

# **6.0 APPENDIX**



**UNIVERSITY OF MALAYA**

The Faculty of Business and Accountancy  
Master of Business Administration

**APPENDIX 1  
Questionnaire**

**“Attitudes of Malaysian Consumers towards American Brands”**

Dear Sir/Madam,

This survey is conducted as part of a research project, which shall be submitted as part fulfilment of the requirement for the award of the Master of Business Administration (MBA) degree from the University of Malaya.

The purpose of this survey is to study endeavours to analyze the attitudes of Malaysian consumers towards American brands.

I would like to invite you to participate in this survey by filling up the attached questionnaire, that is constructed in a straightforward manner and easy to answer, which would only take an estimated 10 minutes of your valuable time.

You are not required to disclose your identity and please be assured that all information will be treated with the strictest confidentiality and only the aggregate data will be analyzed.

Please answer all the questions and return the completed questionnaire.

Thank you for your valuable assistance in participating in the survey.

Yours Sincerely,

Li Tit Ching  
CGA 060002  
Faculty of Business & Accountancy  
University of Malaya

Supervised by,

Dr. Abdul Razak Ibrahim  
Deputy Dean  
Faculty of Business and Accountancy  
University of Malaya

**Dissertation Questionnaire**  
**Graduate School of Business**  
**University of Malaya**  
**Kuala Lumpur, Malaysia**

**Please circle any of the following options: -**

- (1) Strongly Disagree**
  - (2) Disagree**
  - (3) Neutral - Neither agree nor disagree**
  - (4) Agree**
  - (5) Strongly Agree**
- 

1. America is not a reliable trading partner.  
(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree
  
2. America wants to gain economic power over Malaysia.  
(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree
  
3. America tries to take advantage of Malaysia.  
(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree
  
4. America has too much economic influence over Malaysia.  
(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree
  
5. America does not do business fairly with Malaysia.  
(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree
  
6. I don't like Americans.  
(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree
  
7. I feel angry toward America for its belligerent attitude toward Islamic/Muslim countries.  
(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

8. I will never forgive America for invading Iraq and Afghanistan.  
(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree
9. America should compensate Iraq and Afghanistan for damages caused during the invasions and occupations.  
(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree
10. I hate America for fomenting trouble in the Muslim/Islamic world.  
(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree
11. I hate America because it is a Christian country.  
(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree
12. I hate America because it promotes Christianity across Muslim countries.  
(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree
13. I hate American brands as they are owned by anti-Muslim Christians.  
(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree
14. I hate American brands as many of them are owned by Jews, who hate Muslims and *Islam*.  
(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree
15. American brands promote Judaism.  
(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree
16. American brands promote Christianity.  
(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree
17. American brands promote Christian values, norms and lifestyle across Muslim countries.  
(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree
18. American brands promote anti-Islamic and anti-Muslim values, norms and lifestyle.  
(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

19. War on terror is a war on Islam in disguise.  
(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree
20. America wishes to impose its own concept of religion on Muslim consumers.  
(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree
21. American corporations are changing cultural environment across Islamic countries.  
(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree
22. American brands are making Muslims Un-Islamic.  
(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree
23. American brands are making Muslim consumers Un-Islamic.  
(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree
24. American government is anti-Muslim and anti-Islam.  
(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree
25. American culture is anti-Islamic.  
(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree
26. American society hates Islam and Muslims.  
(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree
27. American corporations are agents of American imperialists working against the interests of Muslims and Islam.  
(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree
28. American citizens working across Muslim countries are spies of the American government.  
(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree
29. American citizens living amongst Muslims are teaching un-Islamic mindsets, behaviors, and attitudes to local Muslims.  
(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

30. American brands are glorifying un-Islamic lifestyles, personalities and mindsets across Muslim countries.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

31. Malaysian consumers should always buy Malaysian-made products instead of imports.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

32. Only those products that are unavailable in Malaysia should be imported.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

33. Buy Malaysian-made products. Keep Malaysians working.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

34. Malaysian products, first, last, and foremost.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

35. Purchasing foreign-made products is un-Malaysian.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

36. It is not right to purchase foreign products, because it puts Malaysians out of jobs.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

37. A real Malaysian should always buy Malaysia-made products.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

38. We should purchase products manufactured in Malaysia instead of letting other countries get rich off us.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

39. It is always best to purchase Malaysian products.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

40. There should be very little trading or purchasing of goods from other countries unless out of necessity.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

41. Malaysians should not buy foreign products and foreign brands, because this hurts Malaysian businesses and causes unemployment.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

42. Curbs should be put on all imported products and brands.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

43. It may cost me in the long run, but I prefer to support Malaysian products and brands.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

44. Foreigners should not be allowed to put their products and brands on our markets.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

45. Foreign products and brands should be taxed heavily to reduce their entry into Malaysia.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

46. We should buy from foreign countries only those products and brands that we cannot obtain within our own country.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

47. Malaysian consumers who purchase products made in other countries are responsible for putting their fellow Malaysians out of work.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

48. I would feel guilty if I will buy an American product or brand.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

49. I would never buy an American product or brand.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

50. Whenever possible, I avoid buying American products and brands.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

51. Whenever available, I would prefer to buy products made in Malaysia.  
(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree
52. I do not like the idea of owning American products and brands.  
(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree
53. If two products were equal in quality, but one was from America and another one was from Malaysia, I would pay 10% more for the Malaysian product.  
(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree
54. Products made by Americans are carefully produced and have fine workmanship.  
(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree
55. Products made by Americans are generally of lower quality than similar products made by others.  
(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree
56. Products made by Americans show a high degree of technological advancement.  
(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree
57. Products made by Americans usually show a very clever use of color and design.  
(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree
58. Products made by Americans are usually quite reliable and seem to last the desired length of time.  
(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree
59. Products made by Americans are usually a good value for the money.  
(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree
60. I love American brands.  
(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree
61. I love American cultural values, freedoms and lifestyle.  
(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree



62. I wish to live in America.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

**DEMOGRAPHIC PROFILE**

(Only for statistical purpose)

A. Age Group

- |                                   |  |                                  |
|-----------------------------------|--|----------------------------------|
| <input type="checkbox"/> Below 20 | <input type="checkbox"/> 20 – 29       | <input type="checkbox"/> 30 – 39 |
| <input type="checkbox"/> 40 – 49  | <input type="checkbox"/> 50 – 59       |                                  |
| <input type="checkbox"/> 60 – 69  | <input type="checkbox"/> 70 – and Over |                                  |

B. Sex

- |                               |                                 |
|-------------------------------|---------------------------------|
| <input type="checkbox"/> Male | <input type="checkbox"/> Female |
|-------------------------------|---------------------------------|

C. Educational Qualification

- PMR/SPM or Below
- STPM/HSC
- Diploma
- Bachelor Degree/Professional Qualification
- Master Degree (MA, MS, MBA)
- Ph.D. (Doctorate)
- Any Other.....(Please Specify)

D. Religion

- |                                    |   |
|------------------------------------|---|
| <input type="checkbox"/> Muslim    | <input type="checkbox"/> Hindu                      |
| <input type="checkbox"/> Christian | <input type="checkbox"/> Sikh                       |
| <input type="checkbox"/> Buddhist  | <input type="checkbox"/> Other.....(Please specify) |

E. Occupation

- Not Employed
- Self Employed/Entrepreneur
- Homemaker
- Labourer
- Retired
- General office/clerical/secretarial
- Student
- Top Professional (e.g. scientist, doctor, engineer, professor etc.)
- Middle Level Professional (e.g. teacher, technician, nurse etc.)
- Others, Please specify: \_\_\_\_\_

F. Marital Status

- Married
- Single
- Divorced

G. Race

- Malay
- Chinese
- Indian

H. Individual Monthly Income

- Below RM 1500 per month
- RM 1500 to 2999 per month
- RM 3000 to 3999 per month
- RM 4000 to 4999 per month
- RM 5000 to 5999 per month
- RM 6000 to 6999 per month
- RM 7000 to 7999 per month
- RM 8000 to 8999 per month
- RM 9000 to 9999 per month
- Above RM10 000 per month