Poria, 2020b; Campo and Alvarez, 2017; Loureiro and Jesus, 2019). Looking toward 2050 and what should happen to make tourism a locomotive for positive impacts, we focus on strategies for DMOs, tourism ministries, tourism companies, etc., to overcome the challenges posed by animosity and attenuate its effects on tourism behavior. The occurrence of animosity-causing events, such as wars, political discords, interactions between local populations and tourists, etc., are often out of the sphere of influence of stakeholders such as DMOs, local tourism ministries and tourism companies.

There have been reports in the media of some destinations (e.g. Amsterdam) suffering from unruly behavior by tourists. Although no statistics are available, it is reasonable to assume that most tourists respect local laws, culture and residents. Nevertheless, the misdeeds of the minority ingrain stereotypes, which are likely to give rise to negative emotions toward individuals from a tourism-generating country (Tse and Tung, 2022). As a result, locals may not welcome tourists from specific destinations. A case in point is the relations between local Airbnb hosts and foreign guests. The need to focus future research on guest-host relations is suggested by Kour et al. (2021), who demonstrate that negative interactions between guests and hosts may lead to animosity, which, in turn, may have long-term effects on travel to the destination.

Social media can be a powerful tool for overcoming stereotypes and their negative repercussions (Boley et al., 2023). Attitudes and behaviors of the local population, Airbnb hosts, hoteliers, restauranteurs, etc., can be shaped by social media. While the role of social media in shaping attitudes toward tourists is extensively studied (Bigne et al., 2018; Gulati, 2022), surprisingly, few studies investigate the media’s potential role in attenuating negative emotions (e.g. animosity) toward tourists (DellaVigna et al., 2014; Zairis and Dimakakos, 2013). Hence, future studies would benefit from substantially expanding research into the role of social media in addressing the effects of stereotypes on host-guest relations and, in turn, incoming tourism. Field research designed to test various messages posted on social media platforms may contribute to external validity and extrapolation of research findings to other contexts (Rogers and Revesz, 2019).

Notably, with few exceptions (Wang et al.), most previous animosity research is not based on widely accepted theoretical frameworks such as the theory of planned behavior and the theory of reasoned action. TBA is a prevalent theoretical framework for predicting tourism behavior (Negi and Tripathi, 2023). Future research would benefit from advancing the conceptualization of animosity based on one or more of these theoretical frameworks. We thus suggest it as a theory on which to base future research agendas.
Future research agenda should address potential predictors and moderators unaccounted for by current studies. Future studies would benefit from integrating antecedents and moderators, such as personality traits, exposure to various messages, political views, etc., into these theoretical frameworks. The big five personality traits (openness, conscientiousness, extraversion, agreeableness and neuroticism), introduced by Norman (1963), are suggested to moderate relationships between hypothesized relationships in tourism studies (Leri and Theodoridis, 2021). Personality traits may also affect reactions to social media campaigns (Clark and Çallı, 2014). Therefore, including personality traits in future research may shed further light on boundary conditions of the effects of animosity.

Conclusions

The main objective of the present essay is to conduct a state-of-the-art literature review to account for observed mixed findings by putting forth research propositions to be tested in future research. The essay also aims to develop a future research agenda based on gaps identified in the literature. Several avenues for future research are identified and comprise the research agenda presented in the present paper. Focusing future research on the issues elucidated in the research agenda presented in the present paper, such as cultural values, intergenerational effects, etc., will shed light on the role of animosity in tourism behavior. Advancing the theoretical development of the topic will serve to tweak existing marketing strategies designed to attenuate and even do away with the detrimental effects of animosity on tourism behavior and, consequently, destinations that heavily depend on income generated from tourism. I hope the propositions in this paper comprising the proposed research agenda will form the basis for developing the subject of animosity in the decades leading to 2050 and beyond.

References


Further reading


**About the author**

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