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

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

DEPARTMENT OF MARKETING
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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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