

ABSTRACT

The primary objective of this study is to examine the negative attitudes of Malaysian Muslim consumers towards US made products. The conceptual model for this study was adapted from the model developed by Klein, Ettenson and Morris (1998). In their model, two sources of negative attitudes towards foreign made products were included, i.e., consumer animosity and consumer ethnocentrism. However, this study integrated another source of negative attitude, i.e., patriotism. The framework of this study suggests that consumer animosity, consumer ethnocentrism and patriotism will negatively influence the judgment of US made products and, subsequently, their purchase willingness and purchase action. Also, product judgment may mediate the negative attitudes of consumers on the purchase willingness and purchase action of US made products. Furthermore, the role of Muslim religiosity as a predictor for consumer animosity, consumer ethnocentrism and patriotism is also examined. Generally, this study examines the effects of animosity between Malaysians and the US, which is not caused by war or major economic dispute between the two nations, but due to the involvement of the US in other Muslim countries such as Iraq, Afghanistan and Palestine. Thus, indirect animosity is suggested.

Using the drop-off/pick-up technique, which used a self-administered questionnaire, a survey was conducted in four major geographical areas in Peninsular Malaysia, i.e., Northern, Southern, Central and East Coast. In total, 1,000 questionnaires were distributed, 710 were received back within the period of twelve weeks. However, only 663 of the respondents completed all the questions. Structural equation modelling was employed to test the 12 hypotheses of this study, including the mediating affects of product judgment on the relationship between consumer animosity, consumer ethnocentrism and patriotism with purchase willingness and purchase action of US made products. The results indicated that Muslim religiosity is significantly related with patriotism and partially related with consumer animosity and consumer ethnocentrism. Furthermore, consumer ethnocentrism was found to significantly affect the respondents' judgment of US made products. Furthermore, the results also revealed that US product judgment can significantly mediate the relationship between economic animosity and consumer ethnocentrism with purchase willingness and purchase action.

This study makes theoretical, methodological and practical contributions, especially on the role of product judgment as a mediator and Muslim religiosity as a predictor of consumer animosity, consumer ethnocentrism and patriotism. It also contributed in terms of the development of constructs measurement. Furthermore, this study also identifies some important implications for marketers and retailers of US made products with regards to the negative attitudes of Malaysian Muslim consumers arising from animosity, ethnocentric tendencies and patriotic emotions. Perhaps, the demographic profile of these consumers will help marketers to segment the market and focus on the right segments to sell their products as well as to formulate appropriate marketing strategies.

ABSTRAK

Objektif utama kajian ini adalah untuk mengenalpasti sikap negatif terhadap barangan buatan Amerika dikalangan pengguna-pengguna Islam di Malaysia. Model konsep yang digunakan adalah berdasar kepada model yang dibangunkan oleh Klein, Ettenson dan Morris (1998). Di dalam kajian tersebut, dua punca pengguna bersikap negatif terhadap barangan buatan luar negara telah digunakan iaitu, kebencian pengguna dan etnosentrik pengguna. Di dalam kajian ini, satu lagi punca pengguna bersikap negatif terhadap barangan buatan luar negara, iaitu sikap patriotik, telah diguna pakai. Kerangka kajian ini mencadangkan bahawa kebencian dan etnosentrik pengguna serta sikap patriotik akan mempengaruhi secara negatif terhadap penilaian barangan buatan Amerika oleh pengguna-pengguna Islam di Malaysia. Seterusnya, memberi kesan terhadap kerelaan pembelian serta pembelian sebenar barangan tersebut. Kajian ini juga mencadangkan penilaian yang positif ke atas barangan mungkin boleh mempengaruhi kesan-kesan negatif yang menjejaskan kerelaan pembelian dan pembelian sebenar barangan buatan Amerika. Selain itu, kewarakan seseorang Islam itu sebagai “predictor” kepada kebencian pengguna, etnosentrik pengguna dan sikap patriotik juga dikaji. Secara amnya, kajian ini mengkaji kesan-kesan kebencian di antara pengguna-pengguna Malaysia terhadap Amerika, dimana tiada peperangan ataupun pertikaian ekonomi yang besar di antara kedua-dua negara, tetapi berdasarkan kepada campurtangan dan polisi Amerika di dalam negara-negara Islam yang lain seperti Iraq, Afganistan dan Palestin. Dengan itu, kebencian pengguna secara tidak langsung adalah dicadangkan.

Melalui teknik “tinggal/kutip” dengan menggunakan borang kaji selidik yang diisi sendiri, kajian telah dijalankan di empat kawasan utama di Semenanjung Malaysia, iaitu kawasan Utara, Selatan, Tengah dan Pantai Timur. Sebanyak 1,000 borang kaji selidik telah diedarkan dan sebanyak 710 borang telah dikembalikan didalam tempoh dua belas minggu. Akan tetapi, hanya 663 responden telah menjawab kesemua soalan yang diajukan. “Structural equation modelling” telah digunakan untuk menguji kesemua 12 hipotesis termasuk hipotesis untuk fungsi penilaian barangan yang mungkin mempengaruhi hubungan diantara kebencian pengguna, etnosentrik pengguna dan sikap patriotik terhadap kerelaan pembelian serta pembelian sebenar barangan buatan Amerika. Hasil kajian menunjukkan kewarakan seseorang Muslim mempunyai pengaruh yang signifikan terhadap sikap patriotik serta signifikan secara sebahagian terhadap kebencian pengguna dan etnosentrik pengguna. Seterusnya, didapati sikap etnosentrik pengguna memberi kesan terhadap penilaian keatas barangan. Selain itu, kajian juga mendapati penilaian ke atas barangan mempengaruhi hubungan di antara kebencian ekonomi dan etnosentrik pengguna dengan kerelaan pembelian serta pembelian sebenar barangan.

Kajian ini memberi sumbangan dari segi teori, metodologi dan praktikal terutamanya di atas fungsi penilaian barangan sebagai pengantara (mediator) dan hubungan kewarakan dengan kebencian pengguna, etnosentrik pengguna dan sikap patriotik. Selain itu, sumbangan juga adalah dari segi pengukuran konstruk kajian. Kajian juga telah mengenalpasti beberapa implikasi yang penting untuk pemasar serta penjual runcit berkenaan sikap negatif terhadap barangan buatan luar negara yang timbul disebabkan oleh sikap kebencian, kecenderungan etnosentrik serta sikap patriotik. Diharapkan, profil demografi pengguna-pengguna tersebut boleh membantu pemasar untuk mengsegmentasikan pasaran dan menumpukan perhatian kepada segmen yang betul serta merumus strategi pemasaran yang bersesuaian untuk segmen yang dipilih.

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