

## Effect of Ethnocentrism and Patriotism on the Buying Intention of Malaysian National Car

*(Kesan Etnosentrisme dan Patriotisme terhadap Niat Pembelian Kereta Nasional Malaysia)*

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### ABSTRACT

Malaysia is one of the Asian countries that triumph in producing national car with an outstanding achievements in automotive industry. Nowadays, Proton and Perodua are the famous Malaysian car brands among its citizens, where Perodua become the top of the list. Malaysian citizens appreciate and support Malaysian brand to demonstrate their ethnocentrism and patriotism. Therefore, it is inspiring to comprehend consumer buying intention, towards Malaysian national car. Thus, this study is intended to examine consumer's buying intention of Malaysian national car by examining their ethnocentrism and patriotism by utilizing the Theory of Planned Behavior. This study was conducted in Klang Valley covering respondents from various occupational levels. The finding of this study indicates that, patriotism, attitude and subjective norm affect consumer buying intention toward Malaysian national car. Therefore, this finding provides evidence to the Malaysian car provider upon the degree of ethnocentrism and patriotism in influencing Malaysian consumer's buying intention.

*Keywords: Ethnocentrism; patriotism; buying intention*

### ABSTRAK

Malaysia merupakan salah satu negara Asia yang telah mencapai tahap kecemerlangan yang tinggi di dalam industri automotif terutamanya dengan penghasilan kereta nasionalnya sendiri. Pada masa kini, Proton dan Perodua merupakan jenama kereta nasional yang popular di kalangan rakyat Malaysia, di mana Perodua berada di tangga teratas. Rakyat Malaysia secara umumnya menghargai dan menyokong barangan keluaran Malaysia bagi menzahirkan rasa etnosentrisme dan patriotisme. Dengan itu, adalah menarik untuk meneroka niat pembelian pengguna terhadap kereta nasional Malaysia. Kajian ini bertujuan untuk mengkaji niat pembelian pengguna terhadap kereta nasional Malaysia dengan mengkaji tahap etnosentrisme dan patriotisme mereka dengan menggunakan "Theory of Planned Behavior". Kajian ini telah dijalankan di sekitar Lembah Klang dengan melibatkan responden yang terdiri daripada pelbagai peringkat pekerjaan. Dapatan daripada kajian ini menunjukkan bahawa patriotisme, sikap dan norma subjektif mempengaruhi niat pembelian pengguna terhadap kereta nasional Malaysia. Oleh yang demikian, hasil kajian ini memberikan bukti kepada pengeluar kereta Malaysia ke atas tahap etnosentrisme dan patriotisme dalam mempengaruhi niat pembelian pengguna di Malaysia.

*Kata kunci: Etnosentrisme; patriotism; niat pembelian*

### INTRODUCTION

Malaysia is one of the Asian countries that have achieved an outstanding achievement in automotive industry, by producing their own national car (Wad & Chandran Govindaraju 2011). Proton and Perodua have become the proud of the nations and nowadays, those are the most popular car brands among Malaysian, in which Perodua tops the list of the most preferred choice of cars in Malaysia (MAA 2018). Malaysian citizens show their appreciation and support to the country by purchasing their national cars. Thus, purchasing national car is one the

ways for Malaysians to demonstrate their ethnocentrism. Ethnocentrism is defined as the tendency to use the domestically produced products. In other words, citizens with ethnocentric characteristic prefer to buy local products, compared to foreign made products. Hence, this scenario shows that, ethnocentrism can be used to predict consumers' behavior towards product purchase intention.

According to Lutz, Talavera and Park (2008), ethnocentric customer believes that, it is wrong to buy foreign product because it will affect the national economy. Buying foreign products is also considered as betraying

their country's economy (Verlegh 2013). Previous studies by Balabanis et al. (2001), Albarq and Nik Mat (2007), and Sharma, Shimp & Shin (1995) proved that there is a positive relationship between consumer ethnocentrism and patriotism. However, Balabanis et al. (2001)'s finding indicated that, this positive relationship varied from culture to culture. Nik-Mat et al. (2015) proved that, Malaysian consumers scored high in ethnocentrism and patriotism. In regard, Malaysians have high consciousness in purchasing domestic products to show that they are supporting the economic development of the country.

Customers with ethnocentric behaviour and patriotic emotions have higher purchasing intention towards local products. However, due to globalization era, most of international companies are moving towards global business. This situation has led to the increase in the competition in international as well as local market. According to Lutz et al. (2008), the inclination towards consuming foreign products might cause economic downturn of one country due to the uncompetitive local products, higher unemployment level, and decrease local currency level.

Malaysian government had extensively strive to promote Malaysian to buy local products. One of the famous campaign implemented in Malaysia is the "Buy Malaysian Good" (*Belilah Barangan Buatan Malaysia*). This campaign started in 1997, to remind Malaysians to become staunch ethnocentric consumer and promote the Malaysians to be patriotic when purchasing product and services (Nik-Mat et al. 2015). The purpose of this campaign is to develop the consumers' intention to buy domestically produced goods, because intention reflects future behavior (Alam, Ahmad & Nik Hashim 2011). Based on Rezvani et al. (2012), purchase intention refers to an act of making a decision that shows a person's manner in terms of particular products.

In addition, an innovative product that is perceived as high quality will also influence customer intention to buy (Wang & Chen 2004). Therefore, it is not impossible for customer to choose foreign products, if a local product is low in quality. In the context of Malaysian national car, customer will choose national car if the local car manufacturers can provide premium services at very reasonable price as compared to foreign car manufacturers (Mashahadi & Mohayidin 2015). This is proven by the data produced by Malaysian Automotive Association (MAA 2018), which indicated that, top five vehicle sales performances were Perodua, Honda, Proton, Toyota and Nissan. Based on this, three out of five brands are foreign car brands. Therefore, the tendency to choose foreign car shows lack of ethnocentrism and patriotism among Malaysian (Shankarmahesh 2006). Hence, it is crucial to investigate the ethnocentrism and patriotism among Malaysian, in order to provide evidence for the government and local car manufacturers to plan the relevant strategies to cater for local market in future.

To investigate the issue, this research utilizes a solid theoretical framework by adapting one of the well-known

psychological and behavioral theories, which is Theory of Planned Behaviour (TPB) by Ajzen which was established 1991. This study proposes to add two more new constructs, that are ethnocentrism and patriotism that is expected to have direct influence on consumers' buying intention of Malaysian national car. It is hoped that it will provide deeper insights of the purchase activities holistically and could be used as a guidance to improve national car producer's marketing strategies. Furthermore, according to (Al Ganideh 2017), there are still scanty research on the ethnocentric tendencies or bias towards purchasing local products, therefore, the study on ethnocentrism could help to clarify the roots of the consumer ethnocentrism phenomenon.

From the above judgments, the following questions arise: Do ethnocentrism and patriotism affect consumer buying intention of Malaysian national car? The research objectives of this study is to examine the effects of ethnocentrism and patriotism on consumer's buying intention towards Malaysian national car. This objective is expected to answer the research problem formulated above.

## LITERATURE REVIEW

### ETHNOCENTRISM

In 1906, the ethnocentrism concept was originally commenced by a sociologist named William Sumner. He defined ethnocentrism as; when one's own group is seen as the centre and a reference for all others. In 1987, Shimp and Sharma have initiated a specific scale to measure consumer ethnocentrism that was generally known as CETSCALE. The "consumer ethnocentrism" phrase is symbolized as the consumers (American) beliefs that hold about the appropriateness, or even ethics, of buying foreign goods". In other words, ethnocentric consumers feel that, consuming imported products or services can be considered inappropriate, because it could harm their own country's economy (Rocha & Fink 2015).

Furthermore, according to Tsai, Lee and Song (2013), ethnocentric consumer is also applied to the more general concept of ethnocentrism, specifically in the economic context. Whereas, Mohammad Shah and Ibrahim (2012) stressed that, ethnocentrism has been used to explain the individual versus the outgroup in term of sociology concept. Consumer ethnocentrism has been proven in foreign versus domestic products with purchasing as a momentous determinant (e.g. Al Ganideh 2017; Tsai et al. 2013).

Several previous studies have examined the customer ethnocentrism with other context, such as cross-cultural study (Tsai et al., 2013), ethnic minority (Al Ganideh 2017), foreign product judgement (Mohammad Shah & Ibrahim 2012), country of origin labeling (Lewis & Grebitus 2016) and preference of financial institutions (Garcia-Gallego & Mera 2016). The role of consumer

ethnocentrism in influencing consumer decision making has been studied in many countries including U.S., France, Japan, West Germany, Sweden, Spain, Czech Republic, Hungary, Poland, Arab Middle East, India, Thailand, and Malaysia. The reason is to better comprehend the consumer's attitudes on foreign products or services (Mrad, Mullen & Mangleburg 2011; Yoo & Donthu 2005).

Moreover, Ismail, Masood and Tawab (2012)'s finding indicated that price and quality are the most important factors that influence consumer's final decision, other than consumer ethnocentrism, country of origin, social status, and price relativity with the competing brands. Furthermore, Vasella et al. (2010) pointed out that, the individuals demographic and economic factors will affect the degree of consumer's ethnocentrism. In addition, Shankarmahesh (2006) suggested that socio-psychological, economic, political and demographic are important factors in giving opportunities of classifying consumers based on their favorable and unfavorable nature to foreign products. He also pointed out that, education, income, and ethnicity have negative relationship to ethnocentrism, while young, female, and socially lower class individuals found to be more ethnocentric consumers than others.

Malaysians have strong bonding with domestic products and prefer to buy local products compared to foreign product (Nik-Mat et al., 2015). While, Americans and French in terms of the proportion for purchasing domestic cars are 50% to 60% (Rezvani et al. 2012), the strong sentiment among Malaysian in supporting the national car could be observed on the road, where the national cars like Proton and Perodua are the best-selling passenger cars compared to foreign imported cars. It explains the positive impact of patriotism and ethnocentrism. Nik-Mat et al. (2015) showed that, Malaysian consumers scored high in ethnocentrism and patriotism, while Othman, Ong and Wong (2008) has also shown that Malaysians have higher purchasing tendency towards local food instead of domestic cars and computers. Thus, the literature suggested that, the degree of the country development will influence the consumers' ethnocentric tendencies (Renko, Karanovic & Matic 2012). Furthermore, consumer will prefer to buy the domestic product, if the choices are available and the products have undergone several innovation. In that case, Malaysian government has taken initiatives to invest in green technology research and development to urge Malaysian carmakers to start commercializing energy-efficient vehicles' (Esa & Mohammad Shah 2013) parallel move of becoming international carmakers. Malaysian car makers should grab this opportunity to enhance their sustainability since the rate of the country's car ownership is in the rising trend (Ramanathan 2013).

It is believed that, the stronger the consumer ethnocentrism, the more probable one's intention to purchase a domestic made automobile (Che Wel, Alam & Omar 2015). Therefore, it is assumed that, ownership of a

foreign made car reflects a lack of consumer ethnocentrism (Che Wel et al. 2015). According to Renko et al. (2012), consumer ethnocentrism has a direct and negative impact on consumers' purchase intention towards foreign products because of individual affection for their own country and their fear that buying foreign products could cause serious problems for local economic development. However, this scenario is different depending on the characteristics and culture of the consumers and countries. There are many studies that examined the impact of consumer ethnocentric tendencies on purchase intentions such as Yelkur, Chakrabarty and Bandyopadhyay (2006), Chrysochoidis, Krystallis and Perreas (2007), Nguyen, Nguyen and Barret (2008), Evanschitzky et al. (2008), Ranjbarian, Barari and Zabihzade (2011). Based on Huang et al. (2008), ethnocentrism has positive influence on intention to purchase the local products (Taiwanese) and negative influence on intention to purchase Korean products. Thus, it is hypothesized that:

- H<sub>1</sub> Consumer ethnocentrism has a positive effect on consumer buying intention of Malaysian national car.

#### PATRIOTISM

Patriotism is the vital factors in achieving competitive advantage in the marketplace because it portrays the individuals' national identity (Puncheva-michelotti & Michelotti 2014). The patriotism concept had been corroborated in the area of literature, political science, and international business (Rezvani et al. 2012). This concept simplified that patriotism is the people's emotional feelings towards their country without hesitating the other countries. Similarly, nationalism represents identification of societies in a nation and focuses on supporting local products for the purpose of strengthening and sustaining national identity, without any belief in the superiority of one ethnicity over the others (Esa & Mohammad Shah 2013). Rybina, Reardon and Humphrey (2010) stated that well known attribute in identifying patriotism within individuals is those who support national manufacturers and products as part of the supports for their country.

A study by Kim, Yim and Ko (2013) indicated that, consumer patriotism is positively related to customer attitudes towards patriotic advertising, advertised brand and sport event involvement. This shows that high level of consumer patriotism will lead to favourable attitudes towards advertising that is consistent to the group norms, value and goals. Patriotism is linked to consumer attitude. Attitude is related to the belief about performing a certain behaviour (Ajzen 1991). Thus in the current study, consumer displays their patriotism in their purchasing intention. Previous study by Clercq, Thongpapanl and Voronov (2015) concluded that, patriotism invigorates the effect of local sourcing through a key decision makers that have higher levels of patriotism. In addition, Park and

Avery (2016) investigated on the influence of patriotism and celebrity endorsement on military advertising effectiveness and indicated that patriotism influences the advertising effectiveness. This can be achieved through positive word of mouth (WOM) regarding the military by increasing favorable attitudes towards military advertising and attitudes. Thus this provides prove that, patriotism is a belief related to attitude that influence purchase intention.

Furthermore, when consumers consider that their choice of purchasing local products can give a powerful impact to their own country, it symbolizes loyalty to their own country as well. From the above discussion, the relationship between consumer ethnocentrism and patriotism has been established (Shankarmahesh 2006). Research has proved that, both have a positive relationship which varies from one culture to another (Rybina et al. 2010; Vassella et al. 2010; Yoo & Donthu 2005), and it is a straight relationship with consumers' insight about purchase intention (Sinrungtam 2013; Rezvani et al. 2012). Furthermore in sports related study, Kim et al. (2013)'s finding proved that consumer patriotism are more likely to inspire their ties to support national team and distinguish themselves from other group of people. Whereas, a study done by Rocha and Fink (2015) proved that patriotism has positive influence on intention to purchase the league-related products. Besides ethnocentrism, Nik-Mat et al. (2015) found that, patriotism is one of the direct drivers of actual purchase behavior. Thus, it is hypothesized that:

H<sub>2</sub> Patriotism has a positive effect on consumer buying intention of Malaysian national car.

#### PURCHASE INTENTION

Purchase intention is one of the outcome variables in marketing studies that explained consumer behaviour in decision making (Khalid et al. 2017). According to Sun et al. (2014), cultures and subcultures in consumption behavior have influence on consumer's purchase intention. Intentions cannot act as attitudes (Khalid et al. 2017). Therefore, intention can be defined as, "the person's motivation in the sense of his or her conscious plan to exert effort to carry out a behavior" (Eagly & Chaiken 1995). Thus, intention is recognized as a determination to perform an action of purchase (Schiffman & Kanuk 2010). Purchase intention is performed when the product is congruence with the consumer self-image or reflect themselves (Khalid et al. 2018). Thus, purchasing national car reflects their patriotism.

Purchase intention is an important factor that attracts consumer to make final purchase decision, by a good product branding and advertising strategy (Hartmann & Apaolaza-Ibanez 2012). Based on Rezvani et al. (2012), purchase intention refers to an act of making a decision that shows a person's manner in terms of particular products. Additionally, previous study found that, the most powerful factors influencing purchase intention in Malaysia includes government initiatives, customer

knowledge, peer pressure and attitude towards behavior (Esa & Mohammad Shah 2013).

Ajzen (1991) suggested that, the most appropriate theory to predict purchase intention is the Theory of Planned Behaviour. Based on this theory, the antecedents of attitude, subjective norms, and perceived behaviour control are behavioural beliefs that influence consumer purchase intention. Theory of Planned Behaviour (TPB) is an established theory that is able to explain consumer purchase intention. However, Ajzen (1991) mentioned that, Theory of Planned Behaviour can be extended by adding another construct that better explain the consumer purchase intention. Thus by adding patriotism and ethnocentrism to TPB, the study is considering Malaysian culture to provide a better understanding on how it affects Malaysian purchase intention towards their own national car brand.

#### OPERATIONAL DEFINITION OF THE STUDY CONSTRUCT

To provides a precise understanding of each construct, this study defines each construct according to the study objectives:

- i. **Ethnocentrism** – consumer ethnocentrism encompasses "the beliefs held by consumers about the appropriateness and morality of purchasing foreign-made products" (Shimp & Sharma 1987). Thus, for the current study, ethnocentric is defined as consumer belief towards their inappropriateness of buying foreign-made products.
- ii. **Patriotism** – Patriotism is "strong attachments and loyalty to one's own group without the corresponding hostility toward other groups" (Druckman 1994). For the current study patriotism is operationalized as a consumer strong attachment and loyalty to their countries.
- iii. **Attitude** – Attitude is a behavior that is usually performed by individual, based on their beliefs to execute the particular action (Ajzen 1991). For the purpose of the current study, attitude is referred to as consumer willingness to execute the behaviour for purchase intention, where culture is the main elements that influences the consumer behaviour to execute the action.
- iv. **Subjective Norms** – Subjective norms are part of Theory of Planned Behavior variables that is related to the family and friends' influence (Ajzen 1991). Thus for the current study, subjective norms is referred to as family, friends or social influences to execute certain behaviour. It is referred to as what individual think social or peer support approved the behaviour.
- v. **Perceived Behavior Control** – Perceived behavior control is defined as difficulty in performing the behaviour (Ajzen 1991). For this current study, perceived behavior control is referred to as consumer difficulty to perform the behaviour due to external factors such as opportunity, time and resources to execute purchase intention.

- vi. **Purchase Intention** – Intention can be defined as, “the person’s motivation in the sense of his or her conscious plan, to exert effort to carry out a behaviour” (Eagly & Chaiken 1995). Meanwhile, intention is recognized as a determination to perform an action of purchase (Schiffman & Kanuk 2010). For this current study, purchase intention is referred to as a degree of consumer willingness to purchase the product. Purchase intention is related to execute (or not to execute) a behaviour that will lead to actual purchase.

#### THEORY OF PLANNED BEHAVIOR

According to Ajzen (1991) behavioral intentions can be understood as the factors that capture the willingness of people to perform a certain behavior. The Theory of Planned Behavior is a theory that predicts intention in the consumer behaviour. This theory model was developed by Ajzen (1991). Thus, it is an extension of the Theory of Reasoned Action (TRA) (Ajzen 1985 1991). This theory determined that an attitude towards the behavior, subjective norms, and perceived behavioral control influences buying intention. According to Alam and Sayuti (2011), TRA does not consider perceived behavior control as antecedent in influencing consumer intention in which is the limitation of TRA.

The Theory of Planned Behavior explains that, the consumers’ intention to perform their behaviour determines his or her performance of a certain behaviour (Alam & Sayuti 2011). Based on the finding by Rezvani et al. (2012), he concluded that, there are many factors that have impact on consumer purchasing intention, especially in the contexts of Country of Origin. Attitude predicts consumer behaviour for consumption and purchase intention. There is a large volume of published studies that describe the role of attitude and purchase intention. Previous studies proved that the positive relationship between attitude and purchase intention and attitude towards green brand influence green product purchase intention (Mohd Suki 2016); attitude significantly influences behaviour for green product purchase intention (Paul, Modi & Patel 2016) as well as attitude positively influences repurchase intention for local brand of Korea coffee shop among Korean (Kang et al. 2012). Thus, attitude helps to predict consumer behaviour for purchase intention. Attitude guides the consumer future behavior for consumption and enhances the relationship if they had the experience (Glasman & Albarracín 2006).

Subjective norms are part of the Theory of Planned Behavior’s variables that are related to the family and friends’ influence. Up till now, studies have linked significant relationship for subjective norms and purchase intention, for example in Islamic takaful products (Md Husin & Ab Rahman 2016); positive relationship for subjective norms and purchase intention for halal products (Lada, Tanakinjal & Amin 2009). Thus subjective norms are solid variables that may influence the purchase intention.

Perceived behaviour control is a variable for Theory of Planned Behavior that predicts purchase intention. Numerous studies have attempted to explain the relationship between perceived behaviour control and purchase intention. Those studies have indicated that, perceived behavior control positively influence purchase intention for stock trading in Malaysia, with the application of online trade among investor (Gopi & Ramayah 2007) and there are positive relationship for perceived behaviour control and purchase intention for organic personal care products (Kim & Chung 2011). Thus perceived behavior control that links to obstacle or constraint has overcome and help to enhance the significant relationship with purchase intention.

Therefore, the Theory of Planned Behavior is sufficient to explain the relationship between the antecedents (attitude, subjective norms, perceived behavioural control, ethnocentrism and patriotism) on the buying intention of this study. Therefore, the hypothesis of this study can be proposed as;

- H<sub>3</sub> Attitude has a positive effect on consumer buying intention of Malaysian national car.
- H<sub>4</sub> Subjective norms have positive effect on consumer buying intention of Malaysian national car.
- H<sub>5</sub> Perceived Behavioral Control has a positive effect on consumer buying intention of Malaysian national car.

#### PROPOSED CONCEPTUAL FRAMEWORK

Figure 1 shows the proposed conceptual framework of the current study. Consumers’ buying intention is driven by ethnocentrism and patriotism (Nik-Mat et al. 2015; Renko et al. 2012). Whereas, based on the Theory of Planned Behavior, purchase intention can be predicted through consumers’ attitude, subjective norm and perceived behavioral control. Figure 1 shows a relationship between independent variable consisting of ethnocentrism, patriotism, attitude, subjective norm and perceived behavioral control that influence the dependent variable of buying intention of Malaysian national car.

#### METHODOLOGY

##### RESEARCH DESIGN AND SAMPLING

This study employs convenience sampling under nonprobability sampling. The self-administered questionnaires was distributed in Klang Valley, among those who had experience in buying car for personal use. A total of 200 questionnaires were distributed but only 150 (75%) were usable for further analysis. The sample size was determined based on Hair et al. (1995) who stated less than 100 sample size is considered to be small, medium sample size between 100 to 200 and finally more than 200 is considered as a large sample size. The questionnaires were administered by hand,

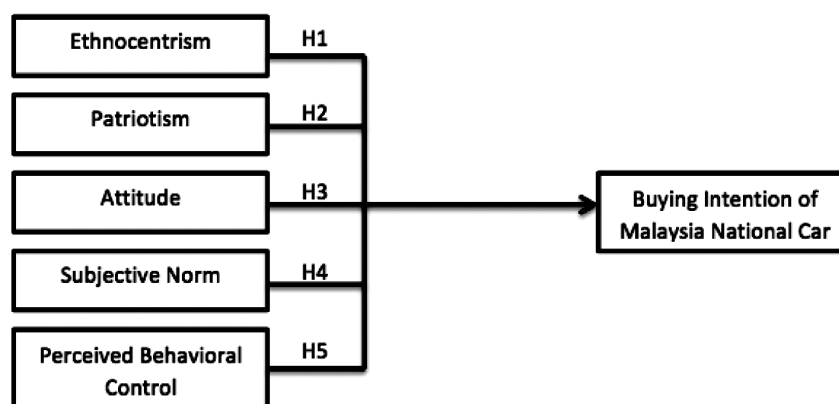


FIGURE 1. Proposed conceptual framework

through e-mail, and blasted on social media during the collection process.

In this study, all measurement items that were used to measure the variables were adopted from previous validated instruments. The construct of attitude, subjective norm, perceived behavioral control and behavioral intention were measured with scales adapted from Alam and Sayuti (2011). The scales adapted were reconstructed, so that the focus is on the Malaysian national car purchase

intention. The ethnocentrism and patriotism measurement item were adapted from Rybina et al. (2010). Again, the items were modified for Malaysian national car buying intention. The six-points Likert scale was employed. The Likert scale ranging from 1 indicates “strongly disagree” to 6 indicates “strongly agree.” In terms of data analysis, multiple regression was utilized in this study. Table 1 shows the list of all the measurement items that were used in this study.

TABLE 1. List of the measurement items

No	Items
<i>Attitude</i>	
1	I like the idea of buying Malaysian national car
2	I think that buying Malaysian national car is a good idea
3	I have favorable attitude toward Malaysian national car
<i>Subjective Norms</i>	
4	People who influence my behavior would think that I should buy Malaysian national car
5	My close friends think that I should buy Malaysian national car
6	Most people who are important to me think I should buy Malaysian national car
<i>Perceived Behavioural Control</i>	
7	I am confident that I would be able to buy Malaysian national car
8	Buying Malaysian national car entirely within my control
9	I have resources, time and willingness to buy Malaysian national car
10	There are likely to be plenty of opportunities for me to buy Malaysian national car
<i>Buying Intention</i>	
11	I will consider buying Malaysian national car
12	I will buy Malaysian national car on a regular basis in the future
13	I think it will be worth it for me to buy Malaysian national car
<i>Patriotism</i>	
14	Being a Malaysian citizen means a lot to me
15	I am proud to be a Malaysian citizen
16	When foreign person praises Malaysia, it feels like a personal compliment
17	I feel strong ties with Malaysia
<i>Ethnocentrism</i>	
18	Malaysian national car first, last and foremost
19	A real Malaysian should always buy Malaysian made national car
20	It may cost me in the long-run, but I prefer to support Malaysian national car
21	Malaysian consumers who buy cars made in other countries are responsible for putting their fellow Malaysian citizens out of work
22	Only those cars that are unavailable in Malaysia should be imported

## RESEARCH FINDINGS

## DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDENTS

Table 2 reveals the demographic background of the respondents. From the table, we can see that female (52%) outnumbered male (48%). The respondents' occupation levels of this study range from student, executive/managerial, professional and other. The other is the highest occupational level (34.6%). The sample contains a representation of the whole population in Malaysia. It consists of Malay (74.7%), Chinese (12%) and Indian (13.3%) respondents. The highest respondents age group are from 31-35 years old (37.3%). The majority of the respondents mostly have income of RM2,100-RM3,000 (44%) per month.

TABLE 2. Respondent's demographics background

Demographics	Categories	Frequency	Percentage
Age	18-24	16	10.7%
	25-30	40	26.7%
	31-35	56	37.3%
	36-45	28	18.7%
	46 & Above	10	6.7%
Gender	Male	78	52%
	Female	72	48%
Occupation	Professional	19	12.7%
	Student	33	22%
	Executive/ Managerial	46	30.7%
	Other	52	34.6%
Income	Less than RM1,000	12	8%
	RM1,001-RM2,000	42	28%
	RM2,001-RM3,000	66	44%
	> RM3,000	30	20%
Race	Chinese	18	12%
	Malay	11	274.7%
	Indian	20	13.3%
	Others	-	-

## RELIABILITY

The Cronbach's alpha was computed in order to verify the internal reliability of the items in this study (Nunnally 1978). Based on suggestion by Nunnally (1978), a minimum alpha of 0.6 meet the requirement for the research at the early stages. The Cronbach's alpha estimated for attitude was 0.921, subjective norm was 0.895, perceived behavioral control was 0.926, patriotism scale was 0.929, ethnocentrism is 0.918 and behavioral intention scale was 0.916. Thus, all the construct Cronbach's alpha were higher than 0.6. Therefore, the constructs were considered to have sufficient reliability.

## TEST OF MULTICOLLINEARITY

Two major methods were utilized in order to determine the presence of multicollinearity among independent variables in this study. These methodologies involved calculation of both Tolerance test and Variance Inflation Factor (VIF) (Kleinbaum et al., 1988). The results of these analyses are presented in Table 3. Multicollinearity was not a concern with this data set as confirmed by the main effect regression models with variance inflation factors (VIF range from 1.590 to 2.692), as it is well below 10. It can be seen from this data that, none of the tolerance levels is < or equal to 0.1. The acceptable Durbin – Watson range is between 1.5 and 2.5. In this analysis, Durbin – Watson value of 1.863, which is between the acceptable ranges, shows that there were no auto correlation problems in the data that was used in this research. Thus, the measures that were selected for assessing independent variables in this study do not reach levels that indicates multicollinearity.

TABLE 3. Multicollinearity

Variables	Tolerance	VIF
Ethnocentrism	0.376	2.660
Patriotism	0.371	2.692
Attitude	0.629	1.590
Subjective Norm	0.441	2.227
Perceive behavioral control	0.388	2.576

## REGRESSION ANALYSIS

The proposed relationship in this study was assessed by applying multiple regression analysis. Five hypotheses were formulated. All the variables retain after the reliability test. All hypotheses were tested using a multiple regression prediction model following the guidelines established by Hair et al. (1998) with Malaysian national car purchasing intention as the dependent variable.

Table 4 shows the result of the multiple regression analysis. The results reveal that,  $H_2$ ,  $H_3$ , and  $H_4$ , were found to be significant in the prediction model. The results provide support for hypotheses  $H_2$ ,  $H_3$ , and  $H_4$ . There is a relationship between patriotism ( $\beta = .178$ ;  $p < 0.001$ ), attitude ( $\beta = .409$ ;  $p < 0.001$ ), and subjective norm on

TABLE 4. Regression results

Variables	Beta	t-value	p-value
Ethnocentrism	0.067	1.537	0.125
Patriotism	0.178	4.386	**0.001
Attitude	0.409	9.078	**0.001
Subjective Norm	0.394	7.744	**0.001
Perceived Behavioural Control	0.072	1.487	0.1238

Notes: Significance at: \*p, 0.01 and \*\*p, 0.001;  $R^2$  0.745, adjusted  $R^2$  .740; dependent variable: Purchase intention.

Malaysian car purchasing intention ( $\beta = .394$ ;  $p < 0.01$ ). Thus, there is no relationship between ethnocentrism and perceived behavioural control on Malaysian car purchasing intention.

#### DISCUSSION

Based on the findings of this study, it can be concluded that, three out of five independent variables which are patriotism, attitude and subjective norm affect the consumer buying intention of the Malaysian national car. It has proved through the analysis that there is a positive relationship between patriotism and consumer buying intention of Malaysian national car. Attitude is one of the behaviors that influence consumers' intention. The research indicates that Malaysian consumers' attitude has a positive relationship with buying intention of Malaysian national car. In addition, subjective norm as a general perception of something in the social life that can influence peoples' intention was also examined in this study. The result suggested that Malaysian consumers subjective norm can influence buying intention of Malaysian national car as it was proved by the significance of the p-value and positive relationship.

Nik-Mat et al. (2013) showed that consumers are normally willing to buy local products if they have availability of choice. Those with high level of ethnocentrism will portray favorable attitudes towards the products that are imported from countries with similar culture compared to the products imported from countries with different culture. Since Malaysians are multicultural society, majority of consumers are exposed to different cultures. Malaysians who have experienced with other cultures or travelled to other countries normally have their own preference towards foreign products.

Other studies on the young Malaysian customers showed that, majority of young Malaysian customers tend to purchase domestic brand. This indicates that, marketers should seriously acknowledge this issue in evaluating consumer purchasing intention (Rezvani et al. 2012). In addition, Alam et al. (2011) indicated that, the higher the consumer attitude and subjective norm with respect to their behaviour, and perceived behaviour control, the stronger will the individual's purchase intention be. The intention is different from attitude (Rezvani et al. 2012) where attitude is an evaluation of the products, whereas intention is a person's motivation to perform the behavior. Thus, this proves that, antecedent of Theory of Planned Behavior is a good predictor for Malaysian consumer purchase intention for this study.

#### IMPLICATIONS AND CONCLUSION

This article provides an information for consumers, company, marketer and Malaysian citizen as well as Malaysian government. The implication of these findings

can be used for future research on consumer behavior especially on consumer buying intention. The current study has utilized TPB by adding two new variables (ethnocentrism and patriotism) to further understand consumer purchase intention towards Malaysian national car brand. The results revealed that only three out of five independent variables are significant in predicting consumer purchase intention, which are patriotism, attitude and subjective norm.

It is surprising to see that ethnocentrism is not a significant factor in predicting consumer purchase intention. This means that Malaysian do not feel guilty to buy foreign made products. This is in line with Vasella et al. (2010) who mentioned that consumer demographic and economic factors affect the degree of ethnocentrism. Thus, we can say that, at least in the current case, the respondents had lower degree of ethnocentrism, where other factors had stronger influence on their purchase intentions. Future research should focus more on factors that contribute to the determination of consumers in selecting local or foreign made products.

This finding can improve Malaysian citizens' understanding of purchase intention of Malaysian national cars. Patriotism shows significant relationship with consumer's buying intention. Thus, it proved that at least in the case of the current study, the respondents had high degree of patriotism that made them support national car brand. The government and policy makers should pay close attention to this matter as they should put continuous effort to make sure that the consumer degree of patriotism are at the highest level possible.

Analysis of consumer ethnocentrism and patriotism on Malaysian national car buying intention should be further explored. Extensive exploration of the studies on the consumer purchase behaviour in Malaysia may also be a beneficial application. The development of the country through automobile industry should be appreciated by Malaysian citizens themselves. The support from local consumers will increase the development of the country's economy. Also, it is practically significant for Malaysian national car manufacturers in promoting Malaysian made car.

In addition, the close attention should also be paid to attitude and subjective norm as both variables also show significant relationship with consumer purchase intention towards Malaysian national car brand. Thus, promotional activities should focus on building positive attitudes towards Malaysian made products, while utilizing the family and friends as a major influence.

The analysis also contributes to the international and global companies by understanding Malaysian car market (e.g. possible resistance from local consumer in purchasing foreign car). A closer attention should be paid to the three important predictors of consumer purchase intention which are; patriotism, attitude and subjective norm. Finally the current study provides a starting point for future research especially those investigating purchase intention and utilizing the TPB.



The current research has identified several important theoretical contributions. First, this study has extended the TPB model by adding patriotism and ethnocentrism as antecedents to predict consumer purchase intention in the study framework. The TPB was extended to better understand the consumer in Malaysian culture. Second, the study focuses on understanding consumer purchase intention for national cars and confirm that patriotism, attitude and subjective norm significantly influence purchase intention. Finally, there is solid evidence in the current study on consumer's purchase intention for national car, that the present work has extended the theoretical understanding of the underlying consumer consumption mechanisms that may lead to such behaviour.

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