

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

BY

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Business**

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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

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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

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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

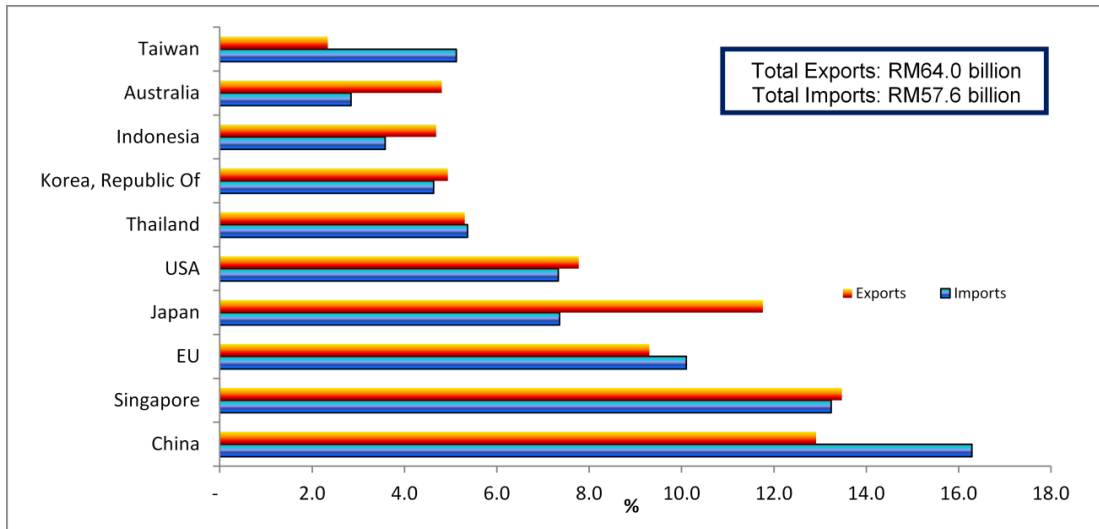
	AVE	Composite Reliability	R-Square	Cronbachs Alpha	Communality	Redundancy (Q-Square)
Admiration	0.8	0.8889	0.4119	0.7502	0.8	-0.0322
Competence	0.4453	0.7622	0	0.5841	0.4453	0
Contempt	0.6987	0.8743	0.4013	0.7857	0.6987	0.0338
PCI	0.8476	0.9175	0.3585	0.8206	0.8476	0.1304
Warmth	0.5108	0.8066	0	0.7156	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 Correlation	1	.370**	.022	.219**	.272**	.241**
	Sig. (2-tailed)		.000	.745	.001	.000	.000
	N	230	230	230	230	230	230
Warmth	Pearson Correlation	.370**	1	.339**	.444**	.256**	.331**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	230	230	230	230	230	230
Admiration	Pearson Correlation	.022	.339**	1	.651**	.456**	.352**
	Sig. (2-tailed)	.745	.000		.000	.000	.000
	N	230	230	230	230	230	230
Contempt	Pearson Correlation	.219**	.444**	.651**	1	.601**	.374**
	Sig. (2-tailed)	.001	.000	.000		.000	.000
	N	230	230	230	230	230	230
PCI	Pearson Correlation	.272**	.256**	.456**	.601**	1	.509**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	230	230	230	230	230	230
WTB	Pearson Correlation	.241**	.331**	.352**	.374**	.509**	1
	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).

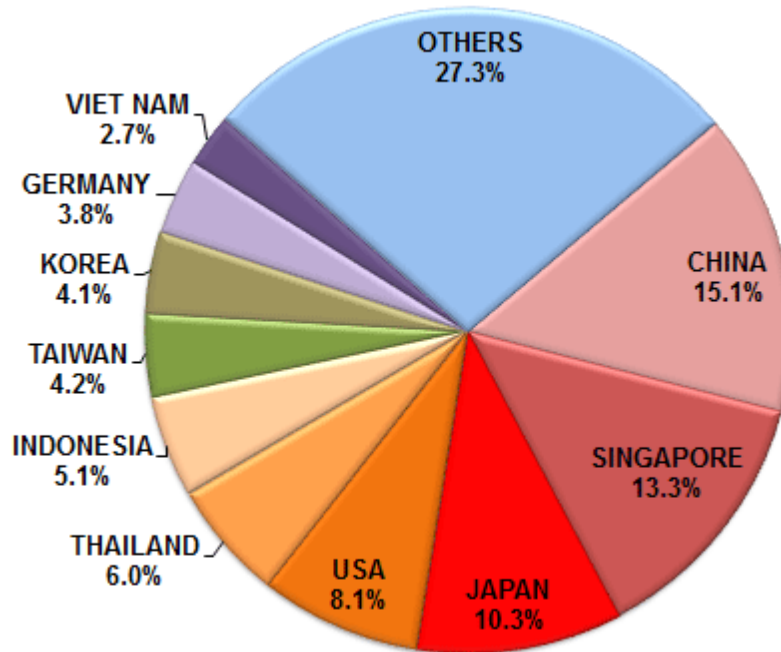
Appendix 5 Malaysia Export and Import by Major Countries, Jan 2014



*Source from Department of Statistics Malaysia

Appendix 6 Malaysia Import Sources by Major Countries, Jan 2012

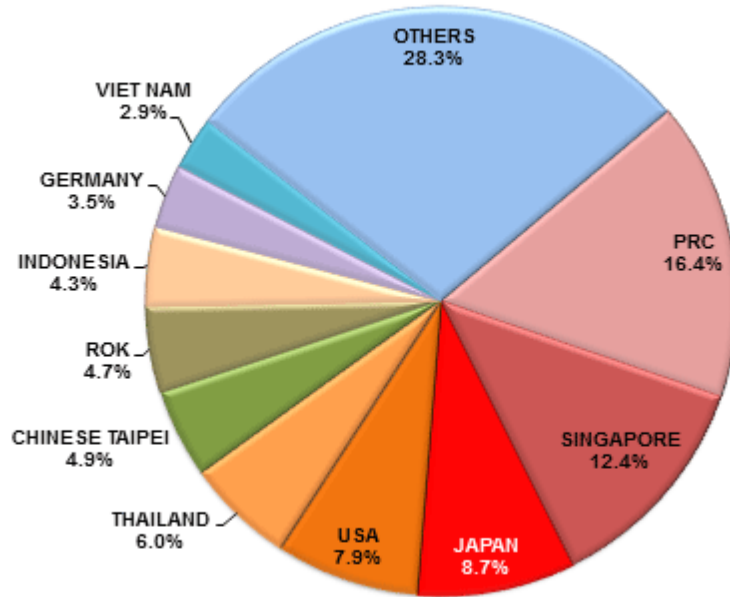
Import Sources, January - December 2012
(RM607.4 billion)



*Source from Miti.gov.my

Appendix 7 Malaysia Import Sources by Major Countries, Jan 2013

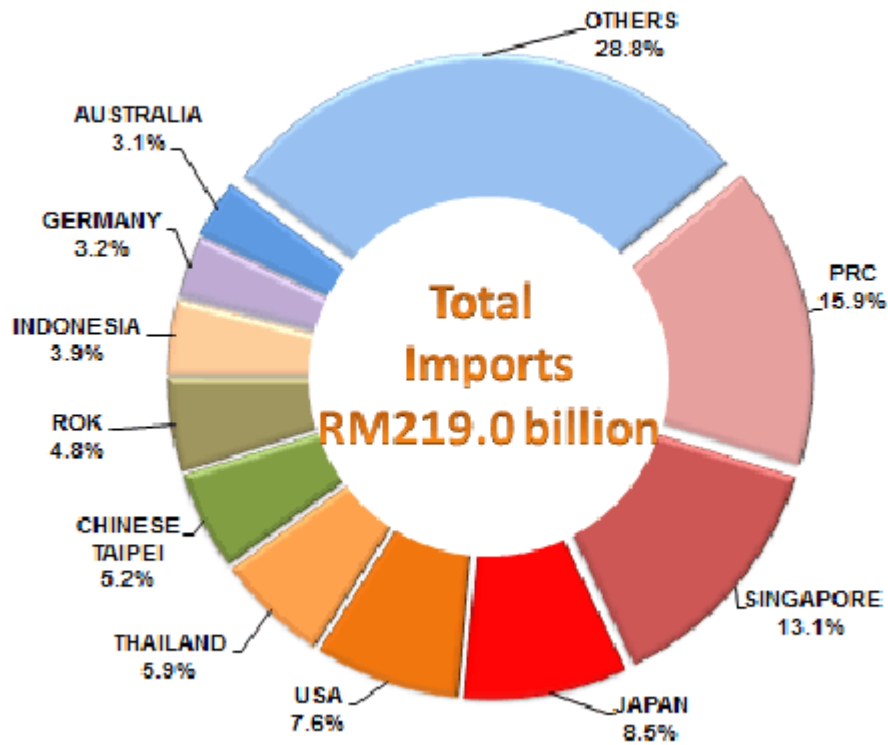
Import Sources, January - December 2013
(RM649.2 billion)



*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