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RESEARCH ARTICLE

THE INFLUENCE OF DEMOGRAPHIC PROFILES ON CONSUMER ANIMOSITY, CONSUMER ETHNOCENTRISM AND PATRIOTISM

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ABSTRACT

This paper examines whether, in the context of a fast emerging economy like Malaysia, demographic variables namely age, gender, education, income and region influence the consumer animosity, consumer ethnocentrism and patriotism among Malaysian Muslim consumers. The data was collected by using survey questionnaire and the analyses were conducted on 663 respondents in Malaysia. The findings suggest that gender, age and region have an influence on consumer animosity. All the five demographic variables show a significant relationship with consumer ethnocentrism, whereas only age has an effect on the patriotism among Malaysian Muslim consumers.

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INTRODUCTION

The increased of interdependence among nations in the world now is irrefutable and the most common word to describe this phenomenon is globalization. Daniels, Radebaugh and Sullivan (2007) define globalization as deepening and broadening interdependence among people from different parts of the world, and especially among different countries. One of the most common results of economic globalization is the rise of the multi-national corporations (MNC's). In World Investment Report by United Nation Conference on Trade and Development (UNCTAD) 2002, there were 65,000 multi-national corporations worldwide with 850,000 foreign subsidiaries and global sales amounting to US \$19 trillion. Altogether, the hundred largest MNC's control about 24 percent of global foreign assets, employ 10.5 million workers and account for 34.5percent of all world sales (UNCTAD, 2002). The globalization of the international market provides the opportunities and challenges for all organizations and nations all over the world. With globalization, the geographical barriers among nations are eliminated but the opportunities comes with the price that they have to pay, i.e., the multi-cultural and ethnic background of potential consumers. For consumers, the globalization offers them with various ranges of products from different national origin. This has resulted in greater interest to investigate consumer attitudes towards products of different national origins.

Most research in this area has been conducted in large industrialized countries such as the United States of America (US), United Kingdom (UK) and Japan. These countries have large internal markets and a wide range of domestic alternatives or brands in most product categories. However, little attention has been given to developing countries where, in some product markets, no domestic brands or alternatives are available (Nijssen and Douglas, 2004). In this research, attention has primarily focused on examining the relationship between demographic variables and negative attitudes towards products made in the US. The negative attitudes towards foreign made products arise from a number of sources such as consumer animosity (Klein, Ettenson and Morris, 1998), consumer ethnocentrism (Shimp and Sharma, 1987) and patriotism (Han, 1988). Since there are limited studies for developing countries, this study focuses on developing country, i.e., Malaysia. Specifically, it stresses on the issue of attitude of Malaysian Muslim consumers in terms of their animosity towards the US, consumer ethnocentric tendencies as well as their patriotism. It is very interesting to examine the attitude of Malaysian consumers on these three issues. Several demographic variables namely gender, age, education level, income and geographical region are analysed to find the evidence of the relationship with consumer animosity, consumer ethnocentrism and patriotism. This paper will begin with a discussion on the construct of consumer animosity, consumer ethnocentrism and patriotism. Subsequently, research methodology and data analysis will be presented.

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Lastly, discussions and conclusion of the study will be elaborated.

LITERATURE REVIEW

Consumer Animosity

Baron and Richardson (1994) argue that animosity is retaliatory in nature for defensive purposes – to be rewarded by the termination of the attack or for impression management – designed to save face and restore public image. Evidence suggests that animosity is feeling rather than behaviour based. As such, Kubany *et al.* (1995) define animosity as an emotional inclination involving anger, defiance, and alienation. Other scholars have likewise linked the construct to the nonphysical (particularly cognitive and affective) aspects of aggression or hostility, but not their behavioural intentions (e.g., Murray and Meyers, 1999). Klein *et al.* (1998), on the other hand define consumer animosity as the remnants of antipathy related to previous or ongoing military, political, economic events – will affect consumers' purchase behaviour in the international market place. They assert that consumers might avoid the products from offending nations not because of the quality of the products, but because of the exporting nations has engaged in military, political or economic acts. In this case, consumer finds these attitudes are grievous and difficult to forgive. Furthermore, the animosity is a country-specific construct where a consumer might purchase many imported goods, but not products from a particular target country. Klein *et al.* (1998) classify animosity into two types, i.e., war and economic animosity. War animosity results from acts of aggression or warlike behaviour by a country or nation-state and economic animosity results from feelings of economic dominance or aggression. In addition, the economic animosity might also arise because of the abundance of foreign products and brands at the expense of local brands and industries. These feelings may result in negative attitudes towards products from the “aggressor” country, and reluctance to buy products from that country (Nijssen and Douglas, 2004). These animosities will then translate into behaviour where consumers might refuse to purchase products made in “enemy” nation.

Relationship between Demographic Variables and Consumer Animosity

Commonly, the effects of demographic variables on consumer behaviour have been studied and recognized widely. Demographics describe a population in terms of size, distributions and structure. Demographic influences consumption behaviours and affects other attributes of individuals such as their personal values and decision making styles (Hawkins *et al.*, 2004). Generally, in consumer behavioural and marketing studies, many demographic variables are used, for example, gender, occupation, education, income and age. The literature reveals that several variables influence the effects of animosity on consumer attitudes. These variables include geographic region, demographic variables, market integration factors, and unusual economic conditions (Amine *et al.* 2005). The relationship between animosity and outcome variables is likely to vary by geographical regions throughout the world. In fact, recent evidence suggests that animosity can exist in a regional form, in which people in one particular geographical region

exhibit animosity toward people of another specific geographical region (Shimp *et al.* 2004). Furthermore, several socioeconomic and attitudinal variables are related to animosity toward Japan among U.S. respondents (Klein and Ettenson 1999). Union membership, age (older) and ethnic group (White) are significantly correlated with a proxy for consumer animosity, as are prejudicial attitudes toward Asians. However, other socioeconomic indicators were not found to be correlated with animosity, such as education, income, occupation, gender, or indicators of well-being (personal and national economic situation compared with the past).

For other demographic variables, Klein *et al.* (1998) find a significant relationship between gender and consumer animosity, where male consumers tend to have more animosity. Contrastingly, Ettenson and Klein (2005) posit that there is no relationship between gender and animosity. In addition, Klein *et al.*, (1998) examine whether there is a relationship between age and consumer animosity and found that lack of relationship between them, suggesting the hostility is manifests itself across generation. However, in a research conducted by Klein (2002), age is positively related to consumer animosity where older consumers tend to have more animosity and in fact, male is more likely to hold consumer animosity. Based on the above arguments, it is hypothesized that: P1: Demographic variables (age, gender, education, income and region) have a positive relationship with consumer animosity.

Consumer Ethnocentrism

Consumer ethnocentrism is defined as the appropriateness, indeed morality, of purchasing foreign-made products (Shimp and Sharma, 1987). They also develop the CETSCALE (Consumer Ethnocentric Tendencies Scale) in their research to measure the consumer ethnocentric tendencies. From the perspective of ethnocentric consumers, purchasing imported products is wrong because, in their minds, it hurts the domestic economy, causes loss of jobs, and is plainly unpatriotic; products from other countries (i.e., out groups) are objects of contempt to highly ethnocentric consumers. Several researchers have revealed that people from developed and modern nations, tend to be less ethnocentric than their counterparts in developing and emerging nations (e.g. Lindquist *et al.*, 2001; Sharma *et al.*, 1995). This finding is supported by a study conducted by Abdul Razak *et al.* (2002). They posit that Malaysian consumers' attitude in making choice of products in the marketplace is greatly influenced by their ethnocentric sentiment. This indicates that consumers from developing country tend to exhibit higher ethnocentric tendencies. In studies investigating the relationship between ethnocentrism and attitude toward importing products, most of the findings were consistent. The more ethnocentric a consumer is, the more the consumer will be against importing foreign goods (Kaynak and Kara, 2002; Kim and Pysarchik, 2000; Sharma *et al.*, 1995; Supphellen and Rittenburg, 2001; Watson and Wright, 2000). An empirical investigation in several countries, such as the United States (Shimp and Sharma, 1987), Canada (Hung, 1989), the United Kingdom (Bannister and Saunders 1978), and Korea (Sharma *et al.*, 1995) have illustrated that consumers with ethnocentric tendencies have a proclivity to evaluate domestic products

favourably, often unreasonably so, compared to the imported products. This shows a negative association between consumer ethnocentrism and foreign products evaluations.

Relationship between Demographic Variables and Consumer Ethnocentrism

Published studies have demonstrated that the degree of consumer ethnocentrism varies between individuals according to demographic, socio-economic and regional economic factors; the degree of perceived threat from international competition; and how necessary or otherwise the product is perceived (Sharma *et al.* 1995). The most commonly used demographic variables are age, gender, education, and income (Balabanis *et al.* 2001). Some studies exhibit no relationship between the demographic variables and consumer ethnocentrism. For example, Sharma *et al.* (1995) and Festervand *et al.* (1985) found that there is no significant relationship between age and consumer ethnocentrism. On the other hand, Han (1990), De Ruyter *et al.*, (1998) and Keillor *et al.*, (2001) found that income does not significantly account for variations in ethnocentricity between consumers. Other study, (Tan and Farley, 1987) reported a positive relationship between income and consumer ethnocentrism. Meanwhile, Brodowsky *et al.* (2004) found no significant relation between education level and consumer ethnocentrism. For the gender variable, some studies found no significant gender differences on consumer ethnocentrism (Caruana and Magri, 1996; Abdul Razak *et al.*, 2002; de Ruyter *et al.*, 1998, Brodowsky *et al.*, 2004 and Keillor *et al.*, 2001).

Nevertheless, many researchers posit that demographic variables have an influence on consumer ethnocentrism. On the whole, in consumer ethnocentrism studies, previous results has shown that: (i) women (Balabanis *et al.*, 2001; Han, 1988; Kaynak and Kara, 2002; Lee, Hong and Lee, 2003; and Balabanis and Diamantopoulos, 2004), (ii) older (Balabanis and Diamantopoulos, 2004; Watson and Wright, 2000; Balabanis *et al.*, 2001; Lee *et al.*, 2003; Huddleston, Good, and Stoel, 2000; Brodowsky, Tan and Meilich, 2004; Vida and Dmitrovic, 2001; Keillor, D'Amico and Horton, 2001; and Javalgi, Khare, Gross and Scherer, 2005), (iii) less educated people (Balabanis *et al.*, 2001; Bawa, 2004; Balabanis and Diamantopoulos, 2004; Lee *et al.*, 2003; Klein and Ettenson, 1999; Watson and Wright, 2000; Kucukemiroglu, 1999; Javalgi *et al.*, 2005), (iv) lower income (Keillor *et al.*, 2001; and Lee *et al.*, 2003) and (v) more religious (Kaynak and Kara, 2002) tend to be more ethnocentric. As for the social class of the respondents, one can extend the conclusions regarding income and ethnocentrism into it, that is, one can hypothesize that ethnocentric tendencies tend to fall as consumers move up the social ladder (de Ruyter, Birgelen, and Wetzels, 1998). This is supported by Han (1988) and Klein and Ettenson (1999) who advocate that a negative relationship exist between social class and consumer ethnocentrism. Based on these arguments, it is proposed that: P2: Demographic variables (age, gender, education, income and region) have a positive relationship with consumer animosity ethnocentrism.

Patriotism

The relationship between patriotism and consumer attitudes towards foreign made products is another aspect that has

captured the attention of researchers. Survey results show a strong positive response by consumers to patriotic pleas (McKegney, 2001; Daser and Meric, 1987) but the causes of the phenomenon and its underlying consumer characteristics are still poorly understood (Peterson and Jolibert, 1995; Verlegh and Steenkamp, 1999; Fenwick and Wright, 2000; Zarkada-Fraser and Fraser, 2002). Zarkada-Fraser and Fraser (2002) and Pullman *et al.* (1997), characterize patriotism as a value that provides the basis for the development of personal norms such as the willingness to love, support and defend one's own country. According to Lee *et al.* (2003), patriotism is a commitment and a readiness to sacrifice for the nation. For the community that has high level of patriotism among them, the dedication towards nation is high and they are ready to sacrifice for the nation. Similarly, Balabanis *et al.* (2001) and Kosterman and Feshbach (1989) identify patriotism as strong feelings of attachment and loyalty to one's own country without the corresponding hostility towards other nations.

It is also important to recognize that in earlier studies on patriotism, researchers used nationalism and patriotism interchangeably and conceptualized them as the opposite of internationalism (Kosterman and Feshbach, 1989). However, more recent studies have taken a multi-dimensional approach to explain nationalism and patriotism. Researchers argue that these are two different constructs and can be measured in a different way. For example, Meier-Pesti and Kirchler (2003) assert that patriotism and nationalism are two different types of national identity where patriotism results from pure categorization and emotional attachment to one's own nation. Nationalism, on the other hand, is based on discrimination process, i.e., they evaluate their own nation positively and the other nations are devaluated. A numbers of researchers have examined on how patriotism can influence the preference and evaluation of consumers over the foreign products compared to the local products. Some researchers have shown that patriotic sentiments can affect the evaluation and selection of imported products (Han, 1988; Okechuku, 1994). Researchers also argue that the level and effect of patriotism on consumer behaviour vary from country to country (Balabanis *et al.*, 2001). Basically, patriotic emotions affect attitudes about products and purchase intentions. Wang and Chen (2004) conduct a study to examine the effect of patriotism on consumer behaviour in the Republic of China. They found that consumers expressed their patriotism through consumerism.

Relationship between Demographic Variables and Patriotism

To date, there are very limited studies that examined the issue of demographic profile of patriotic consumers. Han (1988) posits that in the US, there is a strong relationship between characteristics of patriotic consumers in term of their age, ethnic group and gender. The patriotic consumers tend to be older, white and female. The blue-collar workers are slightly more patriotic than white-collar workers. Other demographic variables such as level of education, marital status and income do not provide significant impact on the consumer patriotic emotions. Additionally, age and geographical location play an important role on patriotism particularly among US consumers. In this instance, older peoples are more likely to purchase products made in the US and in fact, consumer from rural and more conservative area tend to be more patriotic than consumers in big cities (McKegney, 2001). Therefore, it is

hypothesised that: P3: Demographic variables (age, gender, education, income and region) have a positive relationship with patriotism.

METHODOLOGY

Population and Sample

The data gathered was mainly from survey questionnaire. A self-administered questionnaire was used via the drop off method of survey. The researcher dropped off the questionnaires and picked them up a week after the distribution. Out of 1000 questionnaires distributed, 710 were received back within the period of twelve weeks, displayed a 71 percent response rate. Only 663 of the respondents completed all the questions.

Measurement Instrument

All the constructs were adapted from previous studies and measured using a 7-point Likert scale, anchored by 1 = strongly disagree and 7 = strongly agree. For consumer animosity construct, items were taken from Klein *et al.*, (1998). For consumer ethnocentrism construct, the items were adapted and modified from CETSCALE, developed by Shimp and Sharma (1987). Lastly, for the patriotism construct, the questions were adapted from the study conducted by Kosterman and Feshbach (1989).

Reliability Test

According to Pallant (2005), internal consistency is the degree to which the items that make up the scale are all measuring the same underlying attribute, i.e., the extent to which the items “hang together”. The summary of results of the internal consistency reliability test for all the three constructs used in this study was presented in Table 1. Basically, constructs with Cronbach’s coefficient alpha of above 0.6 will be retained. Therefore, all the constructs were retained for further analysis. (Insert Table 1 here)

RESULTS

Statistical Package for the Social Sciences (SPSS) Version 14 was used for data analyses. The data analysis commence with the demographic profile of the respondents. The test of mean differences between subgroups in the demographic variables were tested using independent sample T-test and one-way ANOVA. These tests were conducted to determine whether or not the subgroups within each demographic variable are significantly different in terms of their perceptions towards these constructs, i.e., consumer animosity, consumer ethnocentrism, and patriotism.

Profile of Respondents

The results of the descriptive analyses for all the demographic variables in this study are summarized in Table 2. Gender was divided almost equally in this study. Over half, 51.9 percent (n=344) reported they were male, while 48.1 percent (n=319) were female. Most of the respondents (26.4%) were “30 to 34 years old” and only 10.1 percent of them were below 24 years old. For the education level, the majority of the respondents

were university graduated (40.2%) thus justify that most of them only received income from “RM1000 to RM2999”. Finally, majority of the respondents were from the Central region (Kuala Lumpur and Selangor) and only 21.1 percent of them came from north area (Kedah and Perlis). The number of respondents from the Central region was slightly higher than the other regions simply because of this area were highly populated area in Malaysia.

Relationship between Gender and the Study Constructs

Table 3 shows the results of the independent t-test between gender and study constructs. From the results, consumer animosity and consumer ethnocentrism were found to be significant between the male and female respondents and both were significant at 0.01 level. These findings indicated that there were differences between male and female respondents in terms of their consumer animosity and ethnocentric tendencies. In terms of consumer animosity, males exhibited higher animosity towards the US compared to female respondents. Consistent with previous studies (Klein *et al.*, 1998 and Klein, 2002), in Malaysia, male consumers significantly hold more animosity towards the US’s products. However, females tended to be more ethnocentric as compared to males. This finding is consistent with study conducted by Klein and Ettenson (1999) where they found that female consumers were more ethnocentric than male. However, in terms of patriotism, there was no significant mean difference between male and female respondents. This result could not be compared with other studies since there were no past studies conducted on this issue from the marketing perspective.

Relationship between Age and the Study Constructs

Table 4 shows the results of the one-way ANOVA test for age and the study constructs. For the consumer animosity construct, age was found to be significant. The mean score shows that older people tend to have higher animosity towards the US compared to younger generation. From the post hoc test, the significant mean difference was found between the respondents with the age of above 50 years old and the other age groups. Additionally, the respondents with the age from 35 to 49 years old were found to be significantly different from those who were from 35 to 49 years old as well as those who were below 29 years old. Other results from the post hoc test indicated that there were no significant mean differences had been found. Consistent with a study conducted by Klein and Ettenson (1999), older consumers would be more likely to hold animosity toward the US. Furthermore, age was also found to be significantly related to consumer ethnocentrism. The results indicate that respondents who were above 50 years old had higher mean value as compared to those who were below 50 years of age. From the Tukey post hoc test, the mean were found to be significantly difference between respondents who were “above 50 years” of age and with those who were between “25 to 29 years” old, between “30 to 34 years” old and between “40 to 49 years” old. Moreover, those who were between “35 to 39 years” old had a significant mean difference with those who were between “25 to 29 years” old and “30 to 34 years” old group. This result is consistent with Balabanis and Diamantopoulos (2004), Caruana and Magri (1996), Watson and Wright (2000), Balabanis *et al.* (2001),

Table 1: Cronbach's Coefficient Alpha for the Study Constructs

Construct	No. of Items	Cronbach's Alpha
Consumer Animosity	15	0.788
Consumer Ethnocentrism	17	0.895
Patriotism	11	0.651

Table 2: Demographic Characteristics of Respondents (N=663)

Demographic Characteristics	Frequency	Percentage
1. Gender		
• Male	344	51.9
• Female	319	48.1
2. Age		
• Below 24 yrs	67	10.1
• 25 to 29 yrs	129	19.5
• 30 to 34 yrs	175	26.4
• 35 to 39 yrs	105	15.8
• 40 to 49 yrs	117	17.6
• Above 50 yrs	70	10.6
3. Education Level		
• High School and below	176	26.5
• College Diploma	221	33.3
• University Graduated	266	40.2
4. Income**		
• Below RM1000	65	9.8
• RM1000 to RM2999	270	40.7
• RM3000 to RM4999	168	25.3
• RM5000 to RM6999	75	11.3
• RM7000 and above	85	12.8
5. Region		
• North (Perlis and Kedah)	140	21.1
• South (Melaka and Johor)	160	24.1
• East Coast (Kelantan and Terengganu)	156	23.5
• Central (Kuala Lumpur and Selangor)	207	31.2

* Secondary school; ** RM – Malaysian Ringgit

Table 3: Results of Independent Sample T-Test on Gender

	Gender	N	Mean	t-value	Sig.
Consumer Animosity	Male	344	74.11	3.013	.003**
Consumer Animosity	Female	319	71.52		
Consumer Ethnocentrism	Male	344	78.07	-2.611	.009**
Consumer Ethnocentrism	Female	319	81.32		
Patriotism	Male	344	62.40	-0.483	.629
Patriotism	Female	319	62.66		

* - significant at $p \leq 0.05$; ** - significant at $p \leq 0.01$

Table 4: Result of One-way ANOVA Test on Age

	Age	Mean	F	Sig.	Diff***
Consumer Animosity	Below 24 yrs	69.18	27.215	0.000**	c > b
	25 to 29 yrs	65.87			d, e > a, b
	30 to 34 yrs	73.21			f > a, b, c, d, e
	35 to 39 yrs	74.32			
	40 to 49 yrs	75.35			
	Above 50 yrs	82.07			
Consumer Ethnocentrism	Below 24 yrs	80.70	4.846	0.000**	d > b, c
	25 to 29 yrs	76.95			f > b, c, e
	30 to 34 yrs	77.72			
	35 to 39 yrs	84.05			
	40 to 49 yrs	77.73			
	Above 50 yrs	84.94			
Patriotism	Below 24 yrs	60.78	8.709	0.000**	f > a, b, c, d, e
	25 to 29 yrs	61.04			
	30 to 34 yrs	61.84			
	35 to 39 yrs	63.11			
	40 to 49 yrs	62.98			
	Above 50 yrs	66.97			

* - significant at $p \leq 0.05$; ** - significant at $p \leq 0.01$

*** - the differences were based on Tukey post hoc test: a – below 24 yrs; b – 25 to 29 yrs; c – 30 to 34 yrs; d – 35 to 39 yrs; e – 40 to 49 yrs; and f – above 50 yrs.

Table 5: Result of One-way ANOVA Test on Level of Education

	Level of Education	Mean	F	Sig.	Diff***
Consumer Animosity	High School and below	72.40	0.264	0.768	-
	College Diploma	73.22			
	University Graduated	72.88			
Consumer Ethnocentrism	High School and below	82.13	13.975	0.000**	a > c
	College Diploma	82.41			
	University Graduated	75.68			
Patriotism	High School and below	62.32	0.160	0.852	-
	College Diploma	62.71			
	University Graduated	62.50			

* - significant at $p \leq 0.05$; ** - significant at $p \leq 0.01$

*** - the differences were based on Tukey post hoc test: a - High School and below; b - College Diploma; c - University graduated.

Table 6: Result of One-way ANOVA Test on Income Level

	Income Level	Mean	F	Sig.	Diff***
Consumer Animosity	Below RM1000	72.51	1.768	0.134	-
	RM1000 to RM2999	72.13			
	RM3000 to RM4999	74.33			
	RM5000 to RM6999	71.12			
	RM7000 and above	74.12			
Consumer Ethnocentrism	Below RM1000	83.88	7.459	0.000**	a, b, c > e
	RM1000 to RM2999	81.63			
	RM3000 to RM4999	79.45			
	RM5000 to RM6999	77.84			
	RM7000 and above	72.01			
Patriotism	Below RM1000	62.80	1.179	0.319	-
	RM1000 to RM2999	61.86			
	RM3000 to RM4999	63.13			
	RM5000 to RM6999	62.48			
	RM7000 and above	63.26			

* - significant at $p \leq 0.05$; ** - significant at $p \leq 0.01$

*** - the differences were based on Tukey post hoc test: a - Below RM1000; b - RM1000 to RM2999; c - RM3000 to RM4999; d - RM5000 to RM6999; e - RM7000 and above.

Table 7: Result of One-way ANOVA Test on Region

	Region	Mean	F	Sig.	Diff***
Consumer Animosity	North	74.76	31.132	0.000**	a > b, d c > a, b, d
	South	69.74			
	East Coast	78.92			
	Central	69.43			
Consumer Ethnocentrism	North	80.14	10.946	0.000**	a > d c > a, b, d
	South	79.43			
	East Coast	84.97			
	Central	75.43			
Patriotism	North	62.61	1.408	0.239	-
	South	62.68			
	East Coast	63.27			
	Central	61.78			

* - significant at $p \leq 0.05$; ** - significant at $p \leq 0.01$

*** - the differences were based on Tukey post hoc test: a - North; b - South; c - East Coast; d - Central.

Lee *et al.* (2003), Brodowsky *et al.* (2004), and Javalgi *et al.* (2005) in which age has an influence on the consumer ethnocentrism. Similarly, age was significantly related to patriotism. From the results of Tukey post hoc test, the significant mean differences were found among those who were above 50 years old and all other age groups. This indicates that those who were above 50 years of age exhibited higher patriotic tendencies as compared to those who were 49 years old and below. This is rather surprising as the result is not consistent with past studies (Han, 1988 and McKegney, 2001) which highlights that older consumers tend to be more patriotic than the younger consumers. Finally, the post hoc test could not suggest any significant mean difference between other age groups of respondents.

Relationship between Education Level and the Study Constructs

Level of education was found to be significantly related with consumer ethnocentrism. Table 5 shows that the consumer ethnocentrism exhibited mean differences between those who had finished high school and below with those who had university degree. Similarly, those who had college diploma, the mean were significantly different with those who had university degree. The results suggest that less educated people exhibit higher ethnocentric tendencies and this is consistent with studies conducted by Balabanis *et al.* (2001), Bawa (2004), Balabanis and Diamantopoulos (2004), and Lee *et al.* (2003). For consumer animosity, no significant mean

differences were found between the subgroups in level of education and this is consistent with the finding by Klein and Ettenson (1999). For patriotism construct, education level is not a significant predictor. It shows that no matter whether the respondents were university graduated or not educated, it is not a hurdle for them to show their loves and supports their own country. A study conducted by Han (1988) also found that level of education does not have impact on patriotism. The results indicate that the lower the level of their education, the higher their ethnocentric tendencies, but it has no effects on consumer animosity and patriotism.

Relationship between Monthly Income and the Study Constructs

Table 6 shows that income had a significant mean difference with consumer ethnocentrism only. In fact, Klein and Ettenson (1999) and Han (1988) also found that income was not correlated to consumer animosity and patriotism respectively. From the Tukey post hoc test, the significant mean differences were found: (i) between “below RM1000” and “RM7000 and above”, (ii) between “RM1000 to RM2999” and “RM7000 and above”, and (iii) between “RM3000 to RM4999” and “RM7000 and above”. The group of “below RM1000”, “RM1000 to RM2999” and “RM3000 to RM4999” were found to have higher mean indicating that they tended to be more ethnocentric than those who earned “RM7000 and above”. In this respect, the lower income group of consumers tend to have higher ethnocentric tendencies than the higher income group of consumers. This is consistent with the study conducted by Keillor *et al.* (2001), and Lee *et al.* (2003).

The Relationship between Region and the Study Construct

The last demographic variable in this study is the respondents’ regional residence area or respondents’ geographical location. The regions were divided into four regions namely North, South, East Coast and Central. Table 7 shows the results of one-way ANOVA between region and the constructs used in this study. The results exhibit that region was significantly related with consumer animosity and consumer ethnocentrism. The results show that the significant mean differences between: (i) North and South region (ii) North and Central region (iii) East Coast and South region and (iv) East Coast and Central region. In addition, the significant mean difference was also found between East Coast and Northern region. Those who lived in Northern region tend to exhibited higher consumer animosity towards the US as compared to those who lived in South and Central region. Furthermore, those who lived in East Coast region will tend to have higher consumer animosity towards the US than those who lived in other regions in Peninsular Malaysia.

In terms of consumer ethnocentrism, the results of show that respondents who lived in North region showed higher ethnocentric tendencies than those who lived in Central region. The results also show that those who lived in East Coats region will have higher consumer ethnocentric tendencies than those who lived in North, South and Central. Furthermore, there was no significant mean difference between those who lived in North and South region. Amazingly, this finding is not consistent with study conducted by Abdul Razak *et al.* (2002), where they found that area of residence did not produce any significant association with consumer ethnocentrism.

DISCUSSIONS AND CONCLUSION

This study attempts to explore and examine the effects of several demographic variables, i.e., gender, age, education level, income level and geographical region on the consumer animosity, consumer ethnocentric tendencies and patriotism among Malaysian Muslim consumers towards the US. Previous research (e.g. Han, 1988; Klein *et al.*, 1998; Klein and Ettenson, 1999; McKeegney, 2001; Keillor *et al.*, 2001; Lee *et al.*, 2003; Balabanis *et al.*, 2001; Bawa, 2004; and Balabanis and Diamantopoulos, 2004), have found that gender, age, education level and income level have significant impact on consumer animosity, consumer ethnocentrism and patriotism among consumers. For the profile of consumer animosity, it was found that male, older and East Coast and Northern region (in this area, most of the populations are Malays and less developed as compared to other areas in Malaysia, more conservative and have a traditional lifestyle) consumers exhibit higher animosities toward the US. Furthermore, no significant difference among groups is found on the animosity attitudes towards the US based on their level of education and level of income. The lack of relationship between education and income level with consumer animosity suggest that these demographic variables have no relationship in determining consumer animosity from Malaysian Muslim consumers’ perspective. For the ethnocentric consumers, females, older, low education, low income and East Coast and Northern consumers seem to have higher ethnocentric tendencies and this is consistent with previous studies (e.g. Lee *et al.*, 2003; Balabanis and Diamantopoulos, 2004; and Javalgi *et al.*, 2005). For the profile of patriotic consumers, only age exhibits significant relationship with patriotism. Other demographic variables, i.e., gender, education level, income level and geographical region have no significant effects in determining the patriotic attitudes. Perhaps, older consumers who were born before the independence of Malaysia love their country more than the younger generations and are willing to sacrifice their own satisfaction by supporting the local made products as compared to branded imported products. This study has a number of implications. Firstly, the findings offer to assist the marketers and foreign manufacturers to understand the demographic profile of Malaysian Muslim consumers in detail in terms of their attitudes toward consumer animosity, consumer ethnocentrism and patriotism. Secondly, this study has made important contribution to managers and researchers by identifying the gaps in the area of consumers’ attitudes towards foreign made products particularly from the US. With the knowledge on the demographic profiles, perhaps it will help the marketers and manufacturers to select the right target market to improve their sales of the products. Moreover, this information will assist them to segment the different types of consumers and offer the products that can fulfill the needs of the different market segments. Furthermore, the information gathered will help the marketers to formulate appropriate marketing strategies to reduce the consumer animosity, consumer ethnocentrism and patriotism effects on their target markets.

LIMITATIONS AND FUTURE RESEARCH

The present study provides empirical evidence for the effect of demographic variables on consumer animosity, consumer ethnocentrism and patriotism. There are, nonetheless, still

many limitations to this study. Firstly, this study only highlights on gender, age, income, level of education and region only. Consequently, future research should also examine the effect of other demographic variables such as occupation and ethnic background to improve on the knowledge of the profiles of Malaysian consumers. Secondly, the study should explore other relevant variables to understand further the factors that trigger consumer animosity, consumer ethnocentrism and patriotism. There are some other variables that could be interesting to explore in future research, for instance, the country image construct to examine the attitude of consumers towards foreign made products, the national loyalty construct, and worldmindedness and nationalism to examine consumers' judgment of foreign versus locally made products. Furthermore, in terms of ethnic groups, Malaysia has three major ethnic groups, i.e., Malay, Chinese and Indian. This study only focuses on Muslim consumers, essentially the Malays. Therefore, the generalization of the findings to Malaysian consumers cannot be made because other ethnic groups might behave differently from the Malay consumers. Future study should include the entire major ethnic groups in Malaysia in order to enhance the generalizability of the research.

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