

Examining the Pathways of Consumer Animosity: A Structural Equation Modeling Study across Japan and the Philippines

Reynaldo Bautista, Jr.^{*} and Luz Suplico Jeong^{}**
De La Salle University, Philippines

Takanori Osaki
Kagawa University Graduate School of Management, Japan
Email: osaki.takanori@kagawa-u.ac.jp

Michele Stewart
University of Windsor, Canada
Email: michele.stewart@uwindsor.ca

Abstract: This study examines how consumer animosity influences perceptions among Filipino and Japanese college students. Using Structural Equation Modeling, the study examines the role of fear and the impact on consumer animosity. The findings emphasize the role of media in consumer behavior.

Keywords: Consumer Animosity, Product Boycott, Negative Word-of-Mouth, Fear, Perceived Intrusiveness

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^{*} Email: reynaldo.bautista@dlsu.edu.ph; ^{**} Email: luz.suplico@dlsu.edu.ph