

**THE EFFECTS OF CONSUMER ANIMOSITY, CONSUMER
ETHNOCENTRISM AND PATRIOTISM ON THE U.S. MADE
PRODUCTS: A STUDY OF MUSLIM CONSUMERS IN MALAYSIA**

KHAIRUL ANUAR BIN MOHAMMAD SHAH

**FACULTY OF BUSINESS AND ACCOUNTANCY
UNIVERSITY OF MALAYA
KUALA LUMPUR**

FEBRUARY 2010

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**THESIS SUBMITTED IN FULFILMENT
OF THE REQUIREMENTS FOR THE
DEGREE OF DOCTOR OF PHILOSOPHY**

**DEPARTMENT OF MARKETING
FACULTY OF BUSINESS AND ACCOUNTANCY
UNIVERSITY OF MALAYA**

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UNIVERSITI MALAYA
ORIGINAL LITERARY WORK DECLARATION

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Registration/Matric No: CHA030009

Name of Degree: Doctor of Philosophy

Title of Thesis (“this Work”): The Effects of Consumer Animosity, Consumer Ethnocentrism and Patriotism on the U.S. Made Products: A Study of Muslim Consumers in Malaysia

Field of Study: International Marketing

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