ABSTRACT

The concept of CONSUMER ETHNOCENTRISM was first introduced by Professors Terence A. Shimp and Subhash Sharma (1987) in the Journal of Marketing Research. CONSUMER ETHnocentrism describes a general tendency towards foreign products, as opposed to an attitudinal propensity which is more product specific.

CONSUMER ETHNOCENTRISM is measured by the CETSACLE which was also developed by Professors Shimp and Sharma (1987). The CETSACLE is a 17-item scale with high internal reliability and validity scores which attest to its robustness. It has been tested cross-nationally and found to be consistent.

This pioneering study applies the CETSACLE to Malaysian Graduate Executives. More than two hundred (200) respondents participated in this survey. One and Two-way ANOVA, T-Tests and Multiple-Regression are employed in the research analysis.

In general, the study finds that Malaysian executives are average in their consumer ethnocentrism. However, inter-ethnic comparisons between the Malays, Chinese and Indians find substantial consumer ethnocentrism differences. Malays are the most consumer ethnocentric, followed by the Chinese and the Indians.

The study has found that there are significant relations between consumer ethnocentrism and other demographic variables. For example, inverse relations are found between consumer ethnocentrism and income levels, exposure abroad and hometown origins.

Age, however, does not exhibit any significant relations with consumer ethnocentrism i.e. all the age groups show differences in their mean scores but these mean scores are found to be statistically insignificant.

Additionally, executives from rural origins are found to be more consumer ethnocentric than those from urban and semi-urban hometowns. However, other findings indicate that someone from rural origins can be less consumer ethnocentric if he or she is exposed to overseas influences.

The findings on consumer ethnocentrism have major implications for decision makers in the Government and in business.