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Negative Attitudes toward U.S. Products : Malaysian Muslim Consumers' Perspective

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Abstrak

Consumer attitudes toward foreign products from various countries can vary significantly from one country to another. Consumer attitudes and behavioural intentions a country can also vary overtime due to a change in the country's level of industrialization, marketing development and lifestyle. Therefore, it is beneficial for this study to identify the attitudes of the consumers towards foreign products in a particular market. The sources of negative attitude such as country of origin effects (Han, 1988), consumer ethnocentrism (Shimp and Sharma, 1987) and consumer animosity (Klein, Ettenson, and Morris, 1998), are the factors that can influence the willingness of the consumer to purchase foreign made products. This study was gathered via survey questionnaire on the attitudes of muslim respondents in Malaysi towards US made products. The findings suggest that animosity and ethnocentrism are negatively associated with willingness to buy US made products.