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**THE EFFECTS OF CONSUMER RACISM, ETHNIC-BASED CONSUMER
ETHNOCENTRISM AND ETHNIC-BASED CONSUMER ANIMOSITY ON
MALAYSIAN MALAYS' PRODUCT JUDGMENT AND WILLINGNESS
TO BUY MALAYSIAN CHINESE PRODUCTS**



**DOCTOR OF PHILOSOPHY
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**A Thesis submitted to the Ghazali Shafie Graduate School of Government in
fulfillment of the requirement for Doctor of Philosophy
Universiti Utara Malaysia**

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ABSTRACT

This thesis investigated the effects of consumer racism, ethnic-based consumer ethnocentrism and ethnic-based consumer animosity of ethnic Malaysian Malay consumers' product judgment and willingness to buy Malaysian ethnic Chinese products. This thesis used a collection of familiar consumer products and brands to elicit generalized consumer response. Respondents were obtained through two approaches; social media platform and the traditional pencil-and-paper approach. The combined total usable respondents were 425. The hypothesized relationships between the constructs were analyzed through the partial least squares structural equation modeling approach (PLS-SEM). The results showed the constructs were distinct. There were three unsupported hypotheses with significant t-values, suggesting rather interesting findings. Consumer racism was found to have positive relationship on product judgment but not relationship with willingness to buy. The results also suggested that ethnic-based consumer ethnocentrism have negative impact on product judgment and but have positive relationship with willingness to buy, while ethnic-based consumer animosity have positive relationship with willingness to buy only. Future studies can use specific brands or products or product categories associated with a particular ethnic group. This thesis utilized a modified consumer racism scale suited to the Malaysian marketplace as according to the country's historical aspects and operationalized both consumer ethnocentrism and animosity at subnational level or ethnic-based. The modified scale can be adjusted and be utilized in countries with similar historical background and/or multiethnic societies for future research.

Keywords: Consumer Racism, Consumer Ethnocentrism, Consumer Animosity, Consumer Behavior, Malaysia

ABSTRAK

Tesis ini bertujuan untuk menyelidik kesan perkauman pengguna, etnosentrisme pengguna pada tahap etnik dan permusuhan pengguna pada tahap etnik bagi pengguna etnik Melayu Malaysia terhadap pertimbangan produk dan kesediaan untuk membeli produk etnik Cina Malaysia. Tesis ini menggunakan produk-produk biasa untuk mendapatkan maklum balas pengguna secara umum. Responden-responden diperolehi melalui dua pendekatan melalui; platform media sosial dan pendekatan yang lebih tradisional iaitu penggunaan pensil-dan-kertas. Jumlah responden adalah sebanyak 425 orang. Hubungan hipotesis antara konstruk dianalisis menggunakan pendekatan 'Partial-Least Squares – Structural Equation Modelling' (PLS-SEM). Keputusan yang diperolehi menunjukkan konstruk-konstruk adalah berbeza dan berasingan diantara satu sama lain. Terdapat tiga hipotesis yang ditolak tetapi mempunyai nilai 't-values' yang tinggi dimana ini menunjukkan satu penemuan yang menarik. Perkauman pengguna didapati mempunyai hubungan positif kepada pertimbangan produk tetapi tiada hubungan dengan kesediaan untuk membeli. Keputusan juga menunjukkan bahawa etnosentrisme pengguna pada tahap etnik memberi kesan negatif kepada pertimbangan produk dan pada masa yang sama mempunyai hubungan positif dengan kesediaan untuk membeli. Manakala permusuhan pengguna tahap etnik mempunyai hubungan positif dengan kesediaan untuk membeli sahaja. Kajian masa depan boleh menggunakan jenama atau produk tertentu. Selain itu, kategori produk yang berkaitan dengan kumpulan etnik tertentu juga boleh dikaji. Tesis ini menggunakan skala perkauman pengguna yang diubah suai untuk menyesuaikan dan mengambil kira aspek-aspek pasaran dan sejarah Malaysia. Selain itu, kedua-dua skala etnosentrisme pengguna dan permusuhan telah diubah suai untuk penyesuaian di peringkat etnik atau sub-nasional. Skala digunapakai boleh diubahsuai lagi untuk diaplikasikan di negara-negara yang mempunyai latar belakang sejarah yang sama dan / atau masyarakat yang berbilang kaum untuk kajian yang akan datang.

Kata Kunci: Perkauman Pengguna, Etnosentrisme Pengguna, Permusuhan Pengguna, Kelakuan Pengguna, Malaysia

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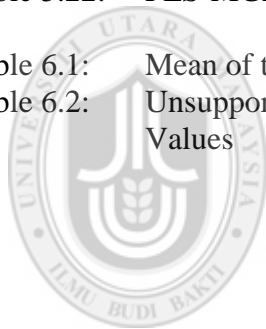
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LIST OF ABBREVIATION

ASEAN	Association of South East Asian Nations
AVE	Average Variance Extracted
BBCD	Boikot Barangan Cina DAP
BCE	Before the Common/Current Era
BN	Barisan Nasional
CA	Consumer Animosity
CBSEM	Covariance-based SEM
CET	Consumer Ethnocentrism
CETSCALE	Consumer Ethnocentrism Scale
COO	Country-Of-Origins
CR	Composite Reliability
CR	Consumer Racism
DAP	Democratic Action Party
MAGERAN	National Operations Council
MCA	Malaysian Chinese Association
MIC	Malaysian Indian Congress
NEP	New Economic Policy
OLS	Ordinary Least Squares
PAS	Pan-Malaysian Islamic Party
PJ	Product Judgment
PKM	Communist Party of Malaya
PKR	People's Justice Party
PLS MGA	Partial Least Squares Multi Group
PLS SEM	Partial Least Squares – Structural Equation Modelling
PMR	Penilaian Menengah Rendah
PR	Pakatan Rakyat
UMNO	United Malays National Organisation
USA	United States of America
VBSEM	Variance-based SEM

VIF	Variance Inflation Factor
WPKL	Wilayah Persekutuan Kuala Lumpur
WTB	Willingness to Buy



CHAPTER ONE

INTRODUCTION

This chapter introduces the three concepts which are the focus of this thesis; consumer racism, ethnic-based consumer ethnocentrism and ethnic-based consumer animosity, and their importance in consumer behavior and international business generally. These concepts are then related to the problem statement, research justification and research significance. The potential impact of this study to both the academic and real world/market is discussed at the end of the chapter.

1.1 General Background

In this era of globalization, the vast technological improvements and advancement have benefited both the consumers and businesses alike (Brynjolfsson & Hitt, 2000; Lituchy & Rail, 2000; Maher, Clark, & Maher, 2010). For businesses, these improvements have led to the establishment of new markets, contributing to larger territories as well as providing better access to resources, which perhaps can be translated to better profits (Petersen, Welch, & Liesch, 2002; Sakarya, Eckman, & Hyllegard, 2007; Kim, Min, & Chaiky, 2015). However, crossing borders can also entail increase of competition among businesses. Hence, businesses not only need to sustain and defend themselves, but also to expand and grow their present territories and market shares (Sakarya et al., 2007; Kim et al., 2015). With the increase of new

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