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# Negative Attitudes toward U.S. Products: Malaysian Muslim Consumers' Perspective

Khairul Anuar bin Mohammad Shah
*Faculty of Business and Accountancy, University of Malaya, Malaysia*, khairulms@perdana.um.edu.my

Md Nor Othman Prof. Dr.
*Department of Marketing and Information System, Faculty of Business and Accountancy, University of Malaya, Malaysia*, mohdnor@um.edu.my

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Khairul Anuar Mohammad Shah, and Md Nor Othman

*Consumer attitudes toward foreign products from various countries can vary significantly from one country to another. Consumer attitudes and behavioural intentions in a country can also vary overtime due to a change in the country's level of industrialization, marketing development and lifestyle. Therefore, it is beneficial for this study to identify the attitudes of the consumers towards foreign products in a particular market. The sources of negative attitude such as country of origin effects (Han, 1988), consumer ethnocentrism (Shimp and Sharma, 1987) and consumer animosity (Klein, Ettenson, and Morris, 1998), are the factors that can influence the willingness of the consumer to purchase foreign made products. This study was gathered via survey questionnaire on the attitudes of Muslim respondents in Malaysia towards US made products. The findings suggest that animosity and ethnocentrism are negatively associated with willingness to buy US made products.*

*Keywords: negative attitudes, ethnocentrism, animosity and willingness.*

## Introduction

The growth of international trade and business, has contributed to the expansion of various range of products from different national origins which are available in many countries throughout the world. This has resulted in greater interest in examining consumer attitudes towards products of different national origins, as well as the primary determinants and antecedents of those attitudes.

Shimp and Sharma (1987) develop the measurement that measures the tendency of consumers to act consistently towards foreign and domestic products. Such tendencies may precede attitudes, but they are not the equivalent of attitudes, because there are object specific. Purchase the imported product is held to be wrong where it potentially harms the domestic economy, causes loss of jobs, and unpatriotic. In fact, if those domestic products are viewed as superior, products from other countries are objects of contempt to highly ethnocentric consumers.

Klein et al. (1998) investigate the relationship between the animosity construct with the willingness to buy products made by foreign countries. They use consumers

from Nanjing, China as their respondents and conclude that negative attitudes in the form of consumer animosity have impacts on purchasing decisions beyond those of consumer ethnocentrism. Current research basically attempts to examine the existence of animosity feeling among Malaysian Muslim specifically. Today, boycotts of US made products abound. In opposition to US's Middle East policy – mainly its perceived bias toward Israel and war in Iraq and Afghanistan – Muslims all over the world were turning their backs on products closely identified with them. Even if only a small fraction of the world's Muslims exhibited group purchasing patterns, the potential losses to U.S. firms could be severed (Shore, 2005).

It is very interesting to investigate whether the relationship between US government and Muslim community in the world will negatively influence Malaysian Muslims' attitudes. Previous studies only investigate the direct effect of the negative attitude between the countries. However, there is no study that focuses on the indirect relationship that might influence consumers' negative attitude towards specific country. In this case, Malaysia does not directly involve in any kind of dispute with US. So, it is imperative to analyze negative attitudes among Malaysian Muslim towards US products.

## Research Problem

Previous study focuses on the consumer negative attitudes toward foreign product which arise from the dispute between them. For example dispute between China and Japan give an impact on the consumer attitude on the hostile nation (China) and enemy nation (Japan). In spite of this dramatic rise toward negative attitudes, no empirical investigation has been reported on the negative attitudes among the Muslim community in Malaysia towards the US

made products. Therefore, the animosity feelings might influence the product evaluation and willingness to buy the US product among Malaysian Muslim. Another important factor to consider is the consumer ethnocentrism where the consumers believe it is somehow wrong to purchase foreign-made products, because it will hurt the domestic economy. The integration between animosity and ethnocentrism is important to distinguish the consequences of negative attitudes towards the product evaluation and willingness to buy.

## Literature Review

### Consumer Ethnocentrism

Shimp and Sharma (1987) define consumer ethnocentrism as the appropriateness, indeed morality, of purchasing foreign-made products. From the perspective of ethnocentric consumers, purchasing imported products is wrong because, in their minds, it hurts the domestic economy, causes loss of jobs, and is plainly unpatriotic; products from other countries (i.e., out groups) are objects of contempt to highly ethnocentric consumers. To non-ethnocentric consumers, however, foreign products are objects to be evaluated on their own merits without consideration for where they are made. In that study, they also develop the measurement of consumer ethnocentric tendencies called CETSCALE (Consumer Ethnocentric Tendencies Scale). As the concept of ethnocentrism suggested by earlier researchers are related to the rejection of ingroup towards outgroup, it is expected that the consumer ethnocentrism studies have vast effects on consumer behaviour.

Some of the previous researchers have revealed that people from developed, more modern nations, tend to be less ethnocentric than their counterparts in developing and emerging nations (e.g. Lindquist, Vida,

Plank, and Fairhurst, 2001; Sharma, Shrimp, and Shin, 1995). In this research it is expected that Malaysian Muslim consumers tend to be high in consumer ethnocentric score due to the findings of previous research shows that Malaysian consumers' attitude in making choice of products in marketplace are greatly influenced by their ethnocentric sentiment (Abdul Razak, Safiek, and Md Nor, 2002).

Furthermore, from previous consumer ethnocentrism studies, women (Klein and Ettenson, 1999; Balabanis and Diamantopoulos, 2004; Javalgi, Khare, Gross, and Scherer, 2005), older (Balabanis and Diamantopoulos, 2004; Brodowsky et al., 2004), less educated people (Balabanis and Diamantopoulos, 2004; Javalgi, et al., 2005), lower income (Lee, Hong, and Lee, 2003) and more religious (Kaynak and Kara, 2002), are found to exhibit higher ethnocentric tendencies.

For the evaluations of local and foreign made products, previous literatures reveal that definite positive association between ethnocentrism and evaluation of domestically made products, and a negative association between ethnocentrism and evaluation of imported products. Consumer ethnocentrism has been found to be consistently related to product judgments and purchase intentions (Shimp and Sharma 1987), as well as effects of local and nonlocal brand effects (Batra, et al. 2000). In a later study, Ettenson and Klein (2005) reveal that the ethnocentric behaviour of consumers has negative effects on the evaluations of foreign products quality.

Consequently, Suh and Kwon (2002) find strong statistical evidence for the direct negative link between consumer ethnocentrism and willingness to buy foreign products. Shin (2001) studies the direct effect between consumer ethnocentrism and willingness to buy foreign products and find that the significant negative effects do exists.

## Consumer Animosity

Klein et al., (1998) define the animosity construct as the remnants of antipathy related to previous or ongoing military, political, economic events – will affect consumers' purchase behaviour in the international market place. Furthermore, consumers might avoid the products from offending nations not because of concern about the quality of goods, but because the exporting nations has engaged in military, political or economic acts, that a consumer finds both grievous and difficult to forgive.

The distinction between animosity and ethnocentrism as suggested by Klein et al., (1998) is the ethnocentrism measures beliefs about buying foreign products in general, whereas animosity is a country-specific construct. Consumers in a country that scores low in the CETSCALE might find it accepTable to buy foreign products in general but at the same time might avoid products from specific nations toward which they feel animosity.

Klein, et al. (1998) classify animosity into two types i.e. war and economic animosity. War animosity results from acts of aggression or warlike behaviour by a country or nation-state. In their study, they try to relate the effects of the occupation of Japan during World War II towards Chinese consumers in Nanjing. The war is considered as a significant event in contemporary Chinese history and plays a prominent role in geopolitical socialization throughout the Republic of China.

Economic animosity results from feelings of economic dominance or aggression (Klein et al., 1998) and is particularly salient for small nations or economies, whose population may be apprehensive about the dominance of the power of larger economies. These feelings may result in negative attitudes towards products from the "aggressor" country, and reluctance to buy products from that

country (Nijssen and Douglas, 2004). The economic antagonism might also because of the abundance of foreign products and brands at the expense of displaced domestic brands and industries (Klein et al., 1998).

According to Klein and Ettenson (1999), several socioeconomic and attitudinal variables were related to animosity toward Japan among U.S. respondents. Union membership, age and ethnic group were significantly correlated with a proxy for consumer animosity, as were prejudicial attitudes toward Asians. However, other socioeconomic indicators such as education, income, occupation, gender, or indicators of well-being (personal and national economic situation compared with the past) are not found to be not correlates with animosity.

In a study by Ettenson and Klein (2005), there is no relationship between gender and animosity. Klein et al., (1998) find that lack of relationship between age and animosity. For the gender, there are tendencies for more men than women to be high in economic animosity. Klein (2002), reveals that age is positively related to consumer animosity and male is significantly more likely to hold economic animosity but not for war animosity.

In terms of the products judgments, Klein et al. (1998) propose that the animosity will not denigrating the quality of goods produced from that particular country. They posit that even though the Nanjing consumers have the negative willingness of buying products from Japan, the relationship is independent of their judgments about the quality of Japanese products. In other words, although they are not willing to buy products from Japan, the quality perceptions of products made in Japan are positive.

Ettenson and Klein (2005), have a different perspective of doing a research in animosity background of study. Their research is comprised of two studies that provide a conceptual and longitudinal analysis of consumer protest behaviour. They find that in the second study the animosity toward France is found to predict judgments of French product quality. This represents a significant departure from the predictions of the animosity model and from previous empirical findings (e.g. Klein et al., 1998; and Klein, 2002). It shows that, angry consumers can also denigrate the quality of "enemy nation" goods (Ettenson and Klein, 2005). Similarly, a study conducted by Shoham et al., (2006) also discovers that the animosity will negatively affects the quality judgment of products.

Another construct that frequently incorporates in the consumer animosity

Figure 1. Research Framework
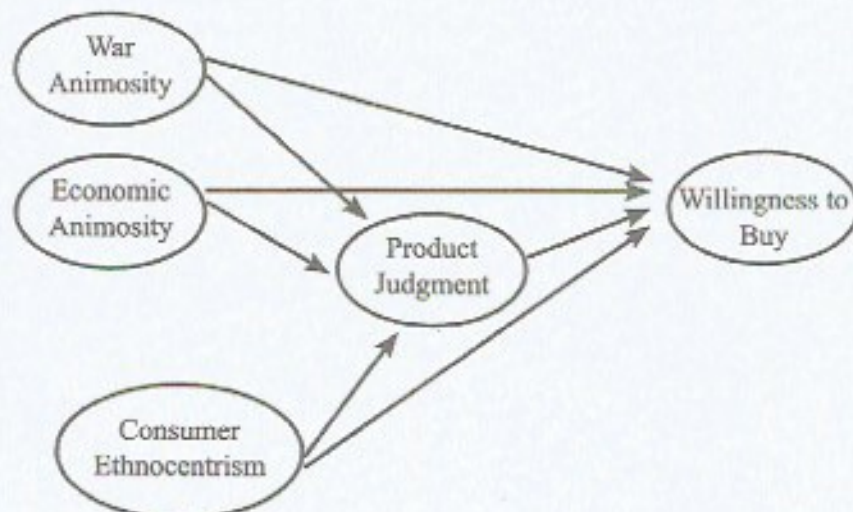
study is the willingness of consumers towards purchasing foreign products from specific country (Klein et al., 1998; Shin, 2001; Klein, 2002; Ettenson and Klein, 2005; Hinck, 2005; and Shoham et al., 2006). They find that the level of animosity will directly influence the willingness to purchase products from the "enemy nation". Highly animosity behaviour will negatively influence the willingness to purchase products from that country.

## Theoretical Framework

Based on the in-depth review of literature related to the research model proposed in the previous chapter, the finalize model developed as the framework of this study is presented in Figure 1.

## Hypothesis

The research is generally to examine the animosity model of foreign products purchase from the Malaysian Muslim context and their evaluation and willingness to purchase US made products. Additionally, consumer ethnocentrism is also included in this study, which is consistent with previous studies. Building upon the previous literature, the following hypotheses are derived:

H1: War animosity will have negative effect on US product judgment.

H2: Economic animosity will have negative effect on US product judgment.

H3: Consumer ethnocentrism will have negative effect on US product judgement.

H4: War animosity will be negatively related to willingness to buy US made products.

H5: Economic animosity will be negatively related to the willingness to buy US made products.

H6: Consumer ethnocentrism will be negatively related to willingness to buy US made products.

H7: Positive relationship between US product judgment and consumer willingness to purchase US made products.

## Methodology

The data gathered was mainly from survey. Questionnaire was used to solicit information from respondents. It would be a self-administered and drop-off method of survey where short interview also involved. The interview session is to ensure that the respondents fulfilled all the requirements or required criteria. Then, the researcher will drop off the questionnaires and pick them a week after the distribution. This will gave time allowance for a careful answering. The questionnaire should take approximately 20 minutes to complete. Respondents were assured anonymity and all the response will be kept strictly confidential.

The sample was drawn from residents of urban area in each states selected for the data collection. The area selected were Kota Bahru in Kelantan, Kuala Terengganu in Terengganu, Kangar in Perlis, Alor Setar in Kedah, Kuala Lumpur, Petaling Jaya in Selangor, Bandar Melaka in Melaka and Johor Bahru in Johor. This is the fact that the urban and suburban consumers of that area were believed to be more knowledgeable about foreign-made products and most of retail centres located in these towns.

Out of 1000 questionnaires distributed, 710 were received back within the period of twelve weeks, make it about 71 percent response rate. Only 663 of the respondents completed all the questions. Thirty one of the returned responses were grossly incomplete while other sixteen of it had the indication of the inconsistencies in the responses.

All the constructs in this study, which

were adapted from established scales measured using 7-point, Likert scale type items anchored by 1 = strongly disagree and 7 = strongly agree. For the product judgment and purchase willingness, the questions were adapted from the study conducted by Darling and Arnold (1988) and Klein et al. (1998). For consumer ethnocentrism construct, the items were adapted and modified from CETSCALE, developed by Shimp and Sharma (1987). Lastly, the both animosity construct, war and economic, items were taken from Klein et al., (1998).

### Data Analysis

This sub-section describes in detail the specific procedures for analyzing the data collected from the respondents. Computer software – Statistical Package for the Social Sciences (SPSS) Version 12 and Analysis of Moment Structure (AMOS) Version 6 were used for data analyses. The initial analyses included the calculation of descriptive statistics (such as means, standard deviations, and distribution frequency) for each of the variables measured. Assessments of scale

internal consistency and validity were also conducted. Internal consistency assesses the degree to which an individual's response is his or her true response. The most widely used measure of internal consistency is Cronbach's coefficient alpha.

For the test of mean difference among the groups of respondents in the studied variables, the statistical analyses to be applied will be the mean comparison analysis which falls under the category of bivariate analysis. The one-way independent sample T-Test and analysis of variance (ANOVA) were used to determine if the perception means vary among different demographic characteristics at 95 percent confidence level.

The main analyses were to test the proposed research model and investigate relationships between variables in the model through structural equation modelling (SEM). SEM was applied to test the proposed trust model. SEM is a comprehensive statistical approach to testing hypotheses about relations among observed and latent variables. The SEM has the advantage over standard regression analysis of explicitly considering the

Table 1. Demographic Characteristics of Respondents (N=663)

| Demographic Characteristics | Frequency | Percentage |
|---|---|---|
| **1. Gender** | | |
| • Male | 344 | 51.9 |
| • Female | 319 | 48.1 |
| **2. Age** | | |
| • 29yrs and below | 196 | 29.5 |
| • 30 to 49 yrs | 397 | 59.9 |
| • 50 yrs and above | 70 | 10.6 |
| **3. Education Level*** | | |
| • Low | 176 | 26.6 |
| • Medium | 221 | 33.3 |
| • High | 266 | 40.1 |
| **4. Income** | | |
| • RM2999 and below | 335 | 50.5 |
| • RM3000 and above | 328 | 49.5 |
| **5. Region** | | |
| • North | 140 | 21.1 |
| • South | 160 | 24.1 |
| • East Coast | 156 | 23.5 |
| • Central | 207 | 31.2 |

*Low = Secondary School and Below; Medium = STPM, Diploma; High = Graduate

measurement error in the observed variables and simultaneously estimating a system of structural equations (Hoyle and Panter, 1995). Furthermore, unlike the traditional statistical methods that can examine only a single relationship at a time, the structural equation modelling (SEM) method greatly expanded the researchers' capability to study a set of interrelated relationships simultaneously.

## Results and Discussion

Before this study proceed with the main analysis, which are testing the hypotheses using AMOS, the demographic characteristics or profile of the respondents were identified using SPSS as well as analysing the reliability of the constructs. Table 1 above shows the summary of demographic profile of respondents. In terms of the gender of the respondents, it was divided into two groups, male and female. From the questionnaire collected, 344 or 51.9 percent of the respondents are male and 319 or 48.1 percent are female. For the age distribution, more than half of the respondents sitting in the middle bracket of 30 to 49 years old (59.9 percent). For those who are 29 years old and younger, the total respondents from this group are 196 or 29.5 percent and for the last category in this demographic variable, on 70 respondents or 10.6 percent of them above 50 years old. For the level of education, 176 or 26.6

Table 2. T-Test for Gender and Income Level

|  | Gender | N | Mean | Sig. | Income Level | N | Mean | Sig. |
|---|---|---|---|---|---|---|---|---|
| War Animosity | Male | 344 | 26.15 | 0.011* | RM2999 and below | 335 | 25.27 | 0.037* |
|  | Female | 319 | 25.16 |  | RM3000 and above | 328 | 26.08 |  |
| Econ Animosity | Male | 344 | 23.29 | 0.241 | RM2999 and below | 335 | 22.79 | 0.151 |
|  | Female | 319 | 22.83 |  | RM3000 and above | 328 | 23.35 |  |
| Ethnocentrism | Male | 344 | 27.90 | 0.235 | RM2999 and below | 335 | 28.77 | 0.013* |
|  | Female | 319 | 28.47 |  | RM3000 and above | 328 | 27.56 |  |

Table 3. One-Way ANOVA Test on Age

|  | Age | N | Mean | F | Sig. | Post-Hoc |
|---|---|---|---|---|---|---|
| War Animosity | 29 yrs and below | 196 | 22.33 | 109.899 | 0.000* | 50 > 29 |
|  | 30 to 49 yrs | 397 | 26.45 |  |  | 50 > 30 – 49 |
|  | 50 yrs and above | 70 | 30.64 |  |  | 30 – 49 > 29 |
| Economic Animosity | 29 yrs and below | 196 | 22.06 | 5.748 | 0.003* | 50 > 29 |
|  | 30 to 49 yrs | 397 | 23.47 |  |  | 30 – 49 > 29 |
|  | 50 yrs and above | 70 | 23.61 |  |  |  |
| Consumer Ethnocentrism | 29 yrs and below | 196 | 27.59 | 5.172 | 0.006* | 50 > 29 |
|  | 30 to 49 yrs | 397 | 28.08 |  |  | 50 > 30 – 49 |
|  | 50 yrs and above | 70 | 30.34 |  |  |  |

* significant at 0.05 level

Table 4. One-Way ANOVA Test on Level of Education

|  | Education Level | N | Mean | F | Sig. | Post-Hoc |
|---|---|---|---|---|---|---|
| War Animosity | Secondary School and Below | 176 | 25.49 | 0.499 | 0.607 | |
| | STPM / Diploma | 221 | 25.53 | | | – |
| | Graduate | 266 | 25.91 | | | |
| Economic | Secondary School and Below | 176 | 22.81 | 0.626 | 0.535 | |
| Animosity | STPM / Diploma | 221 | 23.36 | | | – |
| | Graduate | 266 | 23.01 | | | |
| Consumer | Secondary School and Below | 176 | 29.08 | 7.217 | 0.001* | Grad > STPM |
| Ethnocentrism | STPM / Diploma | 221 | 28.79 | | | Grad > Secondary |
| | Graduate | 266 | 27.06 | | | |

* - significant at 0.05 level

percent of the respondents from the lower educated person, 221 or 33.3 percent from the middle educated level and majority of the respondents, i.e. 266 or 40.1 percent of them are from higher education level. For the total household income did show about equal distribution of respondents that earn more that RM3000 per month to those who earned less than RM3000 per month. Specifically, 335 or 50.5 percent of respondents received the monthly income of RM2999 or below and 328 respondents or 49.5 received RM3000 or more in a month. The breakdown of the respondents in term of their regional area, 140 or 21.1 percent from Northern region, 160 or 24.1 percent from Southern region, 156 or 23.5 percent from East Coast and 207 or 31.2 percent from the Central region.

The reliability analysis is performed using the reliability coefficients (Cronbach Alpha) to determine and make sure of that there is internal reliability among items contained in every each of the constructs. According to Nunnally (1967), the alpha values that are above 0.5 can be considered as an adequate reliability. Reliability for every constructs is: war animosity (5 items) $\alpha = 0.778$; economic animosity (5 items) $\alpha = 0.545$; consumer ethnocentrism (6 items) $\alpha = 0.699$; products judgment (6 items) $\alpha = 0.705$; and purchase willingness (6 items) $\alpha = 0.789$.

The t-test assesses the statistical significance of the difference between two independent sample means for a single dependent variable. There are two demographic variables that segregate the respondents into two groups i.e. gender and the income group of the respondents. Refer to Table 2 above, for comparison between male and female, only war animosity shows a significant difference among them and it is significant at the 0.05 level. It shows that males are exhibit higher animosity towards US compared to female respondents. For the income level, the result suggests that higher income consumers to have higher war animosity towards US but no significant difference among them for economic animosity. For the ethnocentric tendencies, lower income respondents tend to be more ethnocentric compared to higher income consumers and it is significant at 0.05 level.

Results in Table 3 and Table 4 explain the one-way ANOVA test. In Table 3, the age of the respondents shows a significant mean difference for war animosity, economic animosity and consumer ethnocentrism. Older consumers tend to exhibit higher war animosity, economic

animosity and ethnocentric tendencies, where for respondents age above 50 years old shows the higher mean value for all three constructs, but for the economic animosity, consumers from the age of 30 to 49 years old and those who are above 50 years old shows no significant different among them. For consumer ethnocentrism, respondents who are below 29 years and those who are between 30 to 49 years old exhibit lower ethnocentric tendencies and no significant mean difference between them, but for those who are above 50 years old, they are significantly show higher ethnocentric tendencies. In Table 4, level of education shows no significant mean difference between groups in terms of their animosities. For the consumer ethnocentric tendencies, level of education will influence them. There is no significant mean difference between the first and second group but, for

the degree holder, the mean score for them is the lowest and it is significant at 0.05 level.

*Hypotheses Testing*

As recommended by Hoyle and Panter (1995) and Anderson and Gerbing (1988), SEM must have two-step analytic procedure, measurement and structural model. In the measurement model, the fit of the indicators to the construct was assessed. This is important to ensure the unidimensionality of the constructs. Each construct in the model is analyzed separately. All the items used as indicators must have significant path from the construct and the residuals must be low. The entire fit index must indicate a good level of model fit.

Results presented in Table 6 explain high level of model fit for all constructs. Further

Table 6. Results of Measurement Model

| Construct | $\chi^2$ | df | p-level | RMSEA | GFI | AGFI | CFI | TLI |
|---|---|---|---|---|---|---|---|---|
| War Animosity | 27.588 | 6 | 0.000 | 0.074 | 0.984 | 0.961 | 0.972 | 0.953 |
| Econ Animosity | 3.883 | 1 | 0.049 | 0.066 | 0.996 | 0.977 | 0.980 | 0.940 |
| Ethnocentrism | 13.049 | 5 | 0.023 | 0.049 | 0.992 | 0.977 | 0.986 | 0.973 |
| Judgment | 19.124 | 9 | 0.024 | 0.041 | 0.991 | 0.979 | 0.984 | 0.973 |
| Willingness | 24.941 | 9 | 0.003 | 0.052 | 0.987 | 0.970 | 0.987 | 0.978 |

Table 7. Results of Hypotheses Testing using Structural Model

| | Hypotheses | Std Reg. Weight | Sig. |
|---|---|---|---|
| H1 | War animosity → Judgment | -0.106 | 0.045* |
| H2 | Econ animosity → Judgment | 0.311 | 0.000* |
| H3 | Ethnocentrism → Judgement | -0.257 | 0.000* |
| H4 | War animosity → Willingness | -0.114 | 0.003* |
| H5 | Econ animosity → Willingness | -0.098 | 0.047* |
| H6 | Ethnocentrism → Willingness | -0.720 | 0.000* |
| H7 | Judgment → Willingness | 0.273 | 0.000* |

analysis on the AMOS output also shows all the indicators for all constructs have significant paths from the constructs. In addition, the residuals for all the indicators have low residuals. It shows that the model resulted in accepTable fit; therefore it proceeded to examine the model paths or structural model.

The results of structural model show that the model achieved a good level of fit ($\chi^2 / df$ = 2.466; p-level = 0.000; RMSEA = 0.047; GFI = 0.927; AGFI = 0.912; CFI = 0.904; and TLI = 0.893). Results of the hypotheses are displayed in Table 7.

From the Table 7 above, all the hypotheses are supported and significant at 0.05 level. The war animosity among Malaysian Muslim consumers (H1) is negatively influenced their judgment on US made products. Surprisingly, the economic animosity (H2), is positively influenced the judgment of US made products. One possible explanation on this, the background of the respondents is come from various levels of education and geographical locations. The complexity of the economic issues might influence the outcome of the research. Contrastingly, for the war animosity, the issue might be direct and easier for them to understand and directly will influence the respondents attitudes. As predicted and consistent with previous literature, consumer ethnocentrism will negatively affect the judgment of foreign made products (H3).

Findings on the willingness to purchase US made products, as hypothesized in H4, H5 and H6; all of them show very strong negative correlations. It indicates that the war animosity, economic animosity and consumer ethnocentrism will negatively influenced the willingness of consumers to buy products made in US. Lastly in hypothesis 7, it is expected that products judgment will positively predict the Malaysian Muslim consumers' willingness to purchase US made products. In other

words, positive judgment will reflect the positive willingness. The result supports the prediction and shows that the judgment of the products positively is influenced the willingness to purchase such products.

## Conclusion and Future Research Directions

For the profile of ethnocentric and animosity consumers, from Malaysian Muslim consumers' perspective, it is found that for the ethnocentric consumers, lower income consumers seem to have higher ethnocentric tendencies and it is consistent with previous study (e.g. Lee et al., 2003). The lack of relationship between gender and ethnocentric tendencies suggest that no gender differences are found in determining consumer ethnocentrism from Malaysian Muslim consumers' perspective. Besides, age and education level play a major role in identifying the ethnocentric tendencies. It is found that older and lower educated respondents tend to be more ethnocentric consumers. Again, this is consistent with study conducted by Balabanis and Diamantopoulos (2004); Brodowsky et al., (2004) and Javalgi et al., (2005). For the war animosity, it is found that male, higher income and older consumers exhibit higher animosities toward US. Furthermore, for economic animosity, only age of consumers will influence them. No significant difference among groups is found which is based on their gender, income and education level.

The results show strong support for extending the animosity model from the direct conflict (e.g. between China and Japan) to the indirect conflict (between Muslim world as a whole and US), especially on war animosity. Consistent with previous study, the war animosity are negatively correlated to the judgment of US made products, and consequently the

willingness to purchase them. Even though most of the study finds that the animosities will not affect the evaluation of products made in "enemy nation", but this study revealed different outcome. This indicates that the hostility feelings among consumers do not only affect the willingness to purchase but also the evaluations of the products. Furthermore, it is also found that consumer ethnocentrism negatively affects both the judgments of US made products and the willingness to purchase US made products. As reported by most of the study, the ethnocentric attitude of Malaysian Muslim consumers also will negatively influences their behaviour towards foreign made products. For them, purchasing foreign made products will only contributed to negative outcome. So that, foreign international marketers and manufacturers should come out with effectives means to overcome the negative effects of animosity and ethnocentrism.

Finally, for the future research directions, concept of domestic (internal) animosity also can be implementing in this type of research as suggested by Hinck (2005). In this case, the economic animosity might be more appropriate because at the moment, the Malaysian economic is much controlled by Chinese than Malays. Furthermore, The relationship between Malaysia and other countries such as Japan (due to the World War 2 incident), Singapore (relationship between Malaysia and Singapore always in tense) and Thailand (where in Tak Bai case, hundred of Muslims killed by the State Army in Southern Thailand) can also be study to see how the animosity will influence consumers to purchase products from such countries. Finally, as the result of this study suggested that the animosity and ethnocentric tendencies among Muslim consumers in Malaysia have a significant negative correlation with the judgment and willingness to purchase US made products, others Muslim countries such as Indonesia, Brunei and Middle East countries might replicate this study and revealed either particular studies will also producing the same results.

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# About the Authors

**Khairul Anuar bin Mohammad Shah** (khairulms@perdana.um.edu.my, khairulms74@ yahoo.com) is a doctoral candidate in international marketing and consumer behavioural studies in Faculty of Business and Accountancy, University of Malaya, Malaysia. His research interests include consumer ethnocentric and consumer animosity studies, attitudes of local consumers toward foreign made products, patriotism among consumers, religiosity influenced in consumer behaviour and country of origin effects studies. He holds a Master in Business Administration (MBA) from University Putra of Malaysia and earned his bachelor degree from MARA University of Technology, Malaysia. Prior to his 5 years experience in academic line, he was exposed to industrial sector for several years.

**Prof Dr Md Nor Othman** (mohdnor@um.edu.my) is a professor in the Department of Marketing and Information System in Faculty of Business and Accountancy, University of Malaya. The area of research mostly comes from consumer behaviour and marketing perspectives. He holds a Master in Business Administration (MBA) from Catholic University Of Leuven, Belgium University Putra of Malaysia and earned his PhD from Oklahoma State University, Stillwater, USA.