Previous models are either aggregate level models or only take into account a subset of these discrepancies. Thus, these models are limited in their ability to aid managers in targeting the right consumers with the right marketing offer. In this research a unified model of relationship between intentions and purchasing has been developed and it envisages that (1) It takes into account possible sources of discrepancies between intentions and purchasing; (2) It forecasts purchasing probability at the individual level by linking explanatory variables (e.g., socio-demographics, product attributes and promotion variables) and intentions with actual purchasing; (3) It considers multiple levels of purchase decisions rather than the simple purchase / no-purchase decision. We empirically demonstrate that our model provides more accurate individual level purchase predictions and is therefore more useful for guiding targeting efforts.

CHAPTER 3 RESEARCH METHODOLOGY

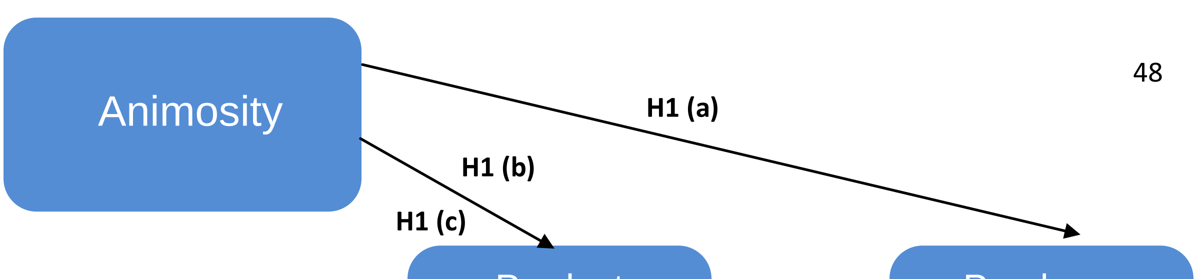
3.1 Introduction

The main thrust of focus is on Attitudes of Malaysian Consumers towards American Brands with the development of an integrated theoretical model as the goal. By integrating animosity, ethnocentrism and product country constructs within the same model, the relationships between these and purchase intention is empirically gauged for the first time. The contribution to theory of this new model is the principal goal.

Hence, of prime significance to the design of the empirical test of the model is the reliability and validity of the measurements. Moreover, for the model to have theoretical value, it must also have relevance in terms of its practical application. As such, the empirical test must have a high degree of "mundane realism" (Liefeld, 1993). While the empirical test of the model strives for the highest degree of reliability and realism, the limits of market research (e.g. time, budget, respondent accessibility) warrant the necessity for some concessions.

The various aspects pertaining to the methodology of research for the purpose of the present study are discussed in this chapter. Subsequently, research problem has been stated, scope of study defined, and data analysis techniques have been highlighted. The formulation of research objectives, research design, sample design, methods of data collection and accompanying problems are stated next and the limitations of the present study have been outlined.

3.2 Model of Antecedents of Purchase Intention among Malaysian Consumers towards American Products



3.3. HYPOTHESIS DEVELOPMENT

3.3.1 CONSUMER ANIMOSITY

In view of their size and resources, small developing countries such as Malaysia are often dependent on developed countries such as the United States for the inflow of FDI. As a result, small countries such as Malaysia may feel threatened and have feelings of animosity toward large countries. Klein et al (1998) define animosity as the remnants of antipathy related to previous or ongoing military, political, or economic events. They hypothesized that feelings of animosity would affect consumers' purchasing behavior towards foreign products and/or brands. They found evidence to support this, based on a study of consumers' readiness to buy Japanese products in the Chinese city of Nanjing, where 300,000 Chinese consumers were massacred by the invading Japanese armed forces during the Second World War. An interesting question arises as to whether animosity has the same influence under less extreme conditions. This question was examined by Klein (1987) in the Netherlands based on Dutch consumers' attitudes towards German products. It was hypothesized that animosity resulting from the German occupation during World War II would impact Dutch consumers' willingness to purchase German brands.

H1 (a): Animosity would significantly affect the purchase intention of Malaysian consumers towards American brands;

A history of conflictive relations may still have strong influence on Country of Origin (COO). For instance, a history of antagonism, wars, hostility, friendship and cooperation between two countries becomes part of the collective memory and affects consumers' perceptions of the other country (Klein, 1998). Therefore, it is expected that animosity will have a negative influence on country image and product image.

H1 (b): animosity would significantly affect country image of the US;

H1 (c): animosity would significantly affect the product image of the US.

3.3.2 CONSUMER ETHNOCENTRISM

The construct of Consumer Ethnocentrism has been widely used in studying consumer attitudes toward foreign products. It derives from the more general construct of ethnocentrism that in turn has its roots in a belief that one's own group (the in-group) is superior to other groups (out-groups) (Klien et al 1985). Consumer ethnocentrism is defined by Shimp and Sharma (1987) as beliefs held by consumers about the appropriateness or morality of purchasing foreign products and brands. Purchasing imported products and brands is seen as wrong as it will harm the domestic economy, have an adverse impact on domestic employment, and is unpatriotic. A measurement instrument (CETSCALE) was developed by Shimp and Sharma (1987) to examine these attitudes. Past studies (Shimp and Sharma 1987, Netemeyer, Sharma et al 1995, Klein et al 1998) have demonstrated that high ethnocentrism scores are related to reluctance to purchase foreign brands and tendencies to evaluate them negatively. Hence we hypothesize:

H2 (a) Consumer ethnocentrism would significantly affect purchase intentions of the US products;

It is evidenced from the available research literature that consumer ethnocentrism has a negative impact on product image and on purchase intentions of foreign brands. Netemeyer, Durvasula, & Lichtenstein, 1991; Sharma et al., 1995 Besides, Netemeyer, Durvasula, and Lichtenstein (1991) found a significant correlation between consumers' general attitude towards their home country (GCA, Baughn and Yaprak, 1993) and consumer ethnocentrism. It is, therefore, expected to affect country image perceptions. Hence, we hypothesize:

H2 (b). Consumer ethnocentrism would significantly affect country image of the US;

H2(c). Consumer ethnocentrism would significantly affect the product image of the US.

3.3.3 PRODUCT COUNTRY IMAGE

The Country of Origin (COO) has a significant impact on consumers' judgments of product quality and willingness to buy a product (e.g. Bilkey and Nes, 1982; Han and Terpstra, 1988; Maheswaran, 1994). Therefore it is expected that,

H3 (a) Country image would significantly affect the purchase intention;

H3 (b) Product image would significantly affect the purchase intention;

3.4 RESEARCH DESIGN

The role of research design is to connect the questions to data. Design fits between the two, showing how the research questions will be connected to the data, and the tools and procedures to use in answering them. Research design must follow from the questions and fit them with data. The design is the basic plan for a piece of empirical research, and includes main ideas such as strategy, sample, and the tools and procedures to be used for collecting and analyzing empirical data.

3.5 RESEARCH STRATEGIES

There are two methods of data collection which are used in conducting empirical research: Qualitative and quantitative. These two methods have their strengths and weaknesses. The qualitative method permits researchers to study selected issues in depth and detail. Approaching fieldwork without being constrained by predetermined categories of analysis contributes to the depth, openness, and detail of qualitative inquiry. The quantitative method, on the other hand, requires the use of standardized instruments so that the varying perspectives and experiences of people can fit a limited number of predetermined response categories, to which numbers are assigned. The advantage of a quantitative method is that it is possible to measure the reactions of a great many people to a limited set of questions, thus facilitating comparison and statistical aggregation of the data. This gives a broad, generalized set of findings presented succinctly and parsimoniously.

By contrast, a qualitative method typically produces a wealth of detailed information about a much smaller number of people and cases. This increases understanding of the cases and situations studied but reduce generalization.

One important way to strengthen a research design and to avoid their respective disadvantages is to use both qualitative and quantitative methods. A number of research strategies are available for conducting social science researchers: Experiments, surveys, histories, case studies, and the analysis of archival information. The kinds of research strategies adopted in a study should be dependent on three conditions: The type of research questions, the control an investigator has over actual behavioral events and the focus on contemporary, as opposed to historical, phenomena. However, the first and most important condition for differentiating among the various research strategies is to identify the type of research questions being asked (Yin, 1989). Based on the five research questions proposed in this study, the research strategies of a literature review and questionnaire survey were adopted in this research.

3.6 CONSTRUCT MEASUREMENT

Construct indicators were selected based upon a thorough review of Animosity, Ethnocentrism and PCI literature. The principal focus of the model is the simultaneous testing of these constructs in order to determine their relationships. Existing constructs proven in past research were selected wherever possible and appropriate. Each construct was measured by multiple items. Appendix A shows the items used for each construct.

Klein et al. (1998) used the notion of Consumer Animosity in an article published in the Journal of Marketing and as such this concept first entered the literature in 1998. The authors sought to determine the level of Chinese consumer animosity directed toward the Japanese; hence, the anti-Japanese orientation of the questions. Some of the animosity measures were taken from Jung et al. (2002).

This scale was adjusted to suit the Malaysian environment and with some care, each scale may be easily adapted to fit the national environment the investigator seeks to study.

The consumer ethnocentrism scale first came into the literature a generation ago with a seminal article in the Journal of Marketing Research by Shimp and Sharma (1987). Originally introduced as a 17-item scale, the CETSCALE was developed in the American context; hence, the original questions reflect this orientation. The researcher has adjusted the scale to the Malaysian context and has employed an adapted version of that scale.

Consumer ethnocentrism was measured by 12 items which included many items from the 17-item CETSCALE. Some items of CETSCALE were eliminated as they relate to domestic product availability and have been found to constitute a separate factor in small countries (Douglas & Nijssen, 2004). One item was deleted because it did not load highly on the core construct. In total, the seven items were considered to capture the core of the consumer ethnocentrism construct. Use of a limited number of items is consistent with previous research relating to the efficacy and reliability of shortened scales (Steenkamp, 2000).

Product Country image was taken from Heslop and Papadopoulos (1993). The measures for evaluation of foreign products, e.g. American cars, and consumers' reluctance to buy them, were taken from Klein et al. (1998). The willingness to buy construct was also used items adapted from Darling and Arnold (1988), Darling and Wood (1990) and Wood and Darling (1993).

3.7 THE RESEARCH INSTRUMENTS

3.7.1 Item Generation and Purification

After undertaking a thorough review of the literature and on the basis of the previously established definitions, a pool of 62 items were generated, These items were taken from empirically tested scales from authors such as for Klein, Ettenson, and Morris (1998), Jung et al. (2002), Nijssen and Douglas (2004), Bahaee Shimp and Sharma (1987, p. 283) .

Items employed to measure the various constructs of interest are contained in the Appendix 1. The items were first developed in English. Given that several measures were included from scales used in previous studies with Western consumers, the initial draft survey was assessed for cultural compatibility and adequacy for an Asian sample by native speakers fluent in English (Douglas & Craig, 1984). Minor modifications were made, based on their feedback, to ensure that all items to be employed were appropriate, adequate, and meaningful for respondents.

The final questionnaire was produced in English. Bilingual interviewers used the version that respondents felt more comfortable with in administering the survey.

Content validity was established by evaluating the items for conformity to the theoretical definitions and for redundancy. After screening of items independently a total of 62 items were retained for psychometric assessment.

Principal components analysis with varimax rotation was performed to identify the factors of brand equity. Factor analysis is intended to classify a set of variables in terms of a smaller number of theoretical variables or to explore underlying dimensions (Kim and Mueller, 1978).

It was determined that reliabilities should not be below 0.6 (Kim and Mueller, 1978). After the testing of instrument the researchers were left with 62 items with 8 items for Animosity, 12 items for Ethnocentrism, 6 items for purchase intention, 17 for country image and 19 items for Product image.

3.8 COUNTRY SELECTION

Malaysia is a developing country in South East Asia. It has developed business and political relationship with the United States. Its trade and foreign direct investment (FDI) flows with the US every year reflect close and vibrant relationship between the two trading partners. Keeping in view the peculiar nature of Malaysian economy, its consumers constitute a large consumer and industrial market for US firms. Hence, it was felt that a study examining animosity phenomenon among Malaysian consumers towards American products would generate interesting results for marketing literature.

3.9 THE SAMPLE

The population comprised individuals living in Klang Valley Malaysia. Questionnaire was used for the collection of data from Universities (e.g. UM, UPM, IIUM,UKM), Financial institutions (e.g. HLBB, ABMB,MBB, Public Mutual), Public corporations (e.g. YEO's),Malaysian Armed Forces and individuals. A caution would be exercised to administer the surveys to only those Malaysian consumers, who generally patronize global brands. Please see the questionnaire in Appendix-1.

3.1 SAMPLE SIZE

In tandem with the past studies, a sample size of approximately 300 respondents was determined a priori. According to Stevens (1996), power (the probability of rejecting the null hypothesis when it is false) is heavily dependent on both sample size and the number of dependent variables (i.e. as the number of dependent variables increases, the power (the multivariate tests generally declines). A large sample thus helps to reduce the possibility of poor power (or equivalently). In total, 600 males and females were approached of which 86 either refused to participate or did not complete. Total usable questionnaires were 514, including 322 from Malay respondents.

Table 3.1 : Sample Size

Klang Valley	Refused	Completed	Total	Total

	or incomplete		Returned	
Klang Valley	86	514	514	600
Total	86	514	514	600

3.11 SAMPLING TECHNIQUE

The objective of any technique is to obtain an adequate sample size for the study. The technique used in this research is convenience sampling. Based on the Malaysian population structure, optimum care has been taken to ensure that the sample was drawn which was representative of the Malaysian population. The most important considerations for any research are to ensure representative of the findings to the population. Since there is no mailing list that is representative of the Malaysian population, the use of random sampling was not possible, which resulted in the choice convenience sampling This is considered acceptable and appropriate, since the objective of this research is to test the relationships and not to estimate population parameters therefore this technique, should not, influence the findings.

3.12 DATA COLLECTION

Data was collected in July-August, 2009. Two different techniques were employed to collect the data; the drop-off/pick up technique was employed. Questionnaires were dropped off at offices and picked up the following day but in the case of the universities, were collected after one hour. This method has been shown to yield high response rates and to have the added benefit of quick data collection