

**THE INFLUENCE OF COUNTRY IMAGE COMPONENTS ON
MALAYSIA CONSUMERS TOWARD THE PERCEPTIONS OF
AMERICAN PRODUCTS**

BY

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ABSTRAK

Kajian ini bertujuan untuk mengenalpasti kesan hubungan di antara imej sesebuah negara kepada pengguna di Malaysia terhadap bagaimana persepsi mereka ke atas barangan AS. Imej negara AS dilihat dari sudut ciri-ciri karakteristik individu tersebut iaitu tindak balas kognitif-affektif (terdiri daripada kecekapan, kehangatan emosi, kekaguman dan perasaan membenci) yang seterusnya menyumbang kepada kecenderungan untuk membeli barangan AS. Sampel untuk kajian ini adalah terdiri daripada pelajar Universiti Utara Malaysia dan sejumlah 230 soal selidik yang sah dikumpul dan dianalisa dengan menggunakan kaedah SEM. Hasil kajian mendapati komponen didalam affektif memberi kesan secara langsung terhadap keinginan pengguna dalam membeli barangan AS manakala komponen didalam kognitif sebaliknya. Kajian ini memberikan sumbangan kepada literasi dan pengurus di mana ia menunjukkan faktor yang paling penting dan dapat membantu kepada syarikat untuk mengembangkan strategi bagi meningkatkan keinginan pengguna dalam membeli produk tempatan.

ABSTRACT

The objective of this study is to examine the relationship between country image and product country image toward the willingness to buy of US products in the context of Malaysia consumers'. The country image divided to affective and cognitive component (i.e. competence, warmth, admiration and contempt). A survey questionnaire was used in order to obtain the feedback from the respondent. Samples of this study were students from University Utara Malaysia and hence, total of 230 valid questionnaires were gathered and analyzed using SEM approach. The result shows that the affective component of country of image has a direct relationship with its consumers' willingness to buy US products while the cognitive component does not relate to the willingness to buy. This study contributes to both the literature as well as practitioners, on the critical antecedents that help firms to understand consumers' perception toward American products in the effort of capturing Malaysia's market.

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LIST OF ABBREVIATIONS

ASCI	American Consumer Satisfaction Index
ADM	Admiration
BIAS MAP	Behavior from intergroup affect and stereotypes
CETSCALE	Consumer Ethnocentrism Scale
COI	Country Image
COO	Country of Origin
COM	Competence
CONT	Contempt
MITI	Ministry of International Trade and Industry
PCI	Product Country Image
PLS	Partial Least Square
SCM	Stereotypes Content Model
SPSS	Statistical Package for Social Sciences
SEM	Structural Equation Modeling
UAE	United Arab Emirates
USA	United States of America
UUM	University Utara Malaysia
WTB	Willingness to buy
WAR	Warmth

CHAPTER ONE

INTRODUCTION

1.1 Background of Study

In the recent years, globalization have transit national economics of the world to a growing global market which represented by a global community. Markets are no longer treated by nation-state but; as a single entity with numerous opportunities available for markets to explore. Globalizations have leads to more openness and interdependence among societies and economics (Demir & Tansuhaj, 2011). Global marketers divert their focus on satisfying consumers' desire and needs by providing them options from around the globe and eliminate boundaries or obstacles for acquiring those products. As the effects from this development, consumers are sharing homogeneous taste and preference in fulfilling their lifestyles needs.

The idea of county image or country of origin effect studies have become more significant and popular area of international business research for decades. Despite such interest, a review of the suitable literature provides contrasting and often confusing views relating to how country of origin image is defined. According to Eroglu (1989), the image of countries of origin of products is one of many extrinsic cues, such as price and brand name, that may become part of a products' total image while previous research has demonstrated that consumers tend to regard products that are made in a given country with consistently positive or negative attitudes (Bilkey and Nes, 1982). Papadopoulos (1993) claimed that the image of an object results from people's perceptions of it and the phenomena that surround it while other

researchers (Wang et al., 2012) also explained that it is often referred to in a general sense as country image, which mainly focuses on economical technological, social and political variables of a country. Many article have highlighted the impact of a perceived products country of origin (COO) upon consumers' attitudes toward purchasing products from that country (Roth and Romeo, 1992). However, more recent studies have shifted their focus to examine the factors that lead consumers preferred products from certain countries (Roth and Diamantopoulos, 2009). For example, consumers might have favourable evaluations of products from a specific country because they perceive that country to be highly competent. All of these have led to the emergence of a construct called country image (COI) which can be define as the attitude that consumers of one country had toward another country. In the literature, the country image concept tends not to be characterized with much clarity. According to recent research, COI consists of two distinct interrelated components, affective and cognitive which have a contributing impact upon country conation (Roth and Diamandtopoulos, 2009).

According to them also the cognitive component captures the belief which held of another country while the affective component captures consumers' emotional reaction to another country. Country image in a general view referred to the mental representation of a country and its people including cognitive believe if the country of the country's economical and technological development stages as well as the affective evaluation of its social and political systems or stand points. Although the image of a country can be partially formed through prior experience using a product from that country (the two are related), a county's general image is however somewhat difference from product associated with a particular country (Pappu et al., 2007; Parameswaran & Pisharodi, 1994). Malaysia is no exception to this rising

trend. Rapid economic progress exhibited by the country enable Malaysian consumer's to gradually begin to show its own diverse preferences due to the changing of lifestyle brought in by globalization. Malaysian lifestyles have been changing from conventional way of living to a more affluent and broad-based means. Rising in education levels and larger discretionary income resulted in a higher purchasing power and high demand of global products to fulfil their desire and lifestyles. For instance, the prosperous economic demonstrated by the country constitutes a strong indicator for foreign marketers to push their products into the market and manipulate consumers' decision in purchasing process. Malaysia however has been the subject of relatively little research in terms of consumers' behaviour in the process of purchasing. Several studies on consumers' attitudes toward local and foreign products are limited to consumers from India and mostly China (Kumar et al., 2009). Thus, this study aims to formulate the influence of country image components on Malaysia consumers toward the perceptions of American products.

1.2 Problem Statement

Researches have shown that the affective and cognitive country elements do not always have an equal effect on purchase intention. For example, affect tends to determine action tendencies toward desire object while cognitions determine action tendencies toward functional objects (Verlegh, 2001). This study attempts to measure country affect by utilizing behavior from the intergroup affect and stereotype (BIAS) map within the social psychology literature which adopted from (Cuddy et al., 2007). The BIAS map distinguishes among the cognitions, affect and conations toward different groups, identifying the relationship among the three components. The BIAS map also operationalizes both cognition and affect as multidimensional concepts,

viewing warmth and competence as cognitive dimensions and admiration, contempt, envy and pity as affective dimensions. Several researchers recognize that cognitive and affective states influence purchase behavior (Li et al., 1994; Zajonc, 1984). This recognition relates to the basic understanding that consumers are rational and emotional as well (Hirschman, 1984; Zajonc and Markus, 1982). This understanding extends to the cognitive reply (perceived quality) and affective response (liking) influence willingness to buy (Li et al., 1994). According to Li et al (1994), it comes up with models which utilize price, brand and country-of-origin as influential factors of cognitive and affective responses. Moreover, Verlegh and Steenkamp (1999) also argue that consumers not only perceive cognitive cues but also perceive emotional meanings from products originating from another country.

The history has shown the United States has established diplomatic relationships with Malaysia since 1957 and today, Malaysia is a significant regional and global partner for the United States, and the two countries share a diverse and expanding partnership in trade, investment, and educational and cultural relations. Moreover, Malaysia was the United States 24th largest trading partner in 2012 and the second largest among the 10 ASEAN members in Southeast Asia; and the United States is Malaysia's fourth-largest trading partner.

Statistic shows that the total import of United States products to Malaysia has been consistently well above 7% from the total import annually. In 2012, import sources of Malaysia is RM607.4 billion and 8.1% of the total amount is from United States which accumulated to RM558.808 billion. In 2013, the total import of Malaysia for the year is RM649.2 billion and 7.9% of the total is from United States. The amount is RM597.9132 billion. Total import sources of Malaysia from January to April for

year 2014 are RM219 billion and 7.6% which is RM202.356 billion is from United States itself, [Appendix 7, 8, 9].

The strong bilateral partnership trade between United States and Malaysia were defined in the active import and export activities. Malaysians are exposed to United States products and the strong numbers of total import does defined that Malaysians buy United States products as part of their lifestyle. The confidence of US importers in Malaysia market and the purchasing power that Malaysians hold towards imported products particularly United States has led to questions on the driver that influence their purchasing intention and willingness to buy.

Thus, the previous studies have justified that the integrations of the finding from the BIAS map with the findings of the COO literature to examine the way in which the cognitive and affective components of COI influence the perceptions and preferences for products from a specific country (Maher and Carter, 2011). The adoption of the BIAS map allows for the provision of valid measures of country affect, by this means relating country affect to country cognitions as well as perceptions and willingness to buy products from that country particularly in Malaysia context with comparison to American product. This research builds on the work of Maher and Carter (2011) who examined the perception of American products in Kuwait which influenced by the affective and cognitive component of country image.

Like Maher & Carter (2011), this research examines the perceptions of American products in Malaysia and how does the affective & cognitive components of country image influence the Malaysian consumers in their willingness to buy certain products. The research departs from Maher & Carter (2011) because in this research, the process are conducted in Malaysia context with particularly in Malaysian

consumers which none of the previous research on similar gaps has choose Malaysian citizens as subject matter and therefore, the main purpose of this research is to examine how country affect relates to country cognitions and a willingness to buy when utilizing valid measure of country affect. With more narrowing scope, this study examines how country affective and cognitive are related to product country images (PCI) and how country affective and cognitive is related to willingness to buy specifically to Malaysian consumers' which toward on their perception of American products.

1.3 Research Objective

The main purpose of this study is to investigate how country affect relates to country cognition and willingness to buy is related to country affect and country affect is related to product country image (PCI) toward United States products in comparable with Malaysian products.

Therefore, here are the research objectives listed below:

1. To examine the effects of COI and PCI toward willingness to buy United States products and Malaysian products
2. To examine the relationship of affective dimension and cognitive dimension of COI
3. To examine the effects of COI toward willingness to buy United Stated products and Malaysian products

1.4 Research Questions

This study would like to examine the affective and cognitive components of country image with the perceptions of American products in Malaysia. As such, the study intends to answer the following research questions:

1. Do COI and PCI have a relationship with the willingness to buy United States products?
2. Does affective dimension of COI have a relationship with cognitive dimension of COI?
3. Does COI have a relationship with the willingness to buy United States products?

1.5 Scope of the Study

The scope of this study covers on willingness to buy in Malaysia consumers toward in their perceptions of American products which the samples are among students in University Utara Malaysia (UUM). In particularly, this study intends to look at the effects of affective and cognitive components of country image toward perception of American products in Malaysia.

1.6 Significance of the Study

This study provides some explanation in regards to increase an understanding of the perceptions of Malaysian consumers' willingness to buy towards America products. The contribution of this study is crucial to the growing body of international marketing to explain and to give useful information on how the local Malaysian consumers perceive foreign products.

While from other point of view, this study is important as a reference to the government and local retailers as well as manufacturers to develop competency and to increase quality as well as restore products attribute to be more appealing in order to face stifle competition with other retailers especially domestic producer. Also, it is hope that this study could contribute to a certain point of understanding among academicians regarding to consumers' purchase behavior phenomenon in Malaysia.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter discusses on the past literature regarding to the topic. The factors that affect the affective and cognitive component of country image which lead to willingness to buy American products will be analyze in this study are competence, warmth, admiration, contempt, product country image and willingness to buy. A theoretical framework for the investigation is built based on the sixth factors. Following are the hypotheses on each factor created and tested to understand more specifically in what extent such dimensions have in influencing Malaysia consumers' willingness to buy.

2.2 Country of Image (COI)

Image is the sum belief, attitude and impression that a person or group has of an object. The object maybe a company, product, brand, place or a person. The impression maybe true or false, real or imagined, right or wrong as images guide and shape behavior (Barich & Kotler, 1991). Country image referred to the mental representation of a country and its people, including cognitive believes of the country's economical and technological development stages, as well as the affective evaluations of its social and political systems or standpoints. This is supported by Nagashima (1970) which introduced the first concepts of country image. He defines the term as particular picture, reputation and stereotypes towards products of a specific country. The author stated that the image is formed by the country's

representative products, political and economic background and also historic tradition. Similar definition also found from Narayana's (1981, p.32) which explained that "the aggregate image for any particular country's product refers to the entire conative field associated with that country's product offerings, as perceived by consumers". In addition to this, according to the Crompton (1979) which states the country image is the sum of belief, ideas and impression that a person has of a country. It also can be define as "the overall perception consumers form a products from a particular country, based on their prior perceptions of the country's production and marketing strengths and weaknesses", (Roth and Romeo, 1992).

Furthermore Johansson (1989) argues that viewing the country image as a summary construct provides a good explanation for the positive interaction between product familiarities and the use of country of origin cue in product evaluation and for instance he deeper explained that "people with more prior knowledge will have more relevant information on a country and will feel more comfortable about using it than others". A study by Liefeld (1993), concluded that country image appears to influence consumer evaluation of product quality, risk, likelihood of purchase and other mediating variables.

He also posit that the nature and strength of origin effects depend on such factors as the product category, the product stimulus employed in the research, respondent demographic, consumer prior knowledge and experience with the product category, the number of information cues included and the consumer information processing style.

The impact of country image on the consumers perception of products has been widely studied (School, 1965; Samiee, 1994; Peterson and Jolibert, 1995). It has been reported that country image may be used by consumers as an attribute to evaluate products (Johansson et al., 1985; Hong and Wyer, 1989) and consumers' attention and evaluation of other product dimension may be influenced by country image, which may create a 'halo effect' (Erickson et al., 1984). Moreover country image may also act as a source of country stereotyping, directly affecting consumers' attitudes towards the brand of a country instead of through attribute ratings (Wright, 1975).

From a marketing perspective, a definition of country image is relates more specifically to product perceptions, as some researchers have attempted to do by defining country image as consumers' general perceptions of quality for products made in a given country (Bilkey and Nes 1982; Han 1989). Central to this perceptive is the judgement between cognitive and affective dimension of attitudes whereby the cognitive dimension contains positive and negative belief, while the affective dimension feelings and emotions toward an object (Dube et al., 2003). The variation into affective and cognitive dimensions of attitude formation has been found to exist for products and brands (Batra and Ahtola, 1990; Leclerc et al., 1994; Park et al., 1991) as well as for advertising (Burke and Edell, 1989; Yoo and MacInnis, 2005).

In the same line, country images defined as "a mental network of affective and cognitive associations connected to the country" (Verlegh, 2001, p.25) can be conceptualized as attitudes towards a country including both a cognitive (consumers' belief including stereotypes and plans) and an affective (i.e. specific feeling and emotions) dimension (Roth and Diamantopoulos, 2009).

2.2.1 Cognitive and Affective country attitude

Cognitive country attitude refers to consumers' belief of a country, incorporating levels of economic development, living standards, industrialization, technological improvement and so forth. The country image (CI) which under cognitive country attitude has includes geographic factors (climate and natural landscape), and human factors (competence and creativity) while attitude are regarded as "evaluation summaries" (Fazio, et.al., 1986, p.155) in relation to an object, a person, a behaviour, etc. and are formed through the assessment of specific attribute or characteristic of the attitude object (Bagozzi and Burnkrant, 1980).

Traditionally, studies in attitude research studies mainly focused on "the explicit part of cognition; that is, process that can be mentally controlled and verbalized by the subjects" (Betch et al., 2001, p. 242). However, a more modern view suggests that cognitive in particular affective functions can occur unconsciously and without awareness (Shiffrin and Scheider, 1977; Zajonc, 1980; Zaltman, 1997). Greenwald and Banaji (1995, p. 8) define implicit attitude as "introspectively unidentified (or inaccurately identified) traces of past experience that mediate favourable or unfavourable feelings, thought or action towards social object". Where others like (Wilson et al., 2000) have mentioned that implicit attitudes are characterized as evaluations that (a) have an unknown origin (i.e., people are unaware of the bias of the evaluation), (b) are activated automatically, and (c) influence implicit, uncontrollable responses.

Moreover with country image consisting of distinct cognitive and affective dimension, there can be distinct influences of the implicit attitude on the willingness to buy depending on whether the country stereotypes is primarily of a cognitive or a

affective nature (Leclerc et al., 1994; Verlegh and Steenkamp, 1999). A given component of country image can have different effects on evaluations of different products. The geographic components of country images influence consumers' beliefs toward food products for example from different countries, but does not affect belief toward technology based on consumer durables. Perceived competence influences belief toward technology based consumer durables, but not belief toward food products.

Kaynak and Kucukemiroglu (1992) have suggested that the cognitive components may be justified as the attributes by which the person understands the characteristics of a country in a rational way and includes perception of socio economic, cultural and political attributes. Conative components are different, since they represent more emotional perceptions. According to cognitive dissonance theory, a person has certain cognitive elements about himself, his environment, his attitudes, his opinions and his past behavior (Oshikawa, 1969). Two cognitive elements are said to be consonant to each other when they follow logically from each other and dissonant to each other if one does not follow logically from the other (Festinger, 1957; Oshikawa, 1969).

Consonant information leads to a confirmation of the prior knowledge, opinion and attitude hence it enforces previous stereotypes. Dissonant information on the other words, can lead to blurred perception and efforts towards dissonance reduction (such as attitude, opinion or behavioural change, avoidance of dissonant information or perceptual distortion (Aronson, 1969; Brehm and Cohen, 1962). Basically, for example classical advertising is a widely used a public transportation for conveying country cues to consumers (Verlegh et al., 2005). In few cases, strategic advertising management thereby applies cognitive versus affective advertising execution formats

(MacInnis et al., 2002; Vaughn, 1980; Yoo and MacInnis, 2005) to be implemented in their marketing tools. In the part of past research, a cognitive based ad format can be regarded as an ad execution aiming to appeal to the rationality of the receiver by using objective information describing a brand's attributes or benefits while an affective based ad format is defined as an ad execution aiming to appeal to the receiver's emotion and feelings (Golden and Johnson, 1983; Yoo and MacInnis, 2005). As we can see this has been developed throughout direct or indirect factors such as contact, associations or past experience with the country and its products.

Both cognitive and conative elements of a country image are being accumulated and developed throughout numerous sources. The main building blocks include getting information about a country (a) directly, by physical presence there, (b) by observing and/or using products that are originated from a country, and (c) through various channels of mass media, the so-called transmitting mechanisms as suggested by Bartall (1997). These three types of interaction significantly vary in terms of received personal experience. Being in a country, people may observe realities, interact with local population and get vast access to products that are originated from this country. These also have been supported and justified by Orbaiz and Papadopoulos (2003) which said that the relationship between cognitive products belief, country image, familiarity, affective feelings toward a country, ethnocentrism and receptivity (buy).

Their model confirms country image to product beliefs, product beliefs to buy, and familiarity to product beliefs and rejecting country image to buy and familiarity to buy. These findings support that an individual's cognitive evaluation of a product can be over-ruled by opposing emotional feelings when it comes to the decision to buy. In essence, Han and Terpstra (1998) found the influence of source country to be greater than that of brand name such as in the case of German cars. If a country has a

positive image that is important to a product, consumers are more willing to buy that product from that country of origin. The current study uses the BIAS map to operationalize these two components which the cognitive component, according the BIAS map consists of two dimensions (warmth and competence) and while the affective component consist of four dimensions (admiration, contempt, envy and pity).

This study examines contempt and admiration but excludes pity and envy. It does not evaluate envy because of its weak association with any action tendencies. The current study also excludes pity because a preliminary investigation revealed that Malaysian consumers are unlikely to experience pity due to high levels of competence held toward American products. Following Maher and Carter studies, they have mentioned that individuals are more likely to cooperate and help admired groups but are more likely to fight, attack, exclude and put down groups that are targets of contempt. Therefore, admiration will likely have a positive effect while contempt will likely have a negative effect on an individual's willingness to buy products that originate from the country that is the target of such emotions.

Distinctive between cognitive and affective COI is very significant due to the matter that people may often hold inconsistent cognitive perceptions and affective evaluation of a particular country. In addition to justify this, polls in Europe have shown that although people like American products and business, but apparently they dislike with the U.S foreign policy (Guyon, 2003). Others clarification with this is, although Arab-Americans tend to have a negative attitude towards Israeli products, they recognize the superior quality of Israeli optical instruments (Obermiller & Spangenberg, 1998)

2.2.1.1 Competence

Based on previous research did by Wojciszke et.al. (1998), there is no specific meaning about competence, but these traits include clever, competent, creative, efficient, foresighted, ingenious, intelligent and knowledgeable. In other way around, competence entails the possession of skills, talents and capability but it can take the form of potential action as well as actual action whereas the perceived competence refers to the extent to which individuals are thought to possess traits that are instrumental to achievement and goal attainment (Wojciszke, 1994) while what have been mentioned by (Eagly and Kite 1987, Linssen and Hagendoorn 1994) which said that, competence related traits like perceived efficiency have emerged in the studies of the stereotypical perception of people from different nationalities.

To justify more clearly, as noted by Li and Monroe (1992, p.277): “It was the belief about whether or not a country possesses that particular skill that affected the perceived quality of products from that country”. Li and Monroe (1992) review three types of skills which technical skills are the most important. Technical skills closely relate to our competence trait and hence bring a strong relationship between the evaluation of a country’s product and the perceived competence of its people. Moreover, perceived competence has no impact on consumers’ belief toward foods from different countries.

These differential effects of geographic factors on the other hand and competence, reflects the fact that food are more “natural” products while the production of technology based consumer relies more heavily on competence and skills of people and equipment. By using the BIAS Map as our main aspect which explains how action tendencies toward groups form from cognitions (stereotypes) about and affect

toward such groups (Cuddy et al., 2007). Perceived competence theoretically derives from the inferred efficacy with which the target's goal are enacted (Wojciszke, 2005). The SCM's parallel analysis shows that groups high in status (i.e., having the resources or power to carry out goals) are stereotyped as competent, whereas low status groups are stereotyped as lacking competence. Based on (Kerry et al., 2013) which have mentioned about stereotypes are mixed along with these two dimensions such as these individuals are often perceived as more warm than competent or vice versa.

The varying combinations of warmth and competence elicit a predictable set of feelings about and behaviours toward stereotyped individual. For example, a high warmth and low competence stereotype caused feelings of pity and results in the person making the judgement either avoiding the stereotyped individual or being overly and unnecessarily helpful (Fiske et al., 2002). In contrast, a high warmth and high competence stereotyped caused feelings of admiration and leads to positive behavioural reactions including a willingness to help as needed and collaborate with the stereotyped individual (Fiske et al., 2002).

Similarly, admiration directed toward a group, therefore results from perceptions of a group's competence (Cuddy et al., 2007) studied the perceptions of 20 groups within the USA (e.g., women, blue-collar workers, elderly people, homeless people, young people, black people and Jews) and found that perceptions of these groups' competence and capability lead to feelings of admiration toward them. Based on this finding, US consumers are expected to perceive the Japanese as a competent group because of their competence in producing several products and thus drive the intention to purchase Japanese products since US consumers might regard Japanese products highly. Several Japanese products and brands, such as Honda and Toyota,

are known for their high quality and durability (ASCI, 2008). According to the American Customer Satisfaction Index (ASCI, 2008), three of the top four automobile manufacturers in the US are Japanese automobile manufactures. This strongly indicates that US consumers might regard Japanese products highly. Other research indicates that US consumers are able to correctly identify the brand of origin of Japanese products more frequently than products from other countries (Samiee et al., 2005).

This indicates that they are able to correctly judge the quality of Japanese products more in depth. Moreover, these experiences have a strong impact on consumers' product attitude and brand expectations (Verlgegh & Steenkamp 1999). Maher and Carter (2011) confirm that the affective component, triggered through the country image cue, influences consumers' purchase intention of foreign products. In their evidence, consumers from Kuwait with high admiration for the US show a positive willingness to buy American products. Based on their admiration for America, they ascribe the nation competence and feel certain warmth towards it. In contrast, consumers who feel contempt towards the US show a purchasing unwillingness for American products and negative relation towards perceived competence and warmth (Maher & Carter, 2011). Obermiller and Spangenberg (1989) give another example, which demonstrates the impact of the affective country of origin component on consumers' product evaluations.

Each product therefore elicits emotional and symbolic belief; a product's country of origin includes a relation to a social status, experiences and pride (Verlegh & Steenkamp 1999). Thus, competence does influence purchase of intention among Americans. In adding to this, consumers have a relationship with many brands in everyday life. The brand sensitivity varies according to the consumer's belief of

differentiation (Ratier, 2003; Kapferer and Thoenig, 1994), the perception of his choice competence and to his involvement towards the product (Gouteron, 2006; Michon and Changeur, 2003). The perceived competence or the feeling of knowing how to choose is also determiner of the sensitivity (Ratier, 2003).

When the customer judges the brand, he estimates on a rational and cognitive way and believes consciously and durably on its integrity (Ben Miled Cheriff, 2001). The ... and the competence are, for a brand, personalities lines which develop a reliable feeling for the individuals and a brand perceived as sincere develops, in time, relations more stable and more intense than the existing brands (Krishnamurthy and Sandeep, 2003). Brands that are seen as 'sincere' will earn relationship advantages similar to friendship development between humans thus increasing relationship strength (Yuan and Cheng, 2004). Kerveyn et.al (2012) demonstrated that consumers categorize brands based on perceived ability (which represents competence) and intentions (which represent warmth) and they found that both dimensions independently increase purchase intention and loyalty.

In addition established brand names can signal competence other than warmth (Kervyn et al., 2012). For example, Mercedes, Porsche and Rolex score high in competence and USPS score high in warmth (Kervyn et al., 2012). Therefore, this research suggested that consumers are influenced by competence as one of the cues to decide their purchase intention. Previous in literature also have shown that competence often used as one of the dimension that influence consumers' trust on a web retailer and influence consumers' attitude toward online purchasing (Bhatarjee 2000). In other research, Pencavelli et.,al (2013), that investigated on factors driving consumer attitude and purchase intention towards sporting firearms in Italy. The result has shown that according to hunters, the main factors influencing firearms

purchases are manageability of the firearms and competence of the retailer. But in contrast to this, certain countries also evoke feelings of perceived warmth and competence which in return lead to a positive moral understanding and as a result to a great purchase intention. Using Chattalas, Kramer & Takada (2008) detect that France holds the position to possess strong manufacturing competence as well as a high warmth dimension.

Consequently, brands like L'Oreal include country of origin cues within their brands names, e.g. L'Oreal Paris (Chattalas, Kramer & Takada 2008). Countries like US consistently remind their highly ethnocentric consumers' to buy domestically in order to support their own country (Shimp & Sharma 1987). As the above example clearly illustrate, a consumers' moral understanding influences one's attitude toward purchasing domestic of foreign products (Verlegh & Steenkamp 1999).

2.2.1.2 Warmth

In the past few years, research has clearly well-known that perceived warmth and competence are two universal dimensions of human social cognition which both at the individual level and at the group level. Decades of prior research supports the importance of the warmth and competence dimensions. According to recent theory and research in social cognition, the warmth dimension apprehensions traits that are related to perceived intent which including friendliness, helpfulness, sincerity, trustworthiness and morality (Susan et al., 2007).

According to these authors, although warmth and competence dimensions emerge consistently, other supported evidence suggests that warmth judgements are primary judged before competence and warmth judgements carry more points in affective and behavioural reactions. According to Ridgeway (2001) which mentioned warmth as a related to identifies subordinates by assigning them socially desirable traits that conveniently also imply deference to others (Glick and Fiske, 2001b) while moral warmth traits facilitate or hinder mainly other people, whereas competence traits facilitate or hinder mainly the self that is the moral warmth, “other-profitable” traits include kind, honest and aggressive because they immediately bear on people around the judged person.

“Self-profitable” traits include competence, intelligence and efficiency because they directly and unconditionally bear the possessors’ chance to achieve their goals (Peeters, 2001). In more details, the primacy of the warmth dimension may occur because of potentially greater costs in dealing with someone who is not warm versus not competent (Wojciszke, 2005). Cognitively, negative warmth information is seen as more diagnostic because people who are not competent, who are more dangerous

to themselves (Reeder, 1993). People infer warmth from the perceived motives of the other (Reeder et al., 2002). Research has confirmed that information about the moral-social dimension is more cognitively accessible, more sought after by perceivers, more predictive and more heavily weighted in evaluation judgement.

The warmth perspective predicts the valence (i.e., positive or negative) of interpersonal judgements, whereas the competence dimension predicts impression extremity (i.e., how positive or how negative) (Wojciszke et al., 1998, 1993). From the modern perspective, the importance of warmth is fitting because another person's intent for good or ill is more important to survival than whether the other person can act on those intentions. Similarly, standards (warmth) judgements determine approach-avoidance tendencies, so they are the fundamental aspect of evaluation (Cacioppo et al., 1997) and therefore precede competence-efficiency judgements.

Cognitively, people are more sensitive to warmth information than to competence information. In verbal decision tasks that control for word length, social perceivers identify warmth-related traits words faster than they identify competence-related trait words (Ybarra et al., 2001). Based on Singh and Teoh (2001) which clarify that, social perceivers engage a complex theory regarding relative of the two fundamental dimensions which process positive and negative warmth information and positive and negative competence information but in the opposite ways, the perceivers sensitively heed the information that disconfirms rather than confirms the other person's warmth.

To be perceived as warmth, a person must adhere to a small range of moral sociable behavior, a negative deviance eliminates the presumption of morality-warmth and is attributed to the person's disposition. By contrast, a person who is perceived as

unfriendly might sometimes behave in morale-sociable ways, but the person will continue to be perceived as unfriendly and untrustworthy.

In other words here is, mean and untrustworthy behavior is more diagnostic because it can only be attributed to the other person's disposition, not to social demands. Perceivers interpret warm behavior as controllable, socially cues and thus non diagnostic. Although warmth and competence are separate dimension (Rosenberg et al., 1968), but when people judge individuals, the two dimensions often correlate positively (although modestly) in the well-known halo effect (Judd et al., 2005) which people expect isolated individuals to be evaluative consistent. However, when people judge social groups, warmth and competence often correlate negatively. Many groups are judged as high on one dimension and low on the other which has important implication for affective and behavioural reaction (Fiske, 1998).

Moreover, social structure determines competence and warmth throughout the interpersonal and intergroup perception literatures. Impression formation research (Wojciszke, 2005) demonstrates that perceived status predicts perceived competence and self-interest (akin to competition) predicts perceived morality (akin to warmth). Similarly, European nations' perceived economic power (i.e. status) predicts perceived competence and conflict (i.e. competitiveness) predicts perceived warmth (Poppe, 2001) while high status, competitiveness groups such as Asians and Jews in the United States are viewed as successfully competing for economic and educational resources with mainstream society (Glick and Fiske, 2001b). In sum, although both dimensions are fundamental to social perception, warmth judgements seem to be primary which reflects the importance of assessing other people's intentions before determining their ability to carry out those intentions. This will demonstrates sensitivity to the potential threat which aids survival in all society.

2.2.1.3 Admiration

According to the previous research, highly ethnocentric consumers from developed countries were oriented toward buying domestic products but were contradict with developing countries. Researchers suggested that consumers in developing countries used COO for determining the brands desirability for status enhancing reasons. A high level of admiration for lifestyles in economically developed countries such as United States or Western European countries caused the consumers to buy products from those countries rather than use domestic ones and other evidence here is (Batra et al., 2000) find that consumers in developing countries with a high admiration of lifestyles are more positive toward non local brands.

This research was not examine admiration of lifestyles but rather admiration of citizens of another country. As in our example, Malaysia is a developing and it is also going through transition with a high number of imports known to domestic consumers from economically developed countries have directed Malaysian citizens to consume mainly foreign products. So in the context of this research, admiration defined as “a positive emotion directed outward, when a positively valued, controllable behavior such as hard work, results in success which the outcome is perceived as deserved” (Weiner, 2007, p.82) therefore is a condition that may lead toward admiration of such group or society (Cuddy et al., 2007).

Some groups have a higher status that does not compete with in groups’ society either because they are dominant, reference groups or their close associates. This is because they have high status but also act as a reference group or pursues the interests of the community group or trying to get and achieve the level of admiration together with the pride. For example here, Amy et al., (2008) has given the American cases

which most of them identify as middle class or aspire to be, so the middle class serves as a societal reference group. This reference group receiving univalent positive regard, elicit pride, admiration and respect. Based on Weiner (1985), pride targets others who attain favourable outcomes (e.g., high status) that also have positive implications for the self which resulted from self-relevant, positive, controllable outcomes.

People will really positive about the success of others as long as the success of others in their main society or groups because of its associations with self-esteem, not unfavourable comparison to self (Teaser, 1988). Similarly, because one can assimilate themselves to the in-group or a community reference groups which can be an opportunity to pride and envy. Therefore, assimilative social comparison gets a sense of admiration and inspiration which mentioned by Smith (2000) and pride and admiration should directed toward successful in-groups, reference groups and close associations.

2.2.1.4 Contempt

According to Ekman and Friesen (1986) has mentioned a specific facial expression that relates into ten different cultures, both Western and non-Western which correlated to contempt. In his research, citizen from Indonesian were pick and were given photos of American, Japanese and Indonesian people. The result showed that, their ability to classify some facial expressions as contempt versus the primary emotions of anger, disgust, happiness, sadness, fear or surprise that across cultures and showed that contempt as well as the external expressions of contempt can be pointed out across Western and non-Western people when contrasted with other primary emotions.

This also been supported by Bell (2005) which clarify that contempt is a response to perceived failure correlated to an interpersonal standard and this will leads and creates an unpleasant effective element to that individuals. In more depth meaning, contempt can be said as a low status, unmotivated groups that perceived neither competent nor warm can be classify as contempt which joining the anger, disgust, hate and resentment. David Hume (2000) emphasises this aspect of emotion in his research of contempt which involved of the “bad qualities” and circumstances of others in a certain way. More specifically, contempt essentially requires capturing the bad qualities of someone while in the meantime making a comparison between this person and ourselves.

Thus according to Hume, contempt has an important element while making comparison between their own qualities and conditions of the condemned and find the object of their contempt lacking which leads to mixing of pride and hatred. Pride gives the necessary downward direction and the elevation of oneself in relation to the

person condemned while hatred supplies the moral judgement involved in the comparison.

Moreover, contempt can be regarded along with what feminist have called “outlaw” emotions such as anger. However, in addition to this, contempt is also an expressed assessment of someone’s morale standing (Bell, 2005). Contempt imposes an interpersonal moral hierarchy which enriching the contemptuous subject in status even as it deflates the contemptible object. Contempt is itself the claim to relative superiority. This helps to explain the nearly polar extremes we suppose for contempt as from pity to contempt, from hate to love and all these are possible attitudes which leads to negative emotion. Again, although anger is relevant, contemptuous prejudice involves more specific emotions such as disgust and a moralistic resentment that include overtones of injustice and indignation, bitterness toward illegitimate behavior.

Injustice evoke both anger and disgust toward behavior viewed as immoral and as obstructing one’s own (or the in-group’s) goals and plans (Mikula et., 1998) and out-group perceived to have interest that diminish from in-group, inciting anger but contempt and disgust are downward (i.e., target lower status others) contrastive comparisons (Smith, 2000). This totally supported by Rozin et.al. (1999) which claimed anger, contempt and disgust are all express moral outrage, though at different levels, individual, community, and divinity respectively.

Finally, contempt targets groups with apparently avoidable negative outcome which contempy absolutely targets low competence and low warmth group. Moreover, these intergroup emotions link to unique patterns of intergroup behavior tendencies (Cuddy et al., 2007). At least in the US, warmth and competence stereotypes relates

to emotional and behavioural aspects of bias while in contrast, consumers who feel contempt toward the US show a purchasing unwillingness for American products and a negative relation towards perceived competence and warmth (Maher & Carter , 2011). This study examines contempt and admiration but excludes pity and envy. It does not evaluate envy because of its weak association with any tendencies. Cuddy et al. (2007) found that envy affects action tendencies as mediated through anger and that envy is more likely to affect action tendencies in stressful conditions. This study also exclude pity because of this research have done a preliminary test revealed that Malaysia consumers' are unlikely to experience pity due to high levels of competence held toward American.

2.3 Product Country Image

As a general, based on a book written by Papadopoulos & Heslop (1993) mentioned about sellers and buyers who use a products as advertising, packaging, branding, product design and many other means which bring “labels” to provide and obtain information about product origins. Product referred by them can be goods and services who lead countries as marketing tool for themselves as attractive location for tourism or foreign investment. As we know, product are made can be a country or anything from city, state, province or a region.

The function of the images of objects result from people's perception of them and each object has a different image for each individual perception and resulted from this will leads to the stereotyping of objects. Stereotyping as mentioned before is inherent to the process of classification which people use as means of coping with the world around them. These stereotyping images can be positively good or can result in bad consequences which in fact influence the people or consumer's

behavior. To be more clear image of PCI, we provide the fundamental theories of it which often contrasting and confusing to Country Image (COI).

In the literature, the country image concept refers to the mental symbol of a country and its people, including cognitive believes of the country's economical, political and technological development stages as well as the affective evaluations of its social and political system (Pappu et al., 2007; Parameswaran & Pisharodi, 1994). In contrast of this, product image defined as to the general perceptions that consumers have of a particular country's products (Parameswaran & Pisharodi, 1994) or the total belief consumers have regarding products of a given country (Nagashima, 1970, 1977).

In addition, individual often have stereotyping thinking and belief for particular attributes associated with the product image of certain given countries and example of this stereotyping belief is, people often think that product made from Japan are considered to be durable, those made in Germany are often linking with precision or workmanship. Other than that, same goes to China product, which relates to low quality handmade product compare to other countries but low cost to produce. Such characteristics information can be kept in memory of consumers and is known as product knowledge. It refers to the level of subjective knowledge that consumers have regarding particular product (Lee & Lee, 2009). While this also been justified with Hamzaoui & Merunka (2006) which often country specific associations can be triggered or initiated when consumer know or become aware of the country where a product was made.

Moreover, with other marketing literature in what Heslop et al. (2004, 2008) which found that perceptions of higher competence among people form a specific country are associated with more favourable PCI and therefore, perceptions of competence

and warmth will likely lead to a more favourable PCI. Supported with this judgement, Feldman and Lynch (1988) clarified both warmth and competence is dimension of cognitive of COI, both are likely to be accessible to a consumer and diagnostic to the formation of PCI. Related to these findings specifically on marketing literature such as Klein et al., 1998; Nijssen and Douglas (2004), the research expects that admiration and contempt as dimensions of country affect will not joined to PCI.

2.4 Willingness to buy

Several research have investigated consumers' willingness to buy products from certain countries which from where it produce. To be clear, Johansson et al., (1985) suggest that previous experience with a particular country and or product category may influence the country of origin effect. Roth and Romeo (1992) proved that willingness to buy a product from a particular country will be high when the country of image given an important characteristic for the product category. Han (1989) also looked at the influence of patriotic on purchase willingness. Thus, in this research, the purpose of willingness to buy is being explored as a variable of consumer attitude to define the role of country image and also the relationship between admiration and contempt that also influence the consumer into willingness to buy's factor. According to Lambert-Pandraud et al. (2005) found that older consumers tend to be more loyal than younger consumers. This was also been justified by Moos (2004) which mentioned young and old consumer groups are equally loyal or disloyal and East et al. (1995) significantly shows that because older consumers have more free time and these consumers are able to seek out more variety when considering products for purchase than younger consumers. In addition, younger consumers are expected to sacrifice less time searching for information as well as seeking out

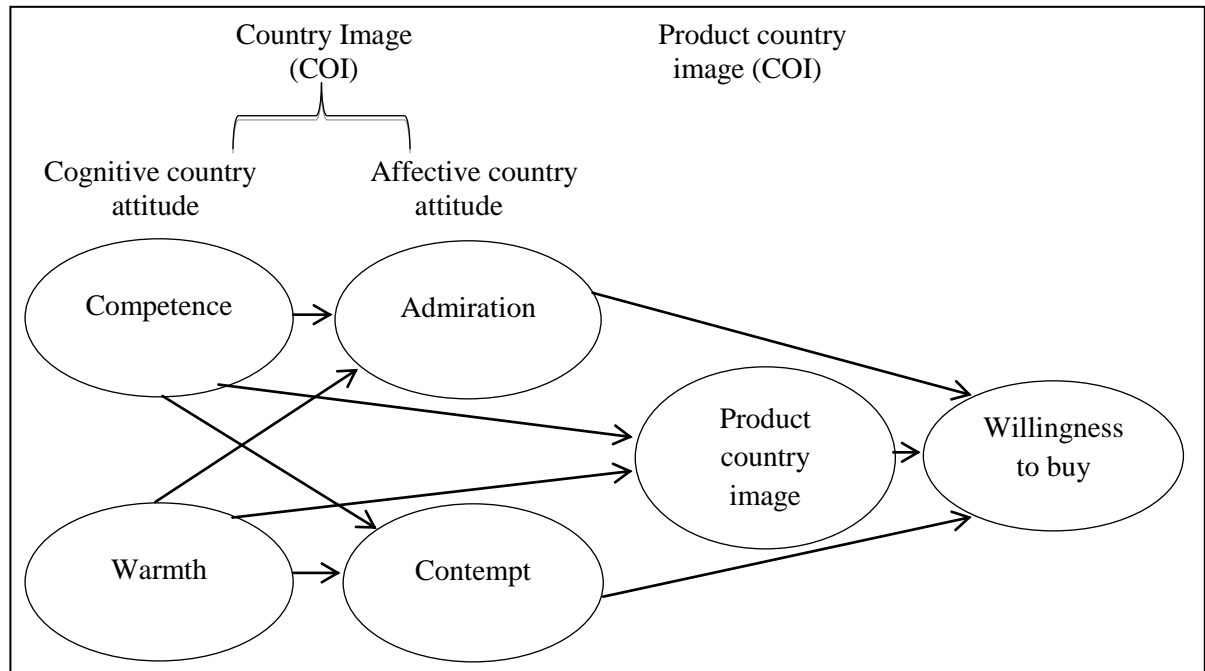
alternative product options. Furthermore, based on Huddleston et al. (2001) mentioned consumer ethnocentrism may be regarded as a mean by which to differentiate between consumer group who prefer domestic to foreign product and the factor affect the willingness to buy either domestic or foreign is likely depends between technologically and economically developed or developing countries. Research shown that consumers in developed countries tend to perceive domestic product as being quality than imported product (Damanpour, 1993) whereas it contradict for consumers in developing countries (Batra et al., 2000; Wang et al., 2000).

2.5 Research Framework

Based on the study of the literature, the conceptual model is illustrated in Figure 1. This framework consists of independent variables and dependent variables. The independent variables are individual characteristic which consists of Country Image (COI) as well as Product Country Image (PCI) that lead to attitudes toward American products which cognitive country attitude that is competence and warmth and admiration together with contempt as affective country attitude while factor to dependent variable is willingness to buy.

Figure 2.1

The Conceptual Model of Consumers' Willingness to Buy



*Source: Adapted framework from Maher and Carter (2011)

The theoretical framework of this study is adapted from the conceptual model of consumers' COO perceptions and for the effects of both COI and PCI by (Maher and Carter, 2011). This model has been developed to examine the factors influencing consumers' willingness to buy toward a United States. The willingness to buy in this study focused in factors that derived consumers to choose American product. The fundamental of this study is to investigate whether individual characteristics and cognitive-affective response has influence willingness to buy toward American product and applied in the context of Malaysian consumers.

2.6 Hypotheses Development

The conceptual model design resulted in eight hypotheses. The first two hypotheses have been formulated as follows:

2.6.1 Relationship between COI and PCI

Previous studies have focussed deeply on the impact of a country's cognitive image upon consumer perceptions and decisions e.g. Pappu et al. (2007) found that a macro COI consisting of three dimensions (i.e. technological, economic and political dimensions) positively influences perceived quality, brand associations and brand loyalty. Furthermore, in depth literature has examined the level of competence by a country's inhabitants. Based on Heslop et al. (2004, 2008) found that perceptions of higher competence among people from a specific country are associated with more favourable with PCI. Therefore, perceptions of competence and warmth are positively lead to a more favourable PCI. Since both competence and warmth are combinations of cognitive COI, both are likely to be manageable to a consumer and diagnostic to the dimensions of PCI (Feldman and Lynch, 1988). Similar goes to the literature of the animosity e.g. Klein et al. (1998); Nijssen and Douglas, (2004), the current study assume that admiration and contempt as dimensions of country affect negatively relate to PCI and animosity will not relate to willingness to buy but not to PCI and according to BIAS map Cuddy et al. (2007) also support this hypotheses.

H1: Perceived competence of citizens of another country is positively associated with the PCI of that country

H2: Perceived warmth of citizens of another country is positively associated with the PCI of that country.

2.6.2 Relationship between affective and cognitive dimensions of COI

According to Cuddy et al. (2007), admiration occurs when consumers perceive groups such warm and competent and in fact, the consumers will perceive the out-group's highly deserved and controllable success as their own which resulting in pride and admiration. The COO literature also recommended that positive affect toward a country result from more positive descriptions (e.g. trustworthy and friendly) of that country (Heslop et al., 2004). Consumer attraction or affinity is also one of key criteria in determining the behavior when buying a product. This behavior is a feeling of liking, sympathy and even attachment toward a specific foreign country that has become an in-group (Obreck et al., 2008). Thus, admiration and consumer affinity are key positive emotions that result when certain of one country perceive members of another nation as belonging to the same group as their members of their own country. Moreover, consumer experience contempt toward groups that they perceive as incompetent and lacking warmth. They do not consider such groups to have good intentions but they do not view these groups as a threat because of their lack competence (Cuddy et al., 2007). Another real case here is such as USA includes Arabs, Turks, feminists and welfare recipients (Cuddy et al., 2007). Therefore, the next of hypotheses has been formulated as:

H3: Perceived competence of citizens of another country is positively related with admiration felt toward that country

H4: Perceived competence of citizens of another country is negatively related with contempt felt toward that country

H5: Perceived warmth of citizens of another country is positively related with admiration felt toward that country

H6: Perceived warmth of citizens of another country is negatively related with contempt felt toward that country

2.6.3 Relationship between COI and willingness to buy

Previous research in the marketing literature support the decision that country affect relates to willingness to buy but however researchers have typically focussed more on negative affect toward countries than positive affect. Past study suggests that consumers are less willing to buy products originating from a country that is a target of animosity (e.g Ettenson and Klein, 2005; Klein et al., 1998; Klein, 2002; Nijssen and Douglas, 2004). Such example like Chinese consumers were less willing to buy Japanese products due to Japan's perceived economic dominance and wartime violence that Japan inflicted upon China (Klein et al., 1998). Moreover, France's nuclear bomb tests in the South Pacific made Australians more likely to boycott French products (Ettenson and Klein, 2005). In addition, Dutch consumers' animosity toward Germans due to economic and war animosity also resulted in a reluctance to purchase German products (Nijssen and Douglas, 2004). According to Brijs, (2006); Heslop et al. (2004, 2008) mentioned that positive affect toward other countries has also found that affect positively relates to the willingness to buy products from countries to which consumers direct the positive affect and it has been justified by Brijs, (2006) which said that

Belgian students were more likely to expressed a willingness to buy products from Spain and Denmark when they expressed a positive attitude toward these countries and same goes to Australian consumers' positive affect (referred to as a country-people evaluation) toward the French had a positive effect on the willingness to buy French products (Heslop et al., 2008). Thus we propose the following hypotheses:

H7: Contempt felt toward a country is negatively associated with the willingness to buy from that country

H8: Admiration felt toward a country is positively associated with the willingness to buy products from that country

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter discusses on various procedures that have been used in this research to collect, measure and analyze the data. It covers on research design, sample, data, collection method, survey instrument and techniques of data analysis.

3.2 Research Design

Purpose of this study is hypotheses testing (analytical and predictive). Studies that engage in hypotheses testing usually explain the nature of certain relationships or establish the difference among groups of the independence of two or more factor in a situation (Sekaran, 2004). Hypotheses testing are conducted in using quantitative approaches which are tested by applying statistical criteria to measures.

3.3 Sample

A convenience sample of 270 students from University Utara Malaysia was chosen among the total population. Sample is only for local undergraduate and postgraduate students; as studies aimed for perceptions of Malaysian toward American products. There is no specific clustering in choosing schools as respondents were approached in multiple classes regardless of courses schools they belong to. The use of students as subjects in consumer research are supported by Sherman et al. (1999) by confirming its acceptance; stating that 86 per cent of the articles published in the Personality and Social Psychology Bulletin used students as their human. Besides, university student are easily accessible sample and are exposed to modern lifestyles as a part of young consumers group in the market.

3.4 Data Collection Method

3.4.1 Pre-tests

A pilot test was done toward students from University Utara Malaysia to find out if respondents understand questions in the survey. Respondents were asked to answer six scales from the questionnaires which are competence, admiration, warmth, contempt, PCI (Product Country Image) and Willingness to buy. Thus, small groups of 20 students were chosen which are similar to intended participants, to ensure data could be collected in the same manner. 20 set of questionnaires were distributed; then completed and returned by respondents. Out of 20 set of questionnaires, only one does not response well while the rest are acceptable. A certain period of time was given to each respondent as their time needed to complete the questionnaire and approximately 5 minutes is necessary for them to finish all questions.

3.4.2 Survey

Several modifications were made before the questionnaire was finalized. Apart from 20 sets of pre-test questionnaires, 270 sets of questionnaires were distributed during lecturing hours in classes; under lecturer's supervision and permissions. Respondents were given a copy each to complete the self-administered questionnaire, together with assurances regarding the confidentiality of the data. There is no interviewer asking or guiding the respondents throughout the questions. Respondents themselves read and answer the questionnaire. Respondents are aware that their participation was voluntary basis and they have a choice to withdraw from the survey. All questionnaires were collected at the end of lecturing hours. Out of the 270

questionnaires that were distributed, 30 questionnaires were regarded as incomplete due to respondents did not completely answer the questionnaires while 4 questionnaires missing. Thus, leaving out a final sample of 236 usable responses remained to be analyzed.

3.5 Survey Instrument

Questionnaire was used to gather data needed in the effort of measuring variables in this study. Well-developed measures were chosen for each of the variables in this study; including questions used from previous studies by (Maher and Carter, 2011). The intermediary language chosen were English language. Each item for all five variables in this study was rated on a 5-point Likert type scales ranging from strongly disagree to strongly agree. Questionnaires were divided into two parts. The first part was to retrieved profile information of the respondents; consists of four questions such as gender, age, level of education and funding. The second part of the questionnaire measures items for individual characteristics that are affective-cognitive responses that are competence, warmth, admiration and contempt while PCI and willingness to buy. All items that measure the independent and dependent variables are adopted from various studies as listed in the table 3.1 below:

Table 3.1

Origin of construct

Variables	Authors
Cognitive country attitude and Affective country attitude	Cuddy et al., (2007) Glick et al., (2006) Bagozzi et al.,(1999)
Product Country Image (PCI)	Leong et al., (2008)
Willingness to buy	Leong et al., (2008)

3.6 Techniques of Data Analysis

In this study, the data were coded and analyzed using the structural equation modelling (SEM) and also using SmartPLS software, version 2. This modeling was used to answer all the hypotheses in this study. Besides that, this study also used the Statistical Package for Social Science (SPSS) software, version 19.0. The statistical analysis adopted is; descriptive statistics and correlation.

CHAPTER FOURTH

DATA ANALYSIS

4.1 Introduction

This chapter discusses results and findings of the study. It basically covers on the descriptive analysis, reliability of study, as well as the results of hypothesis testing using structural equation modeling (SEM).

4.2 Survey Response Rate

A total of 270 questionnaires were distributed and 260 were collected from respondents. Among them, 30 questionnaires had been discarded due to improperly response that contributes to missing data. According to Hair et al. (1995), missing data can affect the generalizability of the results in research. Furthermore, when data have many missing values because of people refusing to answer questions, it may be difficult, it is not impossible, to draw correct conclusions (Norusis, 2004). Therefore, only completed response will be regarded as complete data and in this research, 230 questionnaires available for data analysis.

4.3 Descriptive Statistics

Descriptive statistics are used to explore data collected in this part and enable to summarize and describe values for the variables. Descriptive statistic describe the phenomena of interest by knowing how frequently certain phenomena occur, and the mean or average score of a set of data collected, as well as the extent of variability in the set; and this is done through ordering and manipulation of the raw data collected (Sekaran, 2004). Descriptive statistics are presented by frequencies, measures of

central tendency, and dispersion. In this section, descriptive statistics are divided into two sub groups to explain the analysis done, as per below.

4.3.1 Frequencies

Frequency distribution display frequency of occurrence for individual values or for a variable. Frequency analysis is used to analyze profile information or demographic data of respondents which include gender, age, program or level of education and funding as per table below.

Table 4.1

Frequencies of Respondents Profile Information

Characteristics	Number (n=230)	Percentage (%)
<i>Gender:</i>		
Male	85	37.0
Female	145	63.0
<i>Age:</i>		
<25 years	209	90.9
26-35 years	18	7.8
36-45 years	2	0.9
>45 years	1	0.4
<i>Program:</i>		
Degree	202	87.8
Master Degree	24	10.4
PHD	4	1.7
<i>Funding:</i>		
Scholarship	33	14.3
Loan	164	71.3
Family	27	11.7
Salary	5	2.2
Others	1	0.4

4.3.1.1 Gender

From the total number of 230 respondents, majority of respondents were female; 145 or 63 per cent while another 85 or 37 per cent are male respondents.

4.3.1.2 Age

Majority of the respondents were less than 25 years old which constitutes 209 or 90.0 per cent of the total participants. 7.8 per cent of the respondents or 17 of them are from 26 to 35 years old, while 0.9 per cent or only 2 of respondents are of the age of 36 to 45 years old. Only 1 respondent that aged older than 45 years old with accounted only 0.4 per cent from the total respondents.

4.3.1.3 Program

About 87.8per cent or 202 respondents are in degree program and 10.4 per cent or 24 respondents are pursuing master program. Only 4 respondents or 1.7 per cent are taking PHD program.

4.3.1.4 Funding

Data collected showed that majority of respondents fund themselves based on study loan, which constitutes 71.3 per cent or 164 from total respondents. Other than that, 33 of total respondents are attached to scholarship, which mount up to 14 per cent. While the rest are based on family support (n=27, %=11.4), salary wise (n=5, %=2.1) and others (n=1, %=0.4).

4.3.2 Measures of Central Tendency and Variability

Table 4.2

Descriptive Statistics for Respondents Profile Information

		Statistics			
		Gender	Program	Age	Funding
N	Valid	230	230	230	230
	Missing	0	0	0	0
Mean		1.6304	1.1391	1.1087	2.0304
Median		2.0000	1.0000	1.0000	2.0000
Mode		2.00	1.00	1.00	2.00
Std. Deviation		.48374	.39399	.37546	.62267
Range		1.00	2.00	3.00	4.00

Table 4.2 shows descriptive statistics of respondent profile information. Mean gender is (1.6304) while the score for median is 2.00 which shows it is in the middle of male and female. As for age, average is less than 25 years old were almost the same with median and follows by range as well. Respondent's average program is degree, also almost the same with median and mode. Average respondents fund themselves from loan, follows by almost the same result in median and mode. In this case, all scores (mean, median and mode) are all fairly close in value, for each variables, indicating that data value are distributed in the same way above and below middle of sample, or to be concise; distribution is fairly symmetrical. Also, in this case, mean can be used to measure central tendency that offers a general picture of data based on the closeness of value with each other. Variability of values does not included in this case as the value for respondents profile information does not

shows meaningful range and standard deviation that usually used to compute dispersion.

Table 4.3

Descriptive Statistics for Variables

		Statistics					
		Competence	Warmth	Admiration	Contempt	PCI	WTB
N	Valid	230	230	230	230	230	230
	Missing	0	0	0	0	0	0
Mean		3.2080	2.9783	3.5096	3.5626	3.5809	3.3565
Median		3.1667	3.0000	3.6000	3.6000	3.6000	3.5000
Mode		3.00	3.17	3.40	3.80	3.40	3.75
Std. Deviation		.63008	.61599	.57502	.56398	.55883	.66867
Range		3.83	3.33	3.40	3.40	3.00	3.50
Minimum		1.17	1.33	1.60	1.60	2.00	1.50
Maximum		5.00	4.67	5.00	5.00	5.00	5.00

Table 4.3 shows descriptive statistics for all variables; independent and dependent. Mean for competence is 3.2080 and 3.1667 for median. The mode is which represents neutral. As for warmth, it shows fewer than 2.9783 which is almost to 3 and it tally with (3.0) and mode (3.17). Average value for admiration is 3.5096, and 3.6 for median and 3.40 for mode. While contempt value average is 3.5626 and 3.6 for median and mode which is 3.80. Product country image scores are 3.5809 for mean, follows by almost the same result in median 3.6 and 3.4 for mode. In this case, all values (mean, median and mode) are all fairly close in value for each variables, indicating that values are distributed the same way above and below middle of sample and distribution is fairly symmetrical.

Data values in a sample collected are not all the same and represents variation among values which resulted in dispersion of data. Standard deviation is perhaps the most valuable index of dispersion (Hair et al., 2007). Large dispersion resulted in widely scattered values while smaller dispersion is represented by tightly clustered values. Also, the higher standard deviation is, the more disperse and variability a value represent. Based on the table 4.3 below provides standard deviation scores of variables. Product Country Image (PCI) has the highest standard deviation of 0.55883 thus, represent highest spread of observations. Response from samples collected shows there are variability of feelings when it comes to PCI towards American products compared to locals. While willingness to buy shows the lowest standard deviation of 0.66867; which indicate values are tightly clustered or less disperses. Other variables resulted in; contempt value of 0.56398 which indicate less spread of observations, competence of .63008 which represents middle size of dispersion, and admiration .57502 which imply values are quite widely scattered compared to others.

4.4 Reliability of the Study

Reliability of a measure is established by testing for both consistency and stability. Indicator reliability refers to the reliability of each of variable. It is established when an indicator loading has a value of 0.70 and above. Although Cronbach's alpha is often used in measuring the internal consistency reliability, Henseler et al. (2009) argued that that composite reliability is a better criterion to be used than Cronbach's alpha because composite reliability takes into account the different indicator loadings, which is consistent with PLS algorithm. The recommended cut-off value

for establishing internal consistency reliability is 0.60. Moreover, convergent validity which refers to the extent to a set of indicators represent the same underlying constructs (Henseler et al., 2009) and it is measured by assessing the average variance extracted (AVE) value. Henseler et al. (2009) suggested that the AVE value should be more than 0.50 to indicate that more than half of an indicator's variance is explained by the latent variable to which it is assigned to.

As presented in Table 4.4 below, the overall average variance extracted (AVE) exceed the cut-off point of 0.5 except for warmth and PCI which state only 0.4453 and 0.5108 while the convergent validity was established since the composite reliability for each construct exceeded the minimum cut-off value of 0.7. Hence, the instruments that have been used in for measuring various variables in this study were reliable and consistent to test the hypotheses.

Table 4.4

Reliability of the Study

Variables	AVE (average variance extracted)	Composite reliability (n=230)
Competence	0.8	0.8889
Warmth	0.4453	0.7622
Admiration	0.6987	0.8743
Contempt	0.8476	0.9175
Product Country Image	0.5108	0.8066
Willingness to buy	0.8811	0.9368

4.5 Correlation

Correlation coefficient measures the degree of “covariation” between two variables in a linear method. Pearson correlation coefficient varies over a range of +1 through 0 to -1. The value indicates the strength of the relationship. Table below shows the strength of the correlation result according to (Hair et al. 2007).

Table 4.5

Rules of Thumb on Correlation Coefficient Size

Coefficient Range	Strength of Association
0.91-1.00	Very Strong
0.71-0.90	High
0.41-0.70	Moderate
0.21-0.40	Small but definite relationship
0.00-0.20	Slight, almost negligible

Note: Assume correlation coefficient is statistically significant

*Source: Hair et al. (2007)

Table 4.6

Correlations

Correlations		Competence	Warmth	Admiration	Contempt	PCI	WTB
Competence	Pearson	1	.370**	.022	.219**	.272**	.241**
	Correlation						
	Sig. (1-tailed)		.000	.372	.000	.000	.000
	N	230	230	230	230	230	230
Warmth	Pearson	.370**	1	.339**	.444**	.256**	.331**
	Correlation						
	Sig. (1-tailed)	.000		.000	.000	.000	.000
	N	230	230	230	230	230	230

Admiration	Pearson	.022	.339**	1	.651**	.456**	.352**
	Correlation						
	Sig. (1-tailed)	.372	.000		.000	.000	.000
	N	230	230	230	230	230	230
Contempt	Pearson	.219**	.444**	.651**	1	.601**	.374**
	Correlation						
	Sig. (1-tailed)	.000	.000	.000		.000	.000
	N	230	230	230	230	230	230
PCI	Pearson	.272**	.256**	.456**	.601**	1	.509**
	Correlation						
	Sig. (1-tailed)	.000	.000	.000	.000		.000
	N	230	230	230	230	230	230
WTB	Pearson	.241**	.331**	.352**	.374**	.509**	1
	Correlation						
	Sig. (1-tailed)	.000	.000	.000	.000	.000	
	N	230	230	230	230	230	230

** . Correlation is significant at the 0.01 level (1-tailed).

According to Table 4.6 above, finding shows all the variables are correlated with each other except for admiration. An increase in one variable correlates with an increase in another or a decrease in one correlates with a decrease in the other. Based on result above, it creates a relationship between competence and warmth with the value of 0.370.

4.6 Partial Least Square

	Original sample	Sample Mean	Standard Deviation (STDEV)	Standard Error (STERR)	T - Statistics
PCI > Willingness to buy	0.6614	0.6545	0.1028	0.1028	6.4313
Admiration > Willingness to buy	0.1342	0.1195	0.1236	0.1236	1.0853
Competence > PCI	0.2367	0.2509	0.1135	0.1135	2.0854
Competence > Admiration	-0.0748	-0.0537	0.1141	0.1141	0.6556

Competence > Contempt	0.0791	0.099	0.0974	0.0974	0.8122
Competence > Willingness to buy	0.1448	0.1608	0.0857	0.0857	1.6885
Contempt > Willingness to buy	-0.022	-0.0036	0.1562	0.1562	0.141
Warmth > PCI	0.4525	0.453	0.1002	0.1002	4.5177
Warmth > Admiration	0.6725	0.6765	0.0691	0.0691	9.7329
Warmth > Contempt	0.5935	0.6002	0.0731	0.0731	8.1158
Warmth > Willingness to buy	0.3765	0.3744	0.0908	0.0908	4.1469

CHAPTER FIVE

DISCUSSIONS AND CONCLUSION

5.1 Introduction

This chapter attempted to discuss summary of findings and discussion on hypotheses based on the results of data analysis elaborated in previous chapter. In addition, more key points will be underline in this chapter such as; managerial implications, limitations of study and suggestions for future research.

5.2 Summary

This study was conducted to understand cognitive and affective country attitude which parallel with the perception of Malaysian consumer toward American product and the variable will be interrelated with each other; competence, warmth, admiration and contempt besides PCI which will influence to willingness to buy. In detail, a conceptual framework model based on the work of Maher and Carter (2011) was adopted to examine the relationship between cognitive and affective and also the perceptions toward on American product.

5.3 Discussion on hypotheses

Eight set of questionnaires were distributed and developed to test the relationship between independent variable and dependent variable. Following are the results and discussions on hypotheses based on findings retrieved.

5.3.1 Relationship between COI and PCI

The first hypotheses (H1) predict there is a relationship between COI and PCI

H1: Perceived competence of citizens of another country is positively associated with the PCI of that country

Data analysis reveals that the T - statistics is significant ($T = 2.0854$, $T > 1.96$) and therefore the hypotheses (H1) is significance. The T-statistics reveals that the perceived competence is most important factor that affects and associates with the PCI of that country. Positive T value and exceed the criteria of 1.96 shows that the competence factor will give directly impact to the PCI as if they perceive the product are made in a good quality or in a they assume the product that they get are made from skilful worker which lead to longer and durable product as example like Japanese goods are well known in perfect made. Thus, in this research, the more desire to be unique among the crowd, the more consumers will have positive attitude towards American products due to the perception that American products could fulfil their aspiration to be different. Thus the hypothesis was supported.

H2: Perceived warmth of citizens of another country is positively associated with the PCI of that country

Data analysis reveals that the T - statistics is significant ($T = 4.5177$, $T > 1.96$) and therefore the hypotheses (H2) is significance. The T-statistics reveals that the perceived warmth is important factor that affects and associates with the PCI of that country. Positive T value and exceed the criteria of 1.96 shows that the warmth factor will give direct impact to the PCI. Thus the hypothesis was supported.

5.3.2 Relationship between affective and cognitive dimension of COI

The third hypothesis (H3) of this study is to determine the relationship between perceived competence and admiration. The hypothesis is:

H3: Perceived competence of citizens of another country is positively associated with admiration felt toward that nation

Data analysis reveals that the T - statistics is not significant ($T = 0.6556$, $T < 1.96$) and therefore the hypotheses (H3) is not significance. The T-statistics reveals that the perceived competence is not correlated and not associates with the admiration felt toward that country. Positive T value but not exceed the criteria of 1.96 shows that the competence factor will not give direct impact to the admiration. Thus the hypothesis was not supported.

The fourth hypothesis (H4) of this study is to determine the relationship between perceived competences with contempt. The hypothesis is:

H4: Perceived competence of citizens of another country is negatively associated with contempt felt toward that nation

Data analysis reveals that the T - statistics is not significant ($T = 0.8122$, $T < 1.96$) and therefore the hypotheses (H4) is not significance. The T-statistics reveals that the perceived competence is not correlated and not associates with the contempt felt toward that country. Positive T value but not exceed the criteria of 1.96 shows that the competence factor will not give direct impact to the contempt. Thus the hypothesis was not supported.

The fifth hypothesis (H5) of this study is to determine the relationship between perceived warmth with admiration. The hypothesis is:

H5: Perceived warmth of citizens of another country is positively related with admiration felt toward that country

Data analysis reveals that the T - statistics is significant ($T = 9.7329$, $T > 1.96$) and therefore the hypotheses (H5) is significance. The T-statistics reveals that the perceived warmth is important factor that affects and associates with the admiration felt toward that country. Positive T value and exceed the criteria of 1.96 shows that the warmth factor will give direct impact to the admiration. Thus the hypothesis was supported.

The sixth hypothesis (H6) of this study is to determine the relationship between perceived warmth with contempt. The hypothesis is:

H6: Perceived warmth of citizens of another country is negatively related with contempt felt toward that country

Data analysis reveals that the T - statistics is significant ($T = 8.1158$, $T > 1.96$) and therefore the hypotheses (H6) is significance. The T-statistics reveals that the perceived warmth is important factor that affects and associates with the contempt felt toward that country. Positive T value and exceed the criteria of 1.96 shows that the warmth factor will give direct impact to the contempt. Thus the hypothesis was supported.

5.3.3 Relationship between COI and Willingness to buy

The seventh hypothesis (H7) of this study is to determine the relationship between contempt with willingness to buy. The hypothesis is:

H7: Contempt felt toward a country is negatively associated with the willingness to buy from that country

Data analysis reveals that the T - statistics is not significant ($T = 0.141$, $T < 1.96$) and therefore the hypotheses (H7) is not significance. The T-statistics reveals that the contempt is not correlated and not associates with the willingness to buy from that country. Positive T value but not exceed the criteria of 1.96 shows that the contempt factor will not give direct impact to the willingness to buy. Thus the hypothesis was not supported.

The eight hypothesis (H8) of this study is to determine the relationship between admiration with the willingness to buy. The hypothesis is:

H8: Admiration felt toward a country is positively associated with the willingness to buy products from that country

Data analysis reveals that the T - statistics is significant ($T = 1.0853$, $T > 1.96$) and therefore the hypotheses (H8) is not significance. The T-statistics reveals that the admiration is not correlated and not associates with the willingness to buy from that country. Positive T value but not exceed the criteria of 1.96 shows that the admiration factor will not give direct impact to the willingness to buy. Thus the hypothesis was not supported.

5.4 Summary of the hypotheses

To conclude, Table 5.1 shows the summary of hypotheses using PLS method:

Hypothesis	Structural paths	t-value	Result	Relationship
H1	<i>Perceived Competence & Product Country Image Of that country</i>	2.0854	Significant	Positive
H2	<i>Perceived Warmth & Product Country Image of that country</i>	4.5177	Significant	Positive
H3	<i>Perceived Competence & Admiration felt to that nation</i>	0.6556	Not Significant	Negative
H4	<i>Perceived Competence & Contempt felt to that nation</i>	0.8122	Not Significant	Negative
H5	<i>Perceived Warmth & Admiration felt to that nation</i>	9.7329	Significant	Positive
H6	<i>Perceived Warmth & Contempt felt to that nation</i>	8.1158	Significant	Positive

H7	<i>Contempt felt toward a country & Willingness to buy products from that country</i>	0.141	Not Significant	Negative
H8	<i>Admiration felt to that country & Willingness to buy products from that country</i>	1.0853	Not Significant	Negative

The relationship becomes insignificant when including paths from contempt and admiration to willingness to buy which indicating that country affect fully associates with the relationship between warmth and willingness to buy. These results also are consistent with the theory of the BIAS map (Cuddy et al., 2007). Results from this study demonstrate that the warmth dimension is more important than the competence dimension in forming affect and behavioural intention toward other groups (Cuddy et al., 2007).

5.5 Managerial Implication

This study provides suggestions on strategic implications for both local and international marketers and retailers that plan to enter Malaysia market. From this study, companies that originate from countries with high levels of both warmth and competence should emphasize COO because both the affective and cognitive component is the best medium of COI. Moreover, admiration is the dominant emotion leading consumers to desire products from the admired country. Competence also in a medium level in this country therefore the PCI is most likely

important. Considering this, local retailers must be able to capture consumer's attention through marketing and promotional campaigns. Though consumers long established perceptions are not easy to change, aggressive marketing strategies might improve consumer perception of their products especially in terms of quality appeal. Also, local retailers need to double up their effort in order to boost interest among consumers and change their purchasing decision from international to local choice of products. Furthermore, these findings are consistent with Fiske et al. (2002) which conclude that warmth is the trigger of emotions than competence. He asserted that when judging other groups, warmth is more importance than competence. When people judge other groups, they will want to see that the other groups are trustworthy, sincere and with good intentions before move on to judge on their competency.

Based on these findings, managers can observe the stereotypes of warmth withheld among the society that could lead to the favourable choice of products based on the country of origin. High perceptions of warmth could associate with the perceiveness of product country image and may lead to the perceptions of competency. Companies intent to capture consumers with high perceptions of warmth can utilise these emotions to attract them. For example, using an advertising campaign that portrayed the image of warmth as how the French government ran their advertising campaign to attract more consumers and therefore it will create high brand awareness to the market (Kotler & Garner, 2002).

For local marketers, to avoid being offset by advantages demonstrated by global marketers, aggressive marketing strategies should be well organized to improve consumer perceptions of local products. Possible alternatives could be employed in

the effort of improvement such as launching strategic alliances, licensing agreements, or joint venture in order to sell under global names associated with higher status and positive perceiveness. This study discovered that the more positive attitude consumers have for American products, the more they will prefer those over locals. Thus, marketers must continuously develop new products and establish prestigious brand value to compete with global brands.

Apart from this, managers should not assume that other countries in Asian region apart from Malaysia share similar characteristics and therefore, would respond similarly to international and local products. There are important differences across Asian countries and different categorizations might be needed in order to identify market segmentation, product differentiation, and positioning based on the clustering of cultures for instance for effective marketing communications with consumers.

5.6 Limitation and Future Research

There are some limitations of this study. First, the study focused only on UUM students. The use of student from one university as a sample may limit the generalizability of this study's findings (Archana Kumar et al., 2009). The use of respondent from other institution of higher learning is not possible due to time and cost constraint. Future research may utilize a sample that is more representative of the entire consumer population including other consumer groups.

Research can be conducted in different setting according to multicultural environment in Malaysia, adding cross-cultural studies as a part of antecedents that determine attitude toward American products. Attitudes and perceptions across races and cultures may varies and could provide more interesting findings. To provide a

broader view, and better prediction, future research could either focus more on the strongest variables in this study by investigating more in-depth on factor that trigger the strength of variable or, researchers could investigate other variables that impact formation of consumers attitudes toward American products. In addition, based on our Malaysia External Trade Statistics on January 2014, the total trade by major countries mostly dominance by China's product which accumulated of RM 16 billion and this number slowly to increase into time to time. Therefore, with lots of China product in the Malaysia market, it will preferably to incoming research to make in depth about these new trends and perhaps the perception of Malaysia consumer will shifted from American products to China product.

5.7 Conclusion

This study used cognitive and affective component model in examining the perception of Malaysia consumer toward American product which influences of PCI and Willingness to buy. This study demonstrates an impact of individual behavior in term of cognitive and affective (i.e. competence, warmth, admiration and contempt) toward the perceptions of American products which will influence to PCI and willingness to buy. The main objective was to answer questions whether all mentioned variables could be used to test the perception on American products in Malaysia consumers' views of point.

In this study also, it can concluded that the cognitive country attitude does influence to PCI and willingness to buy of certain product but the competence relate to the admiration felt toward a particular nation has negatively associated with the admiration and also it reveal that perception of Malaysia consumer toward American product give significantly important to the willingness to buy of American products

apart from PCI and affective country attitude of consumer behavior. This study provides better understanding on antecedents that affect consumers of Malaysia toward willingness to buy and furthermore, this study was conducted among a group of young generations that could be the next largest group of consumers in the market. Nevertheless, as much as the usefulness of information this study could provide, retailers should realize that these factors could change in the future due to the changes in the environment, and consumers' taste and preferences.

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APPENDICES

Appendix 1 Questionnaire



UNIVERSITI UTARA MALAYSIA

COLLEGE OF LAW, GOVERNMENT AND INTERNATIONAL STUDIES

“The affective and cognitive components of country image: Perceptions of American products in Malaysia”

Dear respondent,

This study is primarily concerned with perceptions of American products in Malaysia through affective and cognitive component of country image. Participation in this study is anonymous and simply for academic purpose. You are not required to record your name, and the information you provide will be totally confidential. Please select the appropriate answers.

Thank you for your contribution in this study.

Yours sincerely,

Muhammad Firdaus bin Shahidan

Master of Science in International Business

College of Law, Government and International Studies

University Utara Malaysia,

06010 Sintok,

Kedah.

PART A: Profile Information

Direction: Please tick (/) at the appropriate answer in the box given.

A. Gender: 1. ___ Male 2. ___ Female

B. Age: 1. ___ <25 2. ___ 26-35 3. ___ 36-45 4. ___ >45

C. Program: 1. ___ Degree 2. ___ Master 3. ___ PHD

D. Funding: 1. ___ Scholarship 2. ___ Loan 3. ___ Family 4. ___ Salary

5. Others _____

PART B: Cognitive country attitude

Direction: Please circle only one answer that indicates which trait were characteristics of Americans.

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

Competence						
1	Competent	1	2	3	4	5
2	Efficient	1	2	3	4	5
3	Intelligent	1	2	3	4	5
4	Capable	1	2	3	4	5
5	Confident	1	2	3	4	5
6	Skillful	1	2	3	4	5
Warmth						
1	Warm	1	2	3	4	5
2	Friendly	1	2	3	4	5
3	Well-intentioned	1	2	3	4	5
4	Good-natured	1	2	3	4	5
5	Trustworthy	1	2	3	4	5
6	Sincere	1	2	3	4	5

PART C: Affective country attitude

Direction: Please circle only one answer that indicate the specific emotions you felt toward Americans.

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

Admiration						
1	Admiration	1	2	3	4	5
2	Pride (in them)	1	2	3	4	5
3	Respect	1	2	3	4	5
4	Fondness	1	2	3	4	5
5	Inspired (by them)	1	2	3	4	5
Contempt						
1	Resentment	1	2	3	4	5
2	Disgust	1	2	3	4	5
3	Contempt	1	2	3	4	5
4	Anger	1	2	3	4	5
5	Hate	1	2	3	4	5

PART D: Product country image and willingness to buy

Direction: Please circle only one answer.

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

Product country image						
1	Products made in America are carefully produced and have fine workmanship.	1	2	3	4	5
2	Products made in America show a very high degree of technological advancement.	1	2	3	4	5
3	Products made in America usually show a very clever use of color and design.	1	2	3	4	5
4	Products made in America are usually quite reliable and seem to last the desired length of time.	1	2	3	4	5
5	Products made in America are usually good value for the money.	1	2	3	4	5
Willingness to buy						
1	I would feel guilty if I bought a(n) American product.	1	2	3	4	5
2	From now on, I am less willing to buy American products.	1	2	3	4	5
3	Whenever possible, I avoid buying American products.	1	2	3	4	5
4	I do not like the idea of owning American products.	1	2	3	4	5

-THANK YOU FOR YOUR COOPERATION-

Appendix 2 Descriptive Statistics

Frequencies

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	85	37.0	37.0	37.0
	Female	145	63.0	63.0	100.0
	Total	230	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<25	209	90.9	90.9	90.9
	26-35	18	7.8	7.8	98.7
	36-45	2	.9	.9	99.6
	>45	1	.4	.4	100.0
	Total	230	100.0	100.0	

Program

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Degree	202	87.8	87.8	87.8
	Master	24	10.4	10.4	98.3
	Phd	4	1.7	1.7	100.0
	Total	230	100.0	100.0	

Funding

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Scholarship	33	14.3	14.3	14.3
	Loan	164	71.3	71.3	85.7
	Family	27	11.7	11.7	97.4
	Salary	5	2.2	2.2	99.6
	Others	1	.4	.4	100.0
	Total	230	100.0	100.0	

Measures of central tendency and variability

Statistics

		Gender	Age	Program	Funding
N	Valid	230	230	230	230
	Missing	0	0	0	0
Mean		1.6304	1.1087	1.1391	2.0304
Median		2.0000	1.0000	1.0000	2.0000
Mode		2.00	1.00	1.00	2.00
Std. Deviation		.48374	.37546	.39399	.62267
Range		1.00	3.00	2.00	4.00
Minimum		1.00	1.00	1.00	1.00

Statistics

		Competence	Warmth	Admiration	Contempt	PCI	WTB
N	Valid	230	230	230	230	230	230
	Missing	0	0	0	0	0	0
Mean		3.2080	2.9783	3.5096	3.5626	3.5809	3.3565
Median		3.1667	3.0000	3.6000	3.6000	3.6000	3.5000
Mode		3.00	3.17	3.40	3.80	3.40	3.75
Std. Deviation		.63008	.61599	.57502	.56398	.55883	.66867
Range		3.83	3.33	3.40	3.40	3.00	3.50

Appendix 3 Reliability

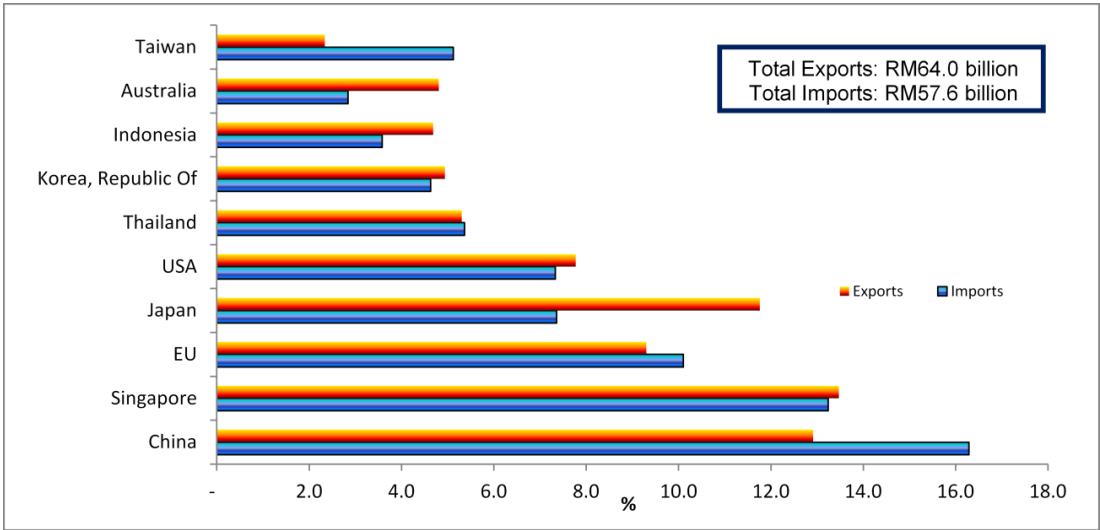
	AVE	Composite Reliability	R-Square	Cronbachs Alpha	Communality	Redundancy (Q-Square)
Admiration	0.8	0.8889	0.4119	0.7502	0.8	-0.0322
Competence	0.4453	0.7622	0	0.5841	0.4453	0
Contempt	0.6987	0.8743	0.4013	0.7857	0.6987	0.0338
PCI	0.8476	0.9175	0.3585	0.8206	0.8476	0.1304
Warmth	0.5108	0.8066	0	0.7156	0.5108	0
Willingness to buy	0.8811	0.9368	0.521	0.8651	0.8811	0.0913

Appendix 4 Correlations

		Correlations					
		Competence	Warmth	Admiration	Contempt	PCI	WTB
Competence	Pearson	1	.370**	.022	.219**	.272**	.241**
	Correlation						
	Sig. (2-tailed)		.000	.745	.001	.000	.000
	N	230	230	230	230	230	230
Warmth	Pearson	.370**	1	.339**	.444**	.256**	.331**
	Correlation						
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	230	230	230	230	230	230
Admiration	Pearson	.022	.339**	1	.651**	.456**	.352**
	Correlation						
	Sig. (2-tailed)	.745	.000		.000	.000	.000
	N	230	230	230	230	230	230
Contempt	Pearson	.219**	.444**	.651**	1	.601**	.374**
	Correlation						
	Sig. (2-tailed)	.001	.000	.000		.000	.000
	N	230	230	230	230	230	230
PCI	Pearson	.272**	.256**	.456**	.601**	1	.509**
	Correlation						
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	230	230	230	230	230	230
WTB	Pearson	.241**	.331**	.352**	.374**	.509**	1
	Correlation						
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	230	230	230	230	230	230

** . Correlation is significant at the 0.01 level (2-tailed).

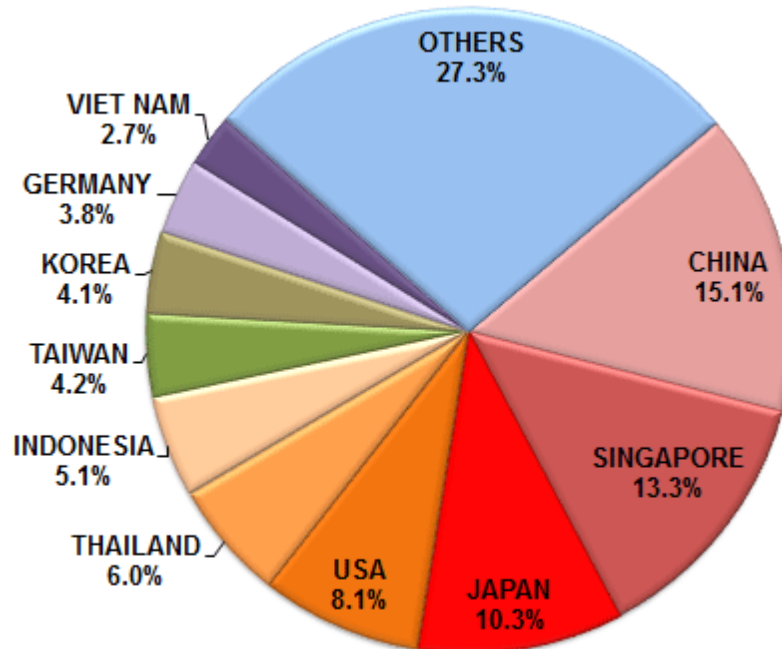
Appendix 5 Malaysia Export and Import by Major Countries, Jan 2014



*Source from Department of Statistics Malaysia

Appendix 6 Malaysia Import Sources by Major Countries, Jan 2012

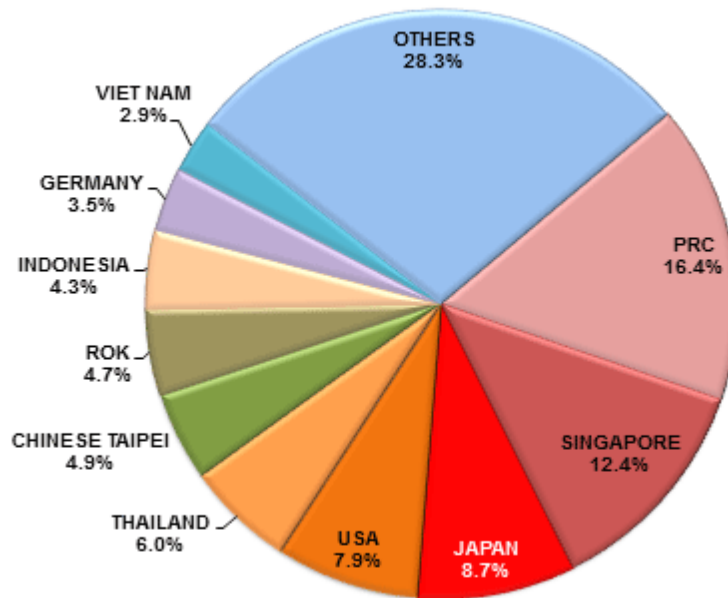
Import Sources, January - December 2012
(RM607.4 billion)



*Source from Miti.gov.my

Appendix 7 Malaysia Import Sources by Major Countries, Jan 2013

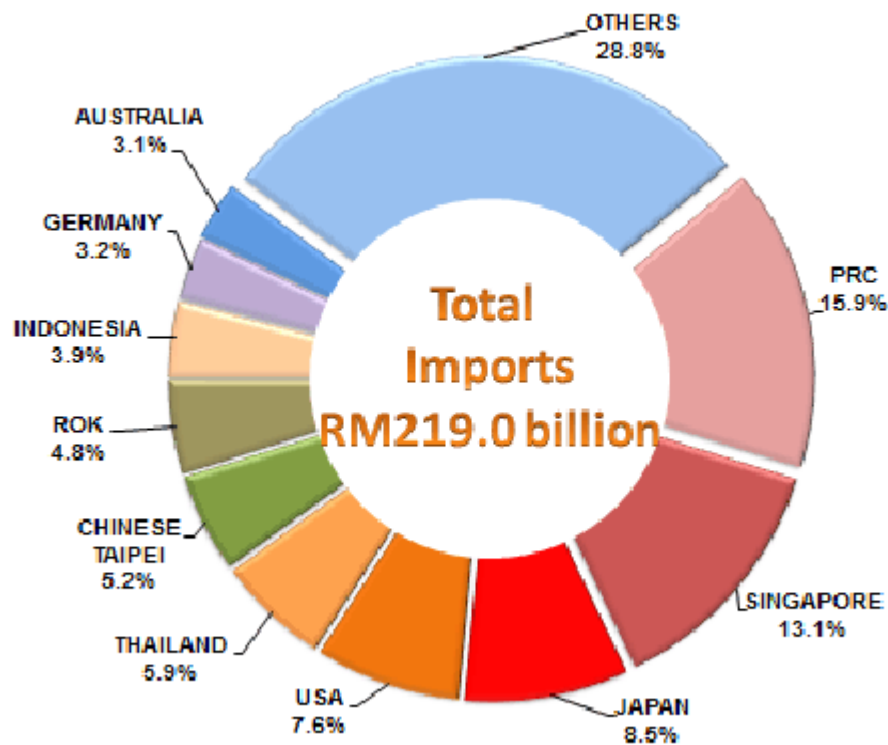
Import Sources, January - December 2013
(RM649.2 billion)



*Source from Miti.gov.my

Appendix 8 Malaysia Import Sources by Major Countries, Jan 2014

Import Sources, January - April 2014
RM219.0 billion



*Source from Miti.gov.my