

APPENDIX A

RESEARCH QUESTIONNAIRE

A survey on
CONSUMER BEHAVIOUR
in Malaysia

Dear Sir/Madam,

This Survey is part of an MBA RESEARCH PAPER. Its aim is to create a better understanding of consumer behaviour in Malaysia.

Your participation as a respondent is greatly appreciated. It will take about 15 minutes of your time. To ensure that the identity of all respondents are unknown, all questionnaires are unmarked.

Please answer **ALL** questions. Thank you for your kind cooperation.

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SECTION 1

The following questions are to find out the degree of your agreement or disagreement to statements. Please read each statement and designate your level of agreement or disagreement by **CIRCLING** an appropriate number. Each number has the following meaning:

- 1 = SD : Strongly Disagree
 2 = MD : Moderately Disagree
 3 = D : Slightly Disagree
 4 = N : Neither Agree nor Disagree
 5 = A : Slightly Agree
 6 = MA : Moderately Agree
 7 = SA : Strongly Agree

Example, number 4 here is circled:

1 2 3 4 5 6 7

SD MD D N A MA SA
 I-----I-----I-----I-----I-----I-----I-----I

- | | | | | | | | | |
|-----|---|---|---|---|---|---|---|---|
| 1. | I would like to have opportunities to meet people from other countries. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2. | I get very angry when foreigners speak badly of Malaysia. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3. | Malaysian people should always buy Malaysian-made products instead of imports. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4. | School children should have plenty of discipline. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5. | Patriotism and loyalty are the first and most important requirements of a good citizen. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6. | Only those products that are not available in Malaysia should be imported. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 7. | Labour unions should make more efforts to grab corporate profits for the workers. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8. | I am very interested in trying food from different countries. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 9. | Buy Malaysian-made products. Keep Malaysia working. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 10. | Devoting oneself for one's country is worthwhile. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 11. | Erotic and obscene literature should be prohibited from public sale. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

	SD	MD	D	N	A	MA	SA
12. Malaysian products, first, last and foremost.	1	2	3	4	5	6	7
13. If I were to be born again, I would like to be born as a Malaysian again.	1	2	3	4	5	6	7
14. The Government should make sure that our armed forces are stronger than those of our enemies.	1	2	3	4	5	6	7
15. Purchasing foreign-made goods is un-Malaysian.	1	2	3	4	5	6	7
16. I would not work for a foreign company if the company's work may hurt my country's interest.	1	2	3	4	5	6	7
17. It is not right to purchase foreign products because it puts Malaysians out of jobs.	1	2	3	4	5	6	7
18. We should have a respect for the traditions, cultures and way of life of other nations.	1	2	3	4	5	6	7
19. A real Malaysian should always buy Malaysian-made products.	1	2	3	4	5	6	7
20. People who show disrespect for their country's flag should be punished for it.	1	2	3	4	5	6	7
21. We should purchase products manufactured in Malaysia instead of letting other countries get rich off us.	1	2	3	4	5	6	7
22. I would like to learn more about other countries.	1	2	3	4	5	6	7
23. It is always best to purchase Malaysian-made products.	1	2	3	4	5	6	7
24. There should be very little trading or purchasing of goods from other countries unless out of necessity.	1	2	3	4	5	6	7
25. Malaysians should not buy foreign products because this hurts Malaysian business and causes unemployment.	1	2	3	4	5	6	7
26. I have a strong desire for overseas travel.	1	2	3	4	5	6	7
27. Curbs should be put on all imports.	1	2	3	4	5	6	7
28. It may cost me in the long run but I prefer to support Malaysian-made products.	1	2	3	4	5	6	7
29. We should be willing to fight for our country without questioning whether it is right or wrong.	1	2	3	4	5	6	7

	SD	MD	D	N	A	MA	SA
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30. Foreigners should not be allowed to put their products on our markets.	1	2	3	4	5	6	7
31. Law and order is more important than letting every crook have his say.	1	2	3	4	5	6	7
32. I would like to know about foreign cultures and customs.	1	2	3	4	5	6	7
33. Foreign products should be taxed heavily to reduce their entry into Malaysia.	1	2	3	4	5	6	7
34. We should buy from foreign countries only those products that we cannot obtain within our own country.	1	2	3	4	5	6	7
35. Malaysian consumers who purchase products made in other countries are responsible for putting their fellow Malaysians out of work.	1	2	3	4	5	6	7
36. Laws against cousin marriage are old-fashioned and wrong.	1	2	3	4	5	6	7
37. If a person won't fight for his country, he deserves a lot worse than prison or work camp.	1	2	3	4	5	6	7
38. I have a strong desire to meet and interact with people from foreign countries.	1	2	3	4	5	6	7
39. If my interest conflicts with my country's interest, I will gladly forsake my own interest.	1	2	3	4	5	6	7

SECTION 2

40. Do you own at least one Malaysian-made motorcar? (Eg., Proton Saga, Iswara, Wira or Perdana. Or, Kancil)

Please tick the appropriate square vis.,

- Yes, I do own a Malaysian-made motorcar.

Please circle the brand/model of the car and its engine capacity:

Motorcar name : SAGA / ISWARA / WIRA / PERDANA / KANCIL

Engine capacity : 600cc / 1300cc / 1500cc / 2000cc

- No, I do not own a motorcar at all.

- No, I do not own a Malaysian-made motorcar BUT I own a "foreign" motorcar. (Eg., Mercedes, Toyota, Honda, BMW, Volvo, Hyundai, Renault, Peugeot, Jeep etc)

Please state the brand/model of the car and its engine capacity:

Brand/model of motorcar : _____

Engine capacity : _____ c.c.

41. If you own a Malaysian made motorcar, why did you buy it? (Eg., Proton Saga, Iswara, Wira or Perdana. Or, Kancil) *(You may tick more than one box)*
- Cheapest in its class
- Good overall quality
- To support local industry
- No choice. Other similar motorcars are more expensive.
- Other reasons: (Please state) _____
- _____
- _____
42. If other similar motorcars are about the same price, or just a little bit more expensive, would you still buy the Malaysian-made motorcar?
- Yes
- No
43. Do you wear Malaysian-made shoes (e.g., Bata, Power, Larrie etc) or imported shoes (e.g., Bally, Brooks etc)
- I wear Malaysian-made shoes
- I wear imported shoes
44. Do you buy Malaysian-made motorcar tyres (e.g., Dunlop, Goodyear etc) or imported tyres (e.g., Michelin, Pirelli etc.)
- I buy Malaysian-made motorcar tyres.
- I buy imported motorcar tyres.
45. Do you wear Malaysian-made clothes (e.g., Padini, John Master, East India Company etc.) or imported clothes (e.g., Van Huizen, Crocodile, Arnold Palmer, Donna Karan etc.)
- I wear Malaysian-made clothes.
- I wear imported clothes.
46. Do you prefer to watch Malaysian-made movies (e.g., locally produced Chinese, Malay and Tamil movies etc.) or imported movies (e.g., Hollywood, Bollywood and Hong Kong productions etc.)
- I prefer to watch Malaysian-made movies.
- I prefer to watch imported movies.
47. Do you prefer to consume Malaysian fruits (e.g., bananas, ciku, papaya etc.) or imported fruits (e.g., apples, oranges, kiwi fruit, pears, grapes etc.)
- I prefer to consume Malaysian fruits.
- I prefer to consume imported fruits.

48. In your opinion, do you think that foreign-made products are better in quality than Malaysian-made products?
- Malaysian made products are better in quality than foreign-made products.
- Foreign-made products are better in quality than Malaysian-made products.
- No difference in quality.
49. If a Malaysian-made product and a foreign-made product are similarly priced, which one would you buy?
- I would buy the Malaysian-made product.
- I would buy the foreign-made product.
- Makes no difference. I could buy either one.


SECTION 3

Respondent background information. To be used for classification purposes only.

Please tick the appropriate square vis.,

50. Age :
- 21 - 25 years 26 - 30 years 31 - 35 years 36 - 40 years
- 41 - 45 years 46 - 50 years More than 50 years
51. Race :
- Malay Chinese Indian
- Others (Please specify) : _____
52. Sex :
- Male Female
53. Education :
- Primary
- Secondary
- University (Please indicate field of study:)
- Arts Social Science Science Medicine
- Law Accounting Economics Engineering
- Business Computer Science Others
54. Where did you obtain your university degree?
- Local university Foreign university

55. What kind of organisation do you work for?
- Government Multi-national corporation Public Listed Company
- Private Limited Company Partnership Sole Proprietor
56. Monthly household income :
- Less than RM1,500 per month Between RM1,501 to RM3,000 per month
- Between RM3,001 to RM5,000 per month Between RM5,001 to RM7,000 per month
- More than RM7,000 per month
57. Have you travelled abroad?
- No 1 to 2 times 3 to 4 times 5 to 6 times More than 6 times
58. Marital Status :
- Not married, no children Not married with children
- Married with children Married without children
- Separated with children Separated without children
59. At what level of management are you working?
- Junior Management
- Middle Management
- Senior Management
60. Where is your hometown?
- Rural (e.g., Villages, rubber estates, plantations and very small towns)
- Semi-urban (e.g., smaller towns like Muar, Rawang, Tanjung Malim and Sungei Petani)
- Urban (e.g., major towns like Klang, Shah Alam, Kuala Lumpur, Johore Bahru and state capitals)

End of questionnaire. Thank you very much for your kind assistance. . . . 

APPENDIX B

The CETSCALE

THE CETSCALE

1. American people should always buy American-made products instead of imports.
2. Only those products that are not available in America should be imported.
3. Buy American-made products. Keep America working.
4. American products, first, last and foremost.
5. Purchasing foreign-made goods is un-American.
6. It is not right to purchase foreign products because it puts Americans out of jobs.
7. A real American should always buy American-made products.
8. We should purchase products manufactured in America instead of letting other countries get rich off us.
9. It is always best to purchase American-made products.
10. There should be very little trading or purchasing of goods from other countries unless out of necessity.
11. American should not buy foreign products because this hurts American business and causes unemployment.
12. Curbs should be put on all imports.
13. It may cost me in the long run but I prefer to support American-made products.
14. Foreigners should not be allowed to put their products on our markets.
15. Foreign products should be taxed heavily to reduce their entry into America.
16. We should buy from foreign countries only those products that we cannot obtain within our own country.
17. American consumers who purchase products made in other countries are responsible for putting their fellow American out of work.

The CETSCALE is a scale that measures the construct known as CONSUMER ETHNO-CENTRISM. Both the concept and the scale were developed by Terence A. Shimp and Subhash Sharma (*Journal of Marketing Research*, Vol. XXIV (August 1978), 280-289).