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**CONSUMER PURCHASE BEHAVIOR TOWARD UNITED STATES
PRODUCTS IN MALAYSIA**

HARMIMI BINTI HARUN @ BAHARI

UNIVERSITI UTARA MALAYSIA

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**CONSUMER PURCHASE BEHAVIOR TOWARD UNITED STATES
PRODUCTS IN MALAYSIA**

**Submitted in Fulfillment of the Requirement for the
Degree of Master of Business Administration
(General Management)**

**By
HARMIMI BINTI HARUN @ BAHARI
2010**

**COLLEGE OF BUSINESS (COB)
UNIVERSITI UTARA MALAYSIA
SINTOK, KEDAH**



KOLEJ PERNIAGAAN
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ABSTRAK

Kajian ini menggunakan Model Animositi Perilaku Pembelian untuk melihat perilaku pembelian pengguna-pengguna di Malaysia terhadap produk AS dalam konteks boikot. Kajian ini mempunyai dua (2) objektif utama. Pertama, untuk menentukan sama ada tanggapan pengguna ke atas faktor-faktor perilaku pembelian (etnosentrisme, animositi dan penghakiman produk) adalah cukup untuk menerangkan respons mereka terhadap keinginan untuk membeli produk AS. Kedua, untuk menguji hubungan antara etnosentrisme, animositi dan penghakiman produk dengan keinginan untuk membeli produk AS. Sejumlah 370 soalan kajian selidik diedarkan kepada pelajar-pelajar dari Kolej Perniagaan, Universiti Utara Malaysia. Namun, hanya sebanyak 286 soalan kajian soal selidik yang kembalikan dan boleh digunakan untuk analisis kajian. Analisis regresi berganda dilakukan untuk menguji semua hipotesis kajian. Hasil kajian menunjukkan bahawa perilaku pembelian pengguna merupakan prediktor yang signifikan kepada keinginan untuk membeli produk AS. Kajian juga menunjukkan bahawa ketiga-tiga (3) komponen model perilaku pembelian (etnosentrisme, animositi dan penghakiman produk) mempunyai hubungan yang signifikan dengan keinginan untuk membeli produk AS. Perbincangan tentang dapatan kajian dan saranan untuk kajian akan datang turut diberikan.

ABSTRACT

This study applied the animosity model of purchase behavior to study the Malaysian consumers purchase behavior toward US products in the boycott context. The main objective of this study was twofold. First, it was to determine whether the consumer responses on consumer purchase behaviours factors (ethnocentrism, animosity and product judgement) will be sufficient to explain their responses on willingness to buy US products. Second, the study was to examine the relationship between ethnocentrism, animosity and product judgement with the willingness to buy US products. A total of 370 questionnaires were distributed to the students from College of Business, Universiti Utara Malaysia. However, only 286 were returned and usable for analysis. The multiple regression analysis was performed to test the hypotheses of the study. The results indicated that the consumer purchase behavior was significant predictor of the willingness to buy US products. It was also found that that the three (3) components of the purchase behavior model (ethnocentrism, animosity and product judgement) have significant relationship with the willingness to buy US products. The findings were discussed and recommendations for the future research were addressed.

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LIST OF ABBREVIATIONS

CETSCALE	Consumer Ethnocentrism Scale
COB	College of Business
MATRADE	Malaysia External Trade Development Corporation
MITI	Ministry of International Trade and Industry
MOHE	Ministry of Higher Education
NGO	Non-Governmental Organization
SPSS	Statistical Package for Social Science
UUM	University Utara Malaysia
US	United States

CHAPTER 1

INTRODUCTION

1.1 Background of Study

Consumer boycott is a growing phenomenon in every country around the world. It is not a modern phenomenon since it is already happen long time ago (Smith, 1990). However, less attention be paid from the marketers' side on how boycott can influence the business (Ettenson & Klein, 2005). Marketers need to have better understanding about consumer boycott in order to promote their products especially in the international marketplace.

The idea of boycott is to show the protest at the targeting party in order to force them to change their behavior (Friedman, 1985). Boycott serves as a tool to demonstrate their feelings due to the lack of resources or skills to express their view. Boycott needs to have enough support from consumers in order to make it works. Consumers can give pressure to the targeted firm by organizing boycott. Consumer boycott emphasize on consumer sovereignty (Smith, 1990) whereby they use their power as consumers to avoid buying products from targeted party to coerce them to change their behavior.

One may realize that the boycott can cause disruption to business. The boycott of Danish products had caused the Arla Foods of Denmark losing \$1.8 million a day and its products being rejected from stores (Economist, 2006). Boycott by UK students

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