



UNIVERSITY OF MALAYA

**ANTECEDENTS OF PURCHASE INTENTIONS
AMONG MALAYSIAN CONSUMERS
TOWARDS AMERICAN PRODUCTS**

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ABSTRACT

Since the tragic global terrorism accident of 911, attitudes of Muslim consumers across the world towards American brands have undergone a phenomenal change because of the animosity developed by the on-going war of terrorism launched by the US in collaboration with its western allies across Iraq, Afghanistan and Pakistan, causing enormous amount of carnage, anguish and destruction to Muslim countries and societies. This study examines unique relationship between the Product Country Image (PCI), animosity, ethnocentrism and purchase intentions of Malaysian consumers, especially the Malay consumers towards US brands. Though, Product Country Image (PCI) , animosity and ethnocentrism have been studied extensively across the western world, but the relationship between the aforementioned four constructs and purchase intentions of consumers across emerging countries such as Malaysia largely unexplored. The goal of this study is to examine this relationship with a focus on Malaysian consumers and their dispositions to purchase US brands in the context of 911 global terrorism tragedy.

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