DECLARATION

We hereby declare that:

(1) This undergraduate FYP is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.

(2) No portion of this FYP has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) Equal contribution has been made by each group member in completing the FYP.

(4) The word count of this research report is _____.

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LIST OF ABBREVIATIONS

P	Patriotism
CO	Cultural Openness
C	Conservatism
CE	Consumer Ethnocentrism
ATT	Attitude towards Foreign Products
PI	Purchase Intention
VIF	Variance Inflation Factor
SPSS	Statistical Package for Social Science
SLA	Simple Linear Regression
MRA	Multiple Linear Regression
ANOVA	Analysis of Variance

LIST OF APPENDICES

PREFACE

It is necessary to complete and engage in the subject of the research study in order to complete the Undergraduate study of Bachelor of International Business (Hons) in Universiti Tunku Abdul Rahman. The research topic that we have selected to conduct in this research is 'Antecedents and Outcome of Consumer Ethnocentrism towards Japanese Convenience Store'.

The motive in choosing Japanese convenience store as the context of study is because nowadays retail sector has been playing a key role compared to other service sector in Malaysia and Japanese convenience store such as FamilyMart and 7-Eleven is the first and second largest convenience store retail chain in the world. However, the past studies of consumer ethnocentrism is lacking in this context. Therefore, the researchers would like to test whether consumer ethnocentrism will affect the consumer purchase intention towards Japanese convenience store through the mediating effect of purchase attitude in order to fill the research gap.

The topic that we have chosen may also contribute useful information and findings to several parties such as retail business, managers, marketers, policy-makers as well as future researchers to have better understanding on the antecedents and outcome of consumer ethnocentrism towards Japanese convenience store.

ABSTRACT

The purpose of this research study is to examine and investigate whether consumer ethnocentrism will affect purchase intention through mediating role of attitude towards foreign products in Japanese convenience store. The research background, problem statement, issues and others that related to the research topic has been further discussed in this study. Besides, this study is designed to achieve the following goals: (1) To investigate the relationship between patriotism and consumer ethnocentrism; (2) To investigate the relationship between cultural openness and consumer ethnocentrism; (3) To investigate the relationship between conservatism and consumer ethnocentrism; (4) To investigate the relationship between consumer ethnocentrism and attitude towards foreign products; (5) To investigate the relationship between consumer ethnocentrism and purchase intention; (6) To investigate the relationship between attitude towards foreign products and purchase intention; (7) To investigate whether attitude towards foreign products have a mediating effect between consumer ethnocentrism and purchase intention.

This study can bring the contribution to the beneficial parties such as retail sector, marketers, policy-maker, future researches as well as filling the gap of the knowledge and academic.

The questionnaires of 250 respondents are distributed and collected through both hard and soft copy in all the states throughout Malaysia, in which the respondents who are Malaysian and ever bought product from Japanese convenience store in Malaysia. Statistical Package for the Social Sciences (SPSS) software is used to generate and measure the data for all the variables in order to identify the relationship among all the variables. Last but not least, the discussion of the hypothesis, limitation and recommendation has been discussed in this research.

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

This research is conducted to explore how the consumer ethnocentrism can affect the consumer purchase intention towards Japanese convenience store's product in Malaysia. It will focus on how the antecedents affect consumer ethnocentrism and the relationship between them. Besides, it is also to study how consumer ethnocentrism can affect consumer purchase intention towards Japanese convenience stores which are mediating by the effect of attitude towards foreign products. This section includes research background, problem statement, research objectives, research questions, hypotheses for the study, significance of study, chapter layout of this research as well as brief summary of this chapter.

1.1 Research Background

In a modern era, it is undeniably that service sector contributes many to a country development and growth as compared to manufacturing and agriculture sectors (World Bank Report, 2012). This scenario has been projected to Malaysia which is also found to have service industry as its main anchor to the economy that simplifies the important of service industry and that the growth rate of service industry is still continuing growing by 6.5% compared to Q4 of year 2017 (Department of Statistics Malaysia, 2018). As part of the service industry, retail sector has been playing a key role compared to other service sector in Malaysia (Tehseen, 2014). Retailing is defined as the process in delivering products and services directly to the ultimate

customer for consumption (Hameli, 2018). The categories of retail sector are divided into two: (1) Merchandise-Based Classification which includes of department stores, supermarkets, specialty stores, convenience stores, super stores and service retailers and (2) Price-Based Classification which includes of discount stores, factory outlets, category killers, off-price retailing, warehouse clubs, hypermarkets and shopping malls. Ganeshwaran (2018) mentioned that retail sector sales growth rate is increasing at each subsequent year at which from 2% sales growth rate in 2017, then subsequently projected to 4.7% sales growth rate in 2018 and anticipated 5% sales growth rate in 2019 (Sharina, 2018). In addition, Malaysia is ranked as third in the Global Retail Development Index which is based on the world basis (Wisconsin Economic Development Corporation, 2017) which features more opportunity and space to grow in this sector. The ranking of third place in the Global Retail Development Index has also placed Malaysia in a favourable situation for foreign companies to make aggressive expansion plan, especially in convenience store segment (Wisconsin Economic Development Corporation, 2017) which in turn also increases the competition intensity between local convenience store and foreign convenience store. At which, convenience store is defined as "a small, centrally located store, featuring ease of access, late-night hours, and a limited line of merchandise, and that charges above-average prices compared to large supermarkets that generate large volume sales" (Bianchi, 2009).

Although according to DBS Group Research 2015 report, convenience store sector only accounted for 5% of the entire grocery retail market in Malaysia (Oxford Business Group, n.d.), however analyst found out that convenience store's penetration rate in Malaysia when compared to Thailand and Japan is relatively low thus showing that there is opportunity growth in this sector (Amir, 2018). Similarly, according to DBS Group Research, the number of convenience stores in Malaysia

based on populations is far behind countries such as Singapore, Indonesia and Thailand (Tuah, 2016). Therefore, the new and existing players in the convenience store sector are pushing their efforts to open up more stores in Malaysia as the number of convenience stores in Malaysia is also being forecasted by WiseGuyReports.Com to grow at a CAGR of 6% during year 2016 to 2022 which shows that this industry got potential developments and opportunities for convenience stores' players (AB Newswire, 2018). However, the opportunity always come with competition. Thus, the increase number of new convenience stores as well as also increase of store locations of existing convenience store players make the competition of the retail industry in Malaysia to become more intense in nowadays. This is because in the recent years, there are more convenience stores growing and opening in Malaysia. For example, Japan's well-known convenience store FamilyMart opened in 2016, free to cook own meals convenience store Like Mart opened in 2017, cashless convenience store Funmaii opened in 2018 and so forth. Not to mentioned that the existing players in this industry such as 7-Eleven, Mynews.com and so on are also increasing their store locations at greater effort.

Figure 1.1: Asian Convenience Market Growth Forecast by Country
2017-2021

Source: Retail Asia. (2017). Vietnam convenience store growth to lead Asia. Retail News Asia. Retrieved February 27, 2019, from https://www.retailnews.asia/vietnam-convenience-store-growth-lead-asia/

On top of that, according to Retail Asia (2017), it is anticipated by IGD that Malaysia convenience store market will grow by 10.5% during the year 2017 to 2021 which features the market opportunity as well as its positive growth rate. Hence, the retail convenience store in Malaysia has become the fastest growing subsegment as according to Tan (2017), Smith Zander mentioned that sales of convenience stores in Malaysia has been increased from 1.2 billion ringgit in 2007 to about 3.3 billion ringgits in 2015. As there is increasing and growing number of retail convenience stores in the market, it is assumed that all of the retail convenience stores are aggressively on planning, deciding, and

operating their business strategy in order to gain the market share and even grab the customers from competitors among each other.

Hence today, focusing on retail industry, the study is looking more in-depth on foreign convenience store and specifically on purchase intention towards Japanese convenience store such as 7-Eleven and FamilyMart as 7-Eleven and FamilyMart are the first and second largest convenience store retail chain respectively in the world (Sun Media Corporation Sdn. Bhd., 2016) which shows the consumer preference towards Japanese convenience store thus leading the study to discussed further on it. As according to Sun Media Corporation Sdn. Bhd., (2016), there is higher consumer preference towards Japanese convenience store in the world, thus the study will also be focusing on Malaysian consumer ethnocentrism to test whether the consumer ethnocentrism will have affected the purchase intention as well as the attitude of Malaysian consumer towards Japanese convenience store. Furthermore, this is also where to fill in the lacking of study for consumer ethnocentrism in service field of study.

1.2 Problem Statement

Firstly, the problem statement includes lacking of study of consumer ethnocentrism in service sector. From the past studies done by the researches, it was found that there is lacking of study of consumer ethnocentrism in the field of service sector. Most of the past studies studied about consumer ethnocentrism in products sector but lacking of study in service sector such as Wel, Alam and Omar (2015) which studied in national car and Trivedi (2018) which studied in herbal products. Tantray (2018) mentioned that consumer ethnocentrism in service sector should be further studied in future research as most of the economies of the world

are service economies in nowadays but consumer ethnocentrism has not been fully explored in services. So, the study of consumer ethnocentrism in services sector are very important to boost up the economies of the world as well as for a country. Studies related to products are totally different from studies of services sector as product and service are different in four areas such as services are intangible, perishable, inseparable in transactions, quality of services are vary on each time when consumer consuming while products are not intangible, can be stored, can be consumed any time after purchased, and quality may remain on each time consumer consuming (Chettipally, 2005). Due to the reason that features of services are different with products so that the result of consumer ethnocentrism in products are different with services. Besides, the result that concluded in study of consumer ethnocentrism in products cannot be assumed in services sector. Therefore, there is lacking of study of consumer ethnocentrism in service sector.

Besides that, the study includes whether Malaysian develops favourable attitude towards Japanese convenience store's product. In terms of Malaysian attitude toward products quality from different countries such as Japan, Malaysia, France, German, U.K and so forth, it is found that Japan is ranked as the first place (Rashid, Sidin & Daud, 2015). The study also mentioned that Malaysian has favourable response toward 'made in' Japan goods. Hence, this is where our study comes in to study whether Malaysian consumer also develops a favourable attitude towards Japanese convenience store whether on its products or services since the study done by Rashid et al. (2015) only study on products such as perfume, electrical products, food, toys and so forth. The study would propose to study whether consumer ethnocentrism will affect on the favourable attitude towards Japanese convenience store in Malaysia. Besides, there is lacking of study conducted to study upon consumer ethnocentrism on attitude towards Japanese convenience store in Malaysia. Lastly, there is also lacking of study found to research of attitude as mediator role between consumer ethnocentrism and purchase intention in Malaysia convenience store market although past researchers such as Salman and Naeem (2015), Juharsah and Hartini (2014) and Van den Berg (2017) have done it. Hence, contribute significantly on whether

attitude will have mediation effect between consumer ethnocentrism and purchase intention.

In addition, the examination of whether there is purchase intention of the consumer towards Japanese convenience store. It is found out that there are more and more convenience stores open up in Malaysia regardless it is a foreign or domestic one. According to Komathy, Nurfatin and Shanthiny (2018), although 7-Eleven dominates the market of convenience store in Malaysia, there is growing competition of 7-Eleven with the other 2 companies which are local convenience store Mynews.com and also Japanese convenience store FamilyMart. Thus, the competition between local convenience store and Japanese convenience store become intense. An article mentioned that the share of local convenience store Mynews.com fell 11% or 6.88sen from previous share and the marginal also declined up to 0.33% of net profit in year 2018 (Wong, 2018). However, the article does not mention about the reason of decreased share of Mynews.com. Wong (2018) mentioned that Mynews.com faced intensive competition with FamilyMart since the company keep on increasing FamilyMart physical stores and products. Besides, one thing worth to mention is that the share price of 7-Eleven also fells 3.19% over a year (Lee, 2019). Overall, the fell of share and share price indicated that there is a need to investigate on the purchase intention of the Malaysian consumer on Japanese convenience store. Hence, this study will be carried out to study the purchase intention of consumers toward Japanese convenience store whether there is an increasing purchase intention towards Japanese convenience store or not.

Apart from that, according to Van den Berg's (2017) study, they recommend to study their conceptual model on low involvement product since their study focus on high involvement product. For example, their conceptual framework includes of many variables such as consumer ethnocentrism, attitude, purchase intention and so forth. According to Prasad and Kumar (2009), low involvement product is when the customers put less effort on doing survey before buying the products from the convenience store as the customers will just come in to the store and ask for the product when they want to buy. Then, Krutika (2014) mentioned that

consumers' purchase behaviour towards convenience store product is involved in low involvement which the customers will put less effort in thinking and they will buy the convenience store products in the habitual way. Thus, this study can also fill in the gap of the research on low involvement product by studying on convenience store's product. Besides, parts of this study are similar to some parts of their conceptual model such as consumer ethnocentrism, attitude and purchase intention which also fills in the gap of the research.

Lastly, past studies such as Ghani and Mat (2017) and Jain and Jain (2013) have previously investigated patriotism, cultural openness and conservatism within the context of consumer ethnocentrism in the perspective of socio-psychological and found that there are significant effects on consumer ethnocentrism, however within the service sector retailing, it was found to be lacking of study in this sector. Besides, according to Alshammari, Williams and Morgan (2017), they mentioned that the antecedents of consumer ethnocentrism such as patriotism, conservatism, cultural openness and animosity can affect the consumer ethnocentrism level towards the purchase intention on foreign product which is similar to this study. Thus, these antecedents such as patriotism, cultural openness and conservatism are selected to study whether these antecedents have significant impacts on consumer ethnocentrism in service sector of Malaysia. The reason that the researchers do not adopt animosity as antecedent into this study is because Ghani and Mat (2017) found animosity was the lowest mean value in the study. Besides, the three antecedents are also selected to investigate whether these antecedents will affect consumer purchase intention as well as attitude towards foreign products in the field of service sector as there is lacking of the study of this context in Malaysia yet.

1.3 Research Questions

1. What is the relationship between patriotism and consumer ethnocentrism?

2. What is the relationship between cultural openness and consumer ethnocentrism?

3. What is the relationship between conservatism and consumer ethnocentrism?

4. What is the relationship between consumer ethnocentrism and attitude towards foreign products?

5. What is the relationship between consumer ethnocentrism and purchase intention?

6. What is the relationship between attitude towards foreign products and purchase intention?

7. Does attitude towards foreign products mediate the relationship between consumer ethnocentrism and purchase intention?

1.4 Research Objectives

1.4.1 General Objective

This research is to study whether the consumer ethnocentrism which is affected by its antecedents can influence on purchase intention or not with the mediating role of attitude towards foreign products. The main objective of carrying out this research is to identify whether consumer ethnocentrism can influence the consumer attitude and purchase intention towards foreign products. This study focuses on each

antecedent to determine how these antecedents can influence consumer ethnocentrism and subsequently how consumer ethnocentrism can influence consumer attitude and purchase intention towards foreign products. Besides, this research aims to gain the understanding of consumer attitude and purchase intention of the Malaysians toward Japanese convenience stores in Malaysia. Other than that, this research also determines whether attitude towards foreign products plays a mediating role in relation between consumer ethnocentrism and purchase intention. To fulfill the general aim of this research, the research will focus on how the three antecedents that can influence consumer ethnocentrism following by consumer purchase intention with attitude towards foreign products acting as a mediating factor.

1.4.2 Specific Objectives

The specific objectives are:

1. To investigate the relationship between patriotism and consumer ethnocentrism.

2. To investigate the relationship between cultural openness and consumer ethnocentrism.

3. To investigate the relationship between conservatism and consumer ethnocentrism.

4. To investigate the relationship between consumer ethnocentrism and attitude towards foreign products.

5. To investigate the relationship between consumer ethnocentrism and purchase intention.

6. To investigate the relationship between attitude towards foreign products and purchase intention.

7. To investigate whether attitude towards foreign products have a mediating effect between consumer ethnocentrism and purchase intention.

1.5 Hypotheses of the Study

H1: There is a positive relationship between patriotism and consumer ethnocentrism.

H2: There is a negative relationship between cultural openness and consumer ethnocentrism.

H3: There is a positive relationship between conservatism and consumer ethnocentrism.

H4: There is a negative relationship between consumer ethnocentrism and attitude towards foreign products.

H5: There is a negative relationship between consumer ethnocentrism and purchase intention.

H6: There is a positive relationship between attitude towards foreign products and purchase intention.

H7: Attitude towards foreign products mediates the relationship between consumer ethnocentrism and purchase intention.

1.6 Significance of Study

This study is to gain a better understanding of the attitude of Malaysian consumers toward foreign products. This study will contribute the ideas of what is the Malaysia consumers purchase intention towards Japanese convenience store in Malaysia, so this study will bring benefits for the beneficial bodies that will be further discussed later. Furthermore, as there is lacking of research study in the context of consumer ethnocentrism in service sector, so this study is carrying in context of service sector in order to enhance the knowledge in this field as well as services sector.

Firstly, this study may contribute the knowledge and idea for the international marketers or businesses especially foreign convenience store which are interested in expanding and penetrating into Malaysia market as well as local convenience store. The foreign marketer can plan their marketing strategies wisely and effectively by referencing the market research of this research study. Schmidt (n.d.) mentioned that market research can allow the marketers know about customers' needs and wants as the firm can know what and how is the products and services that customers are using and what they favour and not favour about through market research on the particular industry. So that the marketers may know what kind of products and services in convenience store that Malaysian customers favour about in order to plan the strategy that fulfil their needs and wants. Besides, by reading market research, retail industry can also learn the information about their target audiences such as age, gender, income and so on. In addition, this study may contribute to Japanese convenience store and also allow local marketers convenience store know the reasons may cause the market share fell. Consequently, marketers can plan an effective strategy to increase the share of company in intense competition environment by referencing this research.

Secondly, this study may bring contribution to local government. This study may lead to the knowledge of whether Malaysian consumer have high level of consumer ethnocentrism and what is their purchase intention towards foreign products. It may alert the Government on whether 'Buy Malaysia Product'

campaign should be continued to improve. The Government may know the consumer ethnocentrism level of the local people. Foremost, this allows the government on planning the event on strengthen the knowledge and importance of 'Buy Malaysia Product' campaign. Consequently, this can help the Government to plan the strategy that increase the sales of local business and also boost up local economy.

Thirdly, from academic perspective, this research can fill the gap in the literature on consumer ethnocentrism and consumer purchase intention towards foreign product in the context of services sector. For instance, the customers who are identified as high consumer ethnocentrism can be highly promoted and convinced them to purchase the products from local convenience store by strongly highlighting. For example, Mynews.com is from Malaysia while customers who have low level of consumer ethnocentrism can be convinced to buy by highlighting the quality, prices and other attributes of products and services. Furthermore, this study also provides knowledge for the employer on the performance of employee services so that they can know to what extent they should put an importance on educating and improving the performance of employees in order to change the attitude of consumer towards the convenience store.

1.7 Chapter Layout

1.0 Introduction

This chapter includes the research background to show the general background of retail industry as well as the specific scope of Japanese convenience store in Malaysia such as its trend, market share, competition and so on. Secondly, problem statement is included in this section to address the questions that research are going to investigate in this study. Thirdly, this section also included research objectives to show the purpose of this study. Besides, research questions are included to list down the questions that the researchers are going to find out.

Lastly, hypotheses of the study formed based on the past researchers as well as significance of study that contribute to the benefited parties.

2.0 Literature review

This chapter includes the review of the past literatures, research and study that done by past researchers. The entire dependent and independent variables are reviewed in this section. The meaning of all the variables are also included in this chapter. Besides, review of relevant theoretical model is also included here. The conceptual framework of this study is included as well. Lastly, it also includes the further discussion of the hypothesis development here.

3.0 Research methodology

This section includes the method of carrying out the research by the researchers. The research design will be further discussed in this chapter to show what type of design are applied in this study. Then, it will also include the data collection method to demonstrate what sources that the researchers obtained the information from. Moreover, sampling design, research instrument and scale of measurement show how the research target the population and structure of questionnaire. Furthermore, the scale of measurement shows the method of measure each of the items and variables. Besides, construct measurement is also included in this chapter to show what is the past researchers that the researchers obtained the questionnaire from. Lastly, data processing and data analysis is included to show how the researchers run the data in the aspects of research instruments, sample design, data collection and scale of measurement.

4.0 Data Analysis

This chapter will discuss about the analysis and result of collected research data to determine and verify the relationship between all the variables of this study. The researchers will interpret the results on descriptive analysis, scale of measurement, inferential analysis and summary the overall hypothesis results that generated from SPSS software. In addition, the type of measurements such as Multiple Regression Analysis, Simple Linear Regression Analysis and so on that the

researchers applied in this study to measure the value of the data will be further discussed in this chapter

5.0 Conclusion

The final chapter includes the summary of research findings of all the hypotheses. Besides, the major findings of the hypotheses will be also further interpreted in this section. Moreover, the justification of whether the hypotheses are supported or rejected by the data will also include in this section. Furthermore, implications of the study will be included in this section to show the contribution of this research. Foremost, limitations and recommendations of this study will also be included to provide suggestion for future study. Finally, there will be brief summary of the whole study will be included in final section.

1.8 Conclusion

The research background of this chapter has been provided above. At the end of this chapter, the research question has been addressed, the justification for the research has been formulated and provided. The objectives of the study have also been illustrated. The hypotheses that are preparing to test has been present in this chapter 1. Besides, the summary of the major concepts for the framework of the study has been provided. Lastly, this section has presented the structure of whole research and the following chapter will present the literature review of past studies to current and future studies.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

Previous chapter studies about the research background of the convenience store sector in Malaysia as well as problem statement and so forth. Hence, chapter 2 will present the review of literature relevant to this study which consists of three parts. The first part begins with exploration on the dependent variable (purchase intention), antecedents of consumer ethnocentrism (patriotism, cultural openness and conservatism), independent variable (consumer ethnocentrism) and lastly the mediator (attitude towards foreign products). Then, second part will be the investigation on the relevant theoretical model. The third part is the proposed conceptual framework and hypothesis to be examined for the research.

2.1 Review of the Literature

2.1.1 Patriotism

The definition of patriotism that defined by Balabanis, Diamantopoulos, Mueller and Melewar (2001) is a "strong feeling of attachment and loyalty to one's own country, but without corresponding hostility towards other nation". Sharma, Shimp and Shin (1995) said patriotism as love for or devotion to one's country and agreed that patriotism and consumer ethnocentrism are positively related with each other. Hence, due to the reason that patriotic people love their own country so that they also favor about their own country's products. This is because patriotic people believe that buying

and supporting domestic products will bring positive impact on their own whole country (Rybina, Reardon & Humphrey, 2010). For example, patriotic consumer supporting domestic product can protect domestic economy. However, Balabanis et al. (2001) found that the effect of patriotism on ethnocentrism is different among the countries due to the historical events. For example, the people in the country tend to have stronger patriotic and preference for their own country's products if the history of a country is occupied and conquered nation (Good & Huddleston, 1995).

Rezvani, Dehkordi, Rahman, Fouladivanda, Habibi and Eghtebasi (2012) mentioned that patriotism concept has been corroborated in the area of literature as well as international business. The authors simplified patriotism as the consumer formed positive emotional feeling on their own country without other countries. So that people who are patriotism and nationalism will only be focusing on the products from their own countries in order to sustain and strengthen national identity and without any belief in superiority of the products from any other countries (Esa & Mohammad Shah, 2013). However, another study found that people who are patriotism have high level of loyalty and love to their own domestic country but these do not relate to how they think about people from foreign country (Kosterman & Feshbach, 1989). Patriotism do not relate to how they think about foreigners but it is still an important role in consumer product selection because it will affect the choice of consumer when they choose between domestic and foreign products (Luque-Martinez, Ibanez-Zapata & del Barrio-Garcia, 2000).

2.1.2 Cultural Openness

Originally, openness is defined as a psychological concept about openness to experience, appreciation of art and beauty and also something about an individual's life (Roose, van Eijck, & Lievens, 2012). The definition of cultural openness is awareness, understanding, and acceptance of other cultures of people, country and so on (Sharma et al., 1995). To further elaborate the definition, Sharma said cultural openness depends on the willingness of the people accept experience and interact with the people who have different cultures. Besides, Sharma et al. (1995) also mentioned that people who have high degree of cultural openness desired to communicate with people who have different cultures especially foreigners from other country as they wish to get to know the others culture and understand them. Culture openness can be formed when a person being an overseas traveler or interacting with foreigners. Due to the reason that having interaction with foreigners can broaden the mind of the people and also reduce misunderstanding the culture of other people (Jain & Jain, 2013). They also mentioned that the degree of cultural openness will increase through travelling to other countries and communicate with people from different countries with different cultures or contact with the different people with different cultural backgrounds from own home country. Moreover, global consumers whose buying behavior would not be affected by cultural and national differences. This is because the lower the level of importance that a consumer attaches to ethnocentrism tendency, the greater the consumer to be viewed as globally open consumer (Keillor, Hult, Erffmeyer & Babakus, 1995) (as cited in Muthusamy and Krishnan (2015). Besides, different people have different degree of culture openness due to different experience exposed to different cultures, values and artifacts (Sharma et al., 1995).

2.1.3 Conservatism

Sharma et al. (1995) defined conservatism as the "tendency to cherish traditions and social institutions that have survived the test of time". They further explained that a person who has high level of conservatism are devoted to the tradition and social institutions that they are already familiar with their life and have survived from the past so that they are not willing to accept the changes. Besides, people who are conservative also prefer to stick with current status quo and have negative attitude towards innovation and any changes. Sharma et al. (1995) also mentioned that if there are any changes from current situation and status, the people will tend to perform the changes slowly and keep delaying as they are reluctant to change. Heywood (2013) mentioned that conservatism makes the people believe in tradition, hierarchy and authority. Consequently, conservative person always insists in strict rules that have authority and hierarchy (Wilson & Patterson, 1968) (as cited in Sharma et al.,1995).

Altintas and Tokol (2007) viewed conservatism as a part of set values that can shape an individual's attitude. Moreover, conservatism was listed by Altintas and Tokol (2007) as one of the four values by which included three sub-factors such as tradition, conformity and security that described by Schwartz (1994). Because of these values, a person who is conservative is more reluctant towards foreign product and has a positive impact on the person's consumer ethnocentric tendencies so the person may prefer the products from own home country.

2.1.4 Consumer Ethnocentrism

Shimp and Sharma (1987) defined consumer ethnocentrism as "the beliefs held by consumers about the appropriateness, indeed morality

of purchasing foreign-made products". Then, consumer ethnocentrism is also defined as personality traits that affects behavior, attitude and preference when the choices question comes in regarding domestic versus foreign products and services (Lindquist, Vida, Plank & Fairhurst, 2001). Besides, consumer ethnocentrism concept includes of cognitive aspects such as "perceptions of domestic product superiority or foreign product inferiority, are prevalent dimensions" (Shimp & Sharma, 1987) (as cited in Siamagka & Balabanis, 2015) which can lead to cognitive bias to other countries and products (Applebaum, 1996). In addition, it is argued that there are three elements of attitudes contained by consumer ethnocentrism which are affective, cognitive and normative (Vida & James, 2008). Ghani and Mat (2017) study indicated that ethnocentrism helps in making the final purchase decision by identifying factors that will have significant effect on the decision and that there are various factors with significant effect (Matić, 2013). Hence, ethnocentrism acts as an important factor in justifying individual's communication behavior which results in positive and negative consequences (Neuliep & McCroskey, 1997). According to Shimp and Sharma (1987), for highly ethnocentric consumers, purchasing foreign-made products is a wrong behavior which cause damage to the local economy whereas nonethnocentric consumers evaluate foreign-made products based on own merits not considering where the products are made from.

In past study, consumer ethnocentrism is found to be applicable in developing countries such as India, Russia, China (Kreckova, Odehnalova & Reardon, 2012) and according to Balabanis and Diamantopoulos (2004), consumers in developing countries are found to have lower tendencies of consumer ethnocentrism or favoring toward foreign products. Furthermore, the study done by Ghani and Mat (2017) study proved that consumer ethnocentrism can be apply in Malaysia and they created the Malaysian ethnocentrism index to

differentiate the level of Malaysian consumer in terms of their ethnocentrism toward domestic products.

2.1.5 Attitude towards Foreign Products

The definition of product attitude is "consumers' overall evaluative judgment of a product's attributes such as style, brand, and quality" (Erdogan & Uzkurt, 2010). Another definition is "a disposition to respond with some degree of favorableness or unfavorableness to a psychological object" (Ajzen & Cote, 2008) where the disposition can be shaped by social backgrounds and experience. Hence, positive or negative attitude towards foreign products is assumed to be developed by the consumer (Ofir & Lehman, 1986). Then, attitude can be divided into cognitive and affective attitudes (Kim & Park, 2013) where cognitive attitude refers to the perceptions of consumers toward a particular brand while affective attitudes refers to emotional attachment and response of a consumer towards a product (Herrmann, Huber, Shao, & Bao, 2007). On the other hand, attitude can also be shaped by individual consumer characteristics (Van den Berg, 2017) such as ethnocentrism on attitude towards foreign products (Akaka & Alden, 2010). Besides, attitude is often used as a main predictor to predict consumer purchase intention (Yazdanpanah & Forouzani, 2015). It is argued that to compete in international business environment, it is crucial for marketing managers to understand and developed empathy for different attitudes, needs and perceptions of consumer based on different foreign markets that the firms enter (Darling & Kraft, 1977). Hence, Foxall and Goldsmith (1994) mentioned that attitude is crucial to link what the consumers think of the product with the purchasing behavior in the marketplace.

A study conducted by Huddleston, Good and Stoel (2001) indicate that products made in developed countries are perceived to be at higher quality by the consumers. However, there is also situation where domestic consumers may develop favorable attitudes toward products that comes from similar culture, political and economic environment (Kaynak & Cavusgil, 1983).

2.1.6 Purchase Intention

Purchase intention can be defined as the maintenance practice of brand loyalty (Yoo, Donthu & Lee, 2000). Another definition is measurement of the future contribution of a consumer to the brand as well as the ability of consumers to purchase products and services (Kim & Ko, 2012) which is related to actual behaviour of a consumer (Ibrahim & Najjar, 2008). Further indication has been implied by De Cannière, De Pelsmacker, and Geuens (2009), based on the Theory of Reasoned Action (TRA) and Theory of Planned Behaviour (TPB), an assumption of behavioral intention can be led to actual behavior is made. The higher the purchase intention, the more likely the purchase behavior is performed by the consumer. Hence, according to Ibrahim and Najjar (2008) and He and Wang (2015), purchase intention is used widely in marketing research field. This is because purchase intention can act as an important information for manager to make decision making in terms of market segmentation and product demand (Luo, Chen, Ching & Liu, 2011).

Purchase intention has been used widely in research areas such as purchase intention of foreign and local product as dependent variable is conducted in Malaysia (Asshidin, Abidin & Borhan, 2016), purchase intention towards sports brands in South Africa (Venter, Chuchu &

Pattison, 2016) and purchase intention towards fashion pop-up store products (Ryu, 2011). Not only the purchase intention is used only in TRA and TPB model, it is also use widely in different context (Van den Berg, 2017). At which, purchase intention is also found to be the dependent variable in consumer ethnocentrism study, as such Carter and Maher (2015), Pagovska (2015), Topçu and Kaplan (2015) and Salman and Naeem (2015) which fit in to the study. Lastly, according to Rashid et al. (2015), Malaysian consumer preferred to purchase domestic products rather than imported ones thus leading to the following discussion in terms of attitude towards foreign products.

2.2 Review of Relevant Framework

Figure 2.1: Conceptual Framework
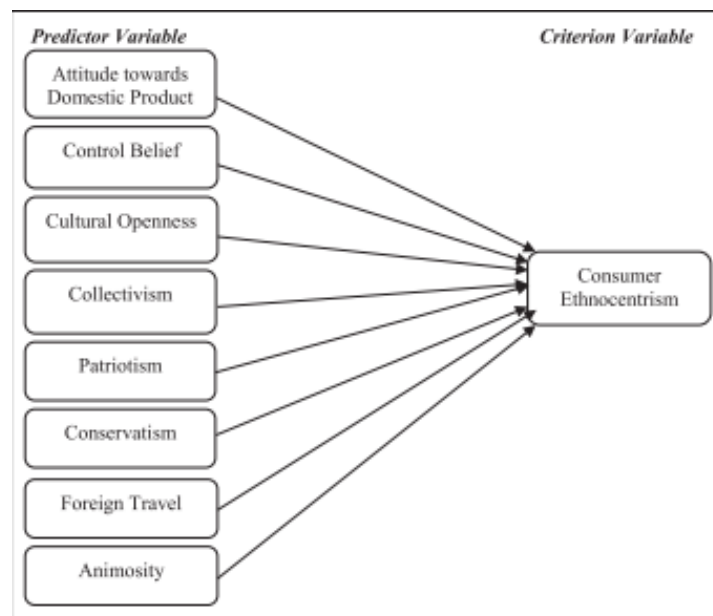
Source: Ghani, N. H. A., & Mat, N. K. N. (2017). Malaysian Consumers Ethnocentrism: The Measurement Scale and Index. *International Review of Management and Marketing*, *7*(1), 521-528.

The conceptual framework proposed by Ghani and Mat (2017) is to study on relationship between consumer ethnocentrism and its chosen eight antecedent variables out of the others antecedents: (i) Attitude towards Domestic Product, (ii) Control Belief, (iii) Cultural Openness, (iv) Collectivism, (v) Patriotism, (vi) Conservatism, (vii) Foreign Travel and (viii) Animosity. Their results show that patriotism, cultural openness and collectivism has the highest mean score among the variables while conservatism and animosity show the lowest mean score. Thus, consumer ethnocentrism and its antecedents (factors) study is done in several researches although the antecedents (factors) might be different according to different field of research.

2.3 Proposed Theoretical/ Conceptual Framework

Figure 2.2: Consumer ethnocentrism: antecedents, mediator and outcome
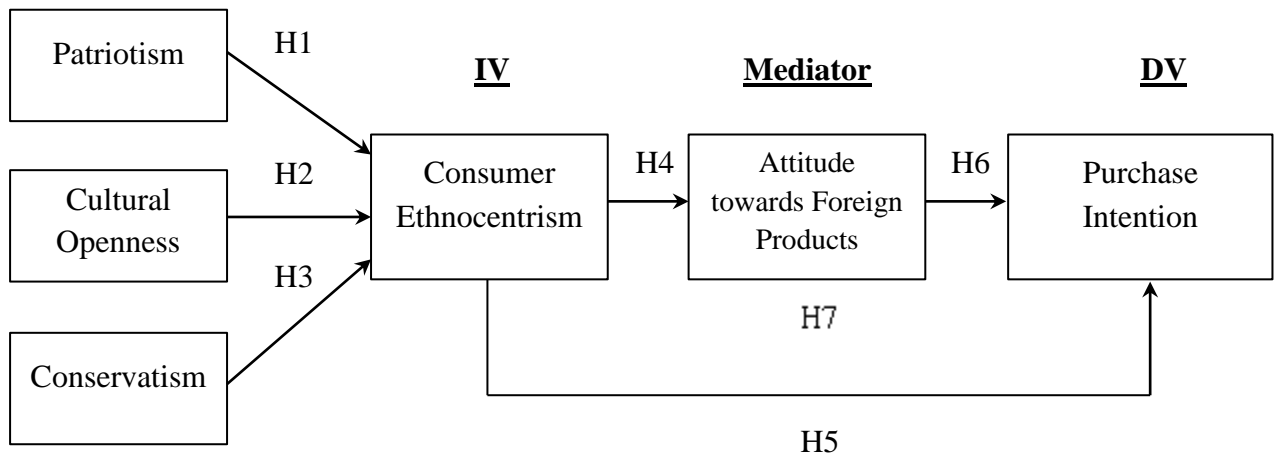
Notes: Cognitive = Consumer Ethnocentrism, Affective = Attitude towards Foreign Products, Behaviour/ Conative = Purchase Intention

Source: Developed for the research

The figure above presents the conceptual framework of this research project. The antecedents of consumer ethnocentrism such as patriotism, cultural openness and conservatism as well as consumer ethnocentrism in the study of Ghani and Mat (2017) are adopted and extended to include variables such as attitude towards foreign products and purchase intention where consumer ethnocentrism as independent variable, attitude towards foreign products as mediator and purchase intention as dependent variable. The reason to adopt only the three antecedents instead of the others in the study of Ghani and Mat (2017) is because as according to Alshammari et al. (2017), the study mentioned that patriotism, cultural openness, animosity and conservatism are the antecedents of consumer ethnocentrism in the perspective of socio-psychological and these are the variables that can affect consumer ethnocentrism toward purchase intention of the foreign products. However, this study does not take into animosity as one of the antecedents of consumer ethnocentrism as animosity is found to has the lowest mean score according to Ghani and Mat study. Besides, within the service sector retailing, it was found to be lacking of study in this sector. Hence, these antecedents are selected and adopted in this study. The figure above is also to study the relationship between chosen antecedents of consumer ethnocentrism, consumer ethnocentrism and mediator role of attitude towards foreign products on purchase intention of foreign products.

The study focuses to use the attitude of Cognitive-Affective-Behavior (CAB) and Cognitive-Affective-Conative (CAC) Model to conduct the study. Firstly, in the study of Sabitha (2015), CAB model can be related to consumer purchase decision where presents a hierarchical level of cognition (consumer awareness), affective (feelings) and behaviour (action). The hierarchical level indicates that to reach the final stage of purchasing the product, the consumer has to gone through the stages of cognitive, affective and behaviour. The study also mentioned that the CAB model is found to be supported in several studies such as Rosenberg and Hovland (1960), Ostrom (1969) and Kothandapani (1971) at which attitude model consists of cognitive, affective and behavior which is primarily developed by Rosenberg and Hovland (1960) then formed into hierarchical level by Lavidge and Steiner

(1961) (as cited in Sabitha, 2015). In the latest studies, it is also found that CAB model is often used in determining the consumer intention as proven by Hua (2015), Sabitha (2015) and Sardar and Nour (2013).

On the other hand, according to Jain (2014), CAC model is suggested by Schiffman and Kanuk (2004) that attitude consists of three elements which are cognitive (beliefs), affective (feelings) and conative (behaviour). Then, in the study of Agapito, Oom do Valle, and da Costa Mendes (2013), they test on these three elements on hierarchical causal level according to Gartner (1993). At which, cognitive influences affective, cognitive influences conative, affective influences conative, then lastly affective as mediator between cognitive and conative. As the result, they found out that all the hypothesis significantly supported. Hence, the study can fit into these two models. This is because as mentioned above in 2.1, consumer ethnocentrism consists of cognitive aspect which can lead to cognitive bias, then attitude is an affective construct and purchase intention as behavioural intention which present as cognitive, affective and conative (behaviour) that is similar to CAB model and CAC model. More importantly, the study also adopt consumer ethnocentrism (cognitive) as dependent variable that can influence independent variable of purchase intention (conative) and mediator role of attitude (affective) which is similar to the CAC model.

2.4 Hypotheses Development

2.4.1 The Relationship between Patriotism and Consumer Ethnocentrism

The previous research done by Balabanis et al. (2001) and Sharma et al. (1995) also shown that people who are favour about their own country tends to have higher level of ethnocentrism tendencies than those who are not patriotic so that the positive relationship between patriotism and consumer ethnocentrism is supported. Besides, Han and Terpstra (1988) study showed that there is positive relationship between patriotism and consumer ethnocentrism. The author found most of the customers are more depending on patriotism while less depending on quality perception when choosing a product. A study done by Nik-Mat, Abd-Ghani and Al-Ekam (2015) showed that Malaysian consumers got high score in ethnocentrism and patriotism. Due to the reason that Malaysian consumer has a high conscious in supporting the development of the country through purchasing and supporting domestic product such as Malaysia national car as they have high level of patriotism. Besides, the authors also mentioned that Malaysians have strong bonding with domestic products so they prefer to purchase and support local products compared to foreign products. The authors also mentioned that Malaysian have strong bond with supporting domestic product can be proved by observing the cars on the road. For example, the authors further explained Malaysia national cars such as Proton and Perodua are the best-selling cars compared to foreign cars. From this study, the positive relationship of patriotism and consumer ethnocentrism is proposed. Furthermore, study of Jain and Jain (2013) also supported the relationship between patriotism and consumer ethnocentrism is existed. The author mentioned that patriotism is the second-strongest variable that have significant impact

on consumer ethnocentrism. Hence, the hypothesis 1 is formed as below.

H1: There is a positive relationship between patriotism and consumer ethnocentrism.

2.4.2 The Relationship between Cultural Openness and Consumer Ethnocentrism

There are few previous studies supported cultural openness affects consumer ethnocentrism negatively. Firstly, there are negative relationship existed between cultural openness and consumer ethnocentrism among Malaysian consumers (Kamaruddin, Mokhlis & Othman, 2002) and South Africa consumers (Pentz, 2011). This is because global consumers always interact with different people with different cultures so it can minimize the prejudice towards the cultures of other people (Vassella, Fountain & Fountain, 2010). Based on the past research from Abraha, Radon, Sundstrom and Reardon (2015), the result showed there is negative relationship between cultural openness and cultural openness. Besides that, the result of Jain and Jain (2013) also that the negative relationship between cultural openness and consumer ethnocentrism in India market is existed. The authors explained global outlook and positive attitudes toward foreign cultures increased because consumers become less ethnocentrism. Furthermore, Muthusamy and Krishnan (2015) also supported that consumer ethnocentrism and cultural openness are negatively correlated as correlation conducted is weak. Therefore, the hypothesis 2 is proposed.

H2: There is a negative relationship between cultural openness and consumer ethnocentrism.

2.4.3 The Relationship between Conservatism and Consumer Ethnocentrism

A result conducted by Jain and Jain (2013) found there is significant correlation of consumer ethnocentrism with conservatism so it is proven that the positive relationship between conservatism and consumer ethnocentrism is supported. Besides, a study of Malaysian consumer ethnocentrism from recent years found there is high internal consistency of the hypothesis so the relationship between conservatism and consumer ethnocentrism is supported (Ghani & Mat, 2017). Furthermore, a result of study from Al Ganideh, El Refae and Al Omari (2012) also supported that there is positive relationship existed between conservatism and consumer ethnocentrism. Besides, a study done in Macedonia proved that there is positive relationship between conservatism and consumer ethnocentrism by mentioning conservatism is one of the most influential social antecedent of consumer ethnocentrism (Pagovska, 2015).

Alsughayir (2013) mentioned the higher the level of conservatism a consumer is, the more likely a person have an ethnocentric attitude toward foreign products. A study in Turkey found that conservatism is one of the influential factors on consumer ethnocentrism after factor of xenophobia (Altintas & Tokol, 2007), which meant by the higher the level of conservatism of a person, the higher the degree of consumer ethnocentrism. Moreover, other studies from different countries such as Poland (Supphellen & Rittenburg, 2001) said there are significant effect between relationship of conservatism and consumer ethnocentrism while France (Javalgi, Khare, Gross & Scherer, 2005) study found that conservatism is one of the important antecedents of consumer ethnocentrism among French consumer. Hence, the hypothesis 3 is proposed as below.

H3: There is a positive relationship between conservatism and consumer ethnocentrism.

2.4.4 The Relationship between Consumer Ethnocentrism and Attitude towards Foreign Products

Ethnocentric consumer will have unfavourable attitude toward foreign products and services while nonethnocentric consumer will have favourable attitude toward foreign products and services and in turn affecting the purchase intention of consumer as according to the study of Makanyeza and du Toit (2017). It is further proved by the study of Cumberland et al. (2010) that higher consumer ethnocentrism will negatively affects the attitude towards foreign products and services as they even view the action of consumer buying foreign product and service is negative. Then, another hypothesis also found supported that the tendency of consumer ethnocentrism is negatively related with favourable attitude toward foreign brands as due to the bad impact that the foreign companies bring to local as such economy and employment (Wanninayake & Chovancová, 2012). Besides, it also indicated patriotism and sufficient availability of the local product compared to foreign product has also influence the increase of consumer ethnocentrism and in turn results in negative attitude towards foreign products. Overall, many studies such as Balabanis and Siamagka (2017), Savitha and Dhivya (2017) and Van den Berg (2017) are found to have negative relationship between consumer ethnocentrism and attitude towards foreign products which is similar to the study of Shimp and Sharma (1987). Thus, the hypothesis 4 is proposed.

H4: There is a negative relationship between consumer ethnocentrism and attitude towards foreign products.

2.4.5 The Relationship between Consumer Ethnocentrism and Purchase Intention

According to Shankarmahesh (2006) conceptual model, there is a negative relationship between consumer ethnocentrism and purchase intention of foreign products. This is because the higher the consumer ethnocentrism, the less likely they will purchase foreign products (Akram, Merunka & Shakaib Akram, 2011). This hypothesis is proven widely by several studies that consumer ethnocentrism will affect the purchase intention of foreign products negatively (Carter & Maher, 2015; Pagovska, 2015; Haque, Anwar, Yasmin, Sarwar, Ibrahim, and Momen, 2015; Topçu & Kaplan, 2015; Wanninayake & Chovancová, 2012). Then, a study conducted in Malaysia indicated the result showed that high ethnocentrism consumer will have a higher purchase intention toward domestic products thus also supporting the negative relationship between consumer ethnocentrism and purchase intention of foreign products (Kumru, & Yunus, 2015). However, Kipnis, Kubacki, Broderick, Siemieniako and Pisarenko (2012) indicated that there is inconsistent result yield on the relationship between ethnocentrism and product preference. There are studies such as Haefner, Rosenbloom and Haefner (2016), Nguyen (2017) and Van den Berg (2017) indicated that the hypothesis of negative relationship between ethnocentrism and purchase intention of foreign product are rejected. Hence, the hypothesis 5 to study the relationship between consumer ethnocentrism and purchase intention of foreign products is proposed.

H5: There is a negative relationship between consumer ethnocentrism and purchase intention of foreign products.

2.4.6 The Relationship between Attitude towards Foreign Products and Purchase Intention

A study found that both attitude towards domestic products and attitude towards foreign products can significantly affect the purchase intention (Salman & Naeem, 2015). At which, the higher the consumer attitudes, the higher the consumer purchase intentions of a product is found. According to Ajzen and Fishbein's attitudes model, product attitude can bring impacts on purchase intention (Wu, Zhu & Dai, 2010). The study also mentions that consumers will have stronger purchase behaviour when they have positive attitudes toward the products. The result findings of several studies have proved the hypothesis of positive relationship between product attitude and purchase intention is significantly supported in South Africa (Van den Berg, 2017), Singapore and Taiwan (Chiu & Leng, 2016), Malaysia (Hasbullah, Osman, Abdullah, Salahuddin, Ramlee & Soha, 2016) and China (Yang, Al-Shaaban & Nguyen, 2014). This shows that this hypothesis is widely accepted in various studies and different countries. In a nutshell, the more and positive attitude towards products that a consumer has, the higher the consumer intention to purchase a product. Lastly, the author identified that there is a significant relationship between attitude and purchase intention of department stores products (Rahmahzaisi, Belgiawan & Rahadi, 2018). As such, hypothesis 6 is formed as below.

H6: There is a positive relationship between attitude towards foreign products and purchase intention of foreign products.

2.4.7 The Mediating Role of Attitude towards Foreign Products on the Relationship between Consumer Ethnocentrism and Purchase Intention

According to Van den Berg (2017) study, where there is not a direct relationship between consumer ethnocentrism and purchase intention, the significant relationship between ethnocentrism and attitude makes attitude a strong determinant for purchase intention. Therefore, consumer ethnocentrism will have an indirect influence on purchase intention through the mediation effect of product attitude (Van den Berg, 2017; Wu, Zhu and Dai, 2010). As proven by both studies, they found the product attitude significantly mediate the relationship between consumer ethnocentrism and purchase intention is partially supported which represents product attitude for partial mediation. By any means, although product attitude has mediation effect but most of the effects still acted directly on purchase intention. Besides, similar findings from other researchers also found that attitude can play as a mediator role between consumer ethnocentrism and consumer purchase intention in Pakistan (Salman & Naeem, 2015) and the City of Bau-Bau (Juharsah & Hartini, 2014). Both of the studies' findings are also attitude toward product as partially mediator between consumer ethnocentrism and purchase intention which is significant. It is further mentioned that high attitude mediates the relationship between consumer ethnocentrism and purchase intention, that makes possible ethnocentrism to have significant directly influence on purchase intention (Juharsah & Hartini, 2014). Thus, the hypothesis 7 of attitude towards foreign products as a mediator role between consumer ethnocentrism and purchase intention is formed to be conducted in this study.

H7: Attitude towards foreign products mediates the relationship between consumer ethnocentrism and purchase intention of foreign products.

2.5 Conclusion

This chapter had discussed the overall literature review study of the dependent, antecedents of consumer ethnocentrism, independent and mediator variables. From the significant study, the theoretical model is formulated. Then, the hypothesis of the study is also formed according to the theoretical model. The following chapter will focus on research methodology.

CHAPTER 3: RESEARCH METHODOLOGY

3.0 Introduction

The previous chapter is to study the three antecedents which cause effect in consumer ethnocentrism and consumer purchase intention with attitude towards foreign products as a mediating role in relation between attitude towards foreign products and purchase intention. Thus, this chapter discusses about detailed information of methodology that is used in this research like the process used to collect information data for the purpose of understanding this research. The topics that are included in this chapter are research design, data collection methods, sampling design, research instrument, construct measurement, data processing and data analysis method.

3.1 Research Design

3.1.1 Quantitative Research

In this study, quantitative research design is adopted. Quantitative research design focuses on using the mathematically based method to collect and analyze numerical data (Aliaga & Gunderson, 2006). This research design emphasizes on cause and effect relationship through questionnaire collection from the respondents and analyze by using mathematically statistic method upon empirical assessment (Creswell, 2014). Hence, this study adopted quantitative research design to collect

quantifiable data about antecedents and outcome of consumer ethnocentrism in Malaysia. Hence, the collected data will be presenting in numerical form and the analysis will use the statistically based method in this study.

3.1.2 Descriptive Research

Descriptive research design is adopted in this study whereby it is able to explain the characteristic of the targeted respondents and suitable to study the larger number of population (Burns & Bush, 2009). In Section A of the questionnaire, demographic profile is asked for the purpose of describing the population with respect to important variables. For example, the questions such as age, gender, income and so on are used to describe the characteristics of the respondents in this study.

3.2 Data Collection Methods

The process of collecting or gathering the relevant information for the purpose of further analysis, research project and interpretation is called data collection method. Data collection can affect a research's result significantly so this is an important step in conducting a research. In this study, two types of data such as primary and secondary data are collected for the purpose of further analysis and interpretation.

3.2.1 Primary Data

Primary data is the information that is obtained and collected from first-hand sources by questionnaire or surveys (Boone & Kurtz, 2013). Besides, primary data is collected in this research to gather the information for specific research problems to assist the researcher to adopt the research method that match with the specific research problems in this study (Hox & Boejie, 2005). In the other word, this type of data is original and first-hand data that collected for the specific research problem so it is useful for current and future studies as primary data has not been changed by human beings. Saunders, Lewis and Thornhill (2009) mentioned that as the content of primary data has not been changed by human beings yet, so the reliability of this data is higher. The primary data is collected in this study through distributing questionnaires to the respondents. The questionnaires are distributed through soft copy and hard copy to target respondents who are Malaysian and have brought products from Japanese convenience store in Malaysia before.

3.2.2 Secondary Data

Secondary data is data which is already been obtained by someone else for another research problem or purpose (Malhotra, 2009). As this type of data have been collected by someone else previously so this is non-first-hand data. The secondary data are collected through various sources such as online search engine, journal articles from Internet, books, newspaper, and so on. Besides, the framework and hypotheses of this study are formed after reviewing the past studies which are done by the other researches. Hence, the framework and hypotheses that are formed in this study are supported by past studies.

3.3 Sampling Design

3.3.1 Target Population

The target population of this study is Malaysian and has bought products from Japanese convenience store that located in Malaysia. There are no limit ages range on respondents as long as they are Malaysian and have bought products from Japanese convenience store in Malaysia. Japanese convenience store such as 7-Eleven is the largest convenience store chain with more than 2,240 stores nationwide and it serves more than over 900,000 customers every day in Malaysia (7-Eleven Malaysia, 2019). Thus, indicating that there are consumers across nationwide. In addition, 7-Eleven is the largest convenience store in Malaysia as the market share of 7-eleven Malaysia has occupied up to 80% of market in Malaysia retail industry (Tan, 2017). Therefore, any Malaysian customer who has bought products from Japanese convenience store before is the target population regardless which states they came from.

3.3.2 Sampling Frame and Sampling Location

There is no appropriate sampling frame in this research. Due to the reason that the whole name list of Malaysian customers who has ever purchased products from Japanese convenience store that located in Malaysia are unavailable to obtain. Besides, it is not necessary for the customers to register their information when they are visiting Japanese convenience store in Malaysia so the data is unavailable and unable to collect.

The sampling location of this study is set at nationwide of Malaysia. The softcopy questionnaire can be distributed to respondents from all states of Malaysia as long as the target are Malaysian and has ever bought products from any Japanese convenience store in Malaysia. The sampling locations that are selected to distribute the hardcopy questionnaires physically are Klang Valley area such as Sungai Long, Sunway Velocity and IOI City Mall as these areas consists of many Japanese convenience stores and also convenient for researchers to distribute the questionnaires.

3.3.3 Sampling Elements

The sampling element of this research is 250 respondents who are Malaysians and have bought products from any Japanese convenience store in Malaysia. There is no requirement on the age range of respondents as long as they are fulfilling the research criteria.

3.3.4 Sampling Technique

The sampling technique that is used in this study is convenience sampling technique. The definition of convenience sampling is as long as participants meet certain criteria set up by the researchers, then their response is taken in for the research (Etikan, Musa & Alkassim, 2016). The researchers used this sampling technique to choose the respondents randomly so the respondents have an equal chance of being selected (Stephanie, 2015). The researchers will select the respondents who are readily available and most convenient. This technique is the easy, cheap and time-saving method to distribute the questionnaire by just selecting the respondents who are convenient and easy to obtain (Zikmund, 2003). In addition, the questionnaires will be

distributed to those who are qualified to answer the survey. The screening criteria in this research are asked to ensure our respondents are fall under the criteria of our targeted population: (1) Are you a Malaysian, (2) Do you know of any Japan's convenience stores (e.g. 7-Eleven, FamilyMart, etc.) in Malaysia and (3) Have you ever bought products any Japanese convenience store in Malaysia before.

3.3.5 Sampling Size

GreatBook (n.d.) mentioned sample size of 200 is sufficient for a fairly good survey accuracy in a research. Cattell (1987) mentioned that 250 number of respondents are the minimum number for appropriate sample size. Therefore, 250 number of respondents is an appropriate sample size in this study. Previously, 300 sets of questionnaires were distributed to the respondents. Then, there are 88.33% which is 265 sets of questionnaires are responded and collected back to the researchers while remaining 11.67% which is 35 sets of questionnaires are not responded. After collecting data from the distributed questionnaires, researchers screen and filter out the respondents who are not fulfilled the criteria of this study. 7 of 265 sets of respondents which is 2.64% is discarded as the respondents are not fulfilled first filter question (Are you a Malaysian?), 3 of 265 sets of questionnaire which are 1.13% is deleted as respondents not fulfilled with second filter question (Do you know any Japanese convenience store in Malaysia?) and lastly 5 of 265 sets of questionnaire which is 1.89% are removed as the respondents did not bought products from Japanese convenience stores in Malaysia before. Hence, total number of 15 of 265 sets questionnaire which is 5.67% are removed and discarded by the researchers to ensure the accuracy and relevancy of the data. In conclusion, the final sample size in this study is 250 respondents.

3.4 Research Instrument

Questionnaires are used as a research instrument in this study. Both online and offline questionnaire distribution and collection methods are chosen in this study. For online questionnaire, the questionnaires will be distributed through internet while questionnaires will be printed out for offline method.

3.4.1 Questionnaire Design

There are two sections involved in the questionnaire. Section A consists of total 9 questions about demographic profile of respondents such as age, gender, income and states. The filter question is set to filter out the respondents who are non- Malaysian, do not know any Japanese convenience store in Malaysia and also has never bought products from Japanese convenience store in Malaysia. There are 3 filter questions in question 1, 2 and 3 to filter out the respondents who are not fulfilling the criteria of the researchers' target population. Before answering question 2, there is also a short brief about the definition of convenience store in order to allow the respondents to understand about the meaning of convenience store and prevent misunderstanding. The objective of this section is to collect the brief data of respondents and also ensure the responses of questionnaire are obtained from targeted population. Nominal and ordinal scales are applied in this section to differentiate different categories.

In Section B, there are total 30 of construct measurement questions and all of the questions are divided in 6 sub-sections to study the importance of each variable. There are 6 constructs involved in this

section such as patriotism, conservatism, cultural openness, consumer ethnocentrism, attitude towards foreign products and consumer purchase intention. 5-point Likert scale is used in this section, respondents are required to select only one answer varying from scale 1 to 5 which ranging from strongly disagree to strongly agree to show the degree of agreement to the statement.

3.4.2 Pilot Test & Pre-Test

Pilot test is known as pre-test and small-scale test that distribute the questionnaires to smaller number of people before distributing to larger number of respondents run by researchers to examine the reliability and effectiveness of questionnaire such as content, sequence, wording, format and so on (Trakulmaykee, Lim, & Trakulmaykee, 2013). In order to ensure high reliability and validity of the questionnaire, pre-test was conducted in this study. In term of pre- test, the researchers will run the face validity test with five panel of experts that experienced with doing research. The definition of face validity refers to "researchers" subjective assessments of the presentation and relevance of the measuring instrument as to whether the items in the instrument appear to be relevant, reasonable, unambiguous and clear" (Oluwatayo, 2012) (as cited in Taherdoost, 2016). Five experts had commented about the minor mistakes on grammar, wording, and sentence of the questionnaire as well as major mistakes such as double-barreled question so that the researchers can amend the minor and major mistakes according to their comments.

After minor amendment has been made on the questionnaire, the revised questionnaire was distributed to 30 respondents who are Malaysian, know and have bought products from Japanese convenience store in Malaysia before. Furthermore, Cronbach's Alpha

test was conducted to test the reliability of each of the construct by using SPSS software. The Cronbach's Alpha value are considered reliable and good if the value is more than 0.7 (Tavakol & Dennick, 2011). The pilot test result achieved an overall average value of 0.8715, showing there is high reliability on the Cronbach's Alpha reliability test for each of the construct.

Table 3.1: Cronbach's Alpha of Pilot Test

Variables	Cronbach's Alpha Value
Patriotism	0.904
Conservatism	0.750
Cultural Openness	0.896
Consumer Ethnocentrism	0.874
Attitude towards Foreign Products	0.880
Purchase Intention	0.925

Source: Developed for the research

3.5 Scale of Measurement

3.5.1 Ordinal Scale

According to Marateb, Mansourian, Adibi and Farina (2014), ordinal scale means that the objects are arranged and ranked in terms of order in a meaningful sequence. For example, ordinal scale such as monthly income groups and age groups are applied in Section A by allocating the range of the group are greater for each of the answers subsequently. At which, the last answer is greater than the previous answers accordingly (e.g. first answer, second answer, third answer, etc.).

3.5.2 Nominal Scale

Marateb et al. (2014) study mentioned that nominal scale is used for qualitative classification and is called categorical in the literature which the data can be grouped into categories. Hence, in our Section A of the questionnaire, nominal scale such as gender, education level, states and so on questions do not consist of quantitative value and any numerical significance.

3.5.3 Likert Scale

Based on Joshi, Kale, Chandel and Pal (2015), Likert type scale is being used to understand the participants' perceptions and opinions toward a single 'latent' variable. At which, part under 'latent' variable,

there is several 'manifested' items used to express it. Hence, the 5-point Likert scale ranging from Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4) and Strongly Agree (5) is adopted in the Section B of the questionnaire to allow the respondents to represent their opinions such as the extend of agree or disagree with a particular statement. Hence, they are required to choose only one answer for each question. The combined response is then sum to generate scores to measure the affiliation between the variables.

3.6 Constructs Measurement (Scale and Operational Definitions)

According to Hair, Black, Babin and Anderson (2010), for any measurement model, operationalization is very important as the involvement of determination for measurement variables will be presenting a construct as well as also the way it is measured. Constructs measurement will have to be developed by the researchers if there is insufficient study on the topic chosen. Hence, it is also mentioned that it was recommended to adapt and adopt the construct of the prior and existing researches done by other researchers which is supported with enough evidence and discussion as it can improve the construct measurement reliability and validity. Hence, in this study, the researchers have also chosen to adapt all of the constructs from different prior and past researches.

Measurement constructs which areas deeply related to the researcher's study has been adapted in this study. Table below had shown all the questions that will be asked in each variable.

Table 3.2: Questions Ask for Each Factor Influence

Factors Affecting the Consumer Purchase Intention toward Japanese Convenience Store	Original and Modified Scale Items Used in this Study	Source
1. Patriotism	a. I love my country. b. I am proud to be a Malaysian. c. I feel great pride in treating Malaysia as my country. d. Although at times I may not agree with the government, my commitment to Malaysia always remains strong. e. In a sense, I am emotionally attached to my country and emotionally affected by its actions.	Winit, Gregory and Di Mascio (2008)
2. Cultural Openness	a. I find people from other cultures stimulating (interesting). b. Coming into contact with people of other cultures has greatly benefited me. c. I like to have contact with people from different cultures.	Cleveland and Laroche (2007); Yoon, Cannon and Yaprak (1996)

	d. I am interested in learning more about people who live in other countries. e. I enjoy exchanging ideas with people from other cultures or countries.	
3. Conservatism	a. I respect the traditions of Malaysia. b. I respect the social order of Malaysia. c. I respect the cultural norms of Malaysia. d. I believe national security is most important aspect of the country.	Schwartz (1994)
4. Consumer Ethnocentrism	a. Only those products that are unavailable in Malaysia should be imported. b. I strongly prefer to buy Malaysian products. c. A real Malaysian should always buy Malaysia-made products. d. Malaysian should not buy foreign products, because it hurts Malaysian business. e. Malaysian should not buy foreign products, because it causes	Klein, Ettenson and Krishnan (2006)

	unemployment.	
	f. It may cost me in the long-run but I prefer Malaysian products.	
	g. Malaysian consumers who purchase products made in other countries are responsible for putting their fellow Malaysian out of work.	
5. Attitude towards Foreign Products	a. I like Japanese convenience store products very much.	Ajzen and Fishbein (1980)
	b. I buy Japanese convenience store products as much as possible.	
	c. I think the Japanese convenience store products are high quality.	
	d. I believe that a Japanese convenience store product offers benefits to the consumers.	
6. Purchase Intention	a. I feel happy buying Japanese convenience store products.	Bamber, Phadke and Jyothishi (2012)
	b. For me, there is a certain excitement about shopping for products from Japanese convenience store.	
	c. I will buy many products from Japanese convenience store this	

	year.	
	d. I am pleasantly surprised when I see goods from Japanese convenience store when I am shopping.	
	e. Compared with my friends, I intend to purchase more products from Japanese convenience store.	

Source: Developed for the research

3.7 Data Processing

Data Processing is a process where activities such as checking, editing, coding, transcription and cleaning are performed to ensure the data reliability and consistency where irrelevant data will be taken out and amendment will be made.

3.7.1 Checking

Questionnaire checking will be done when the 30 sets of pilot questionnaires are received back from the respondents accordingly. It is to check and identify whether there is any error in the questionnaire to ensure that the level of quality for the data. Consequently, corrective actions can be made to improve and eliminate the error founds in the

questionnaire. Hence, as the result, the final questionnaire should be free of error such as grammar, question flow and content.

3.7.2 Editing

The action of modification and correction of the data will be taken if found that there is any error. For example, question that required respondents to pick only one answer but is found that more than one answer, the researchers will have to make corrections to discard the questionnaire. Another situation is the data collected will be rejected once detected that the answers are irrelevant and incomplete. For instance, data for filtering questions such as the respondents mentioned that they never bought Japanese convenience store product before or not Malaysian will be removed. All in all, this is to ensure that the data will be accurate, reliable, complete and consistent.

3.7.3 Coding

A series numbers will be assigned to each alternatives of the questionnaire in order for better categorization of all categories in the questionnaire. For instance, in Section A demographic part, the researchers code Male as 1 while Female as 2. Then, for Section B constructs, 1 to 5 is coded for the range of Strongly Disagree to Strongly Agree. Lastly, 99 is employed for missing data in the system.

3.7.4 Transcription

The questionnaire data will be key into excel sheets or tables form in order for easier interpretation. It is also proceeded with the use of SPSS software to analyze the data.

3.7.5 Cleaning

SPSS will be used to check the data consistency and expelled those out of range values. For instance, missing data may be the cause of missing entries of data and actions can be taken to make amendment on it to ensure the data reliability and consistency.

3.8 Data Analysis

After completing on all of the steps in data processing, SPSS will be used to analyze the collected data and formulate from there. The analyzed data will then be used to interpret and illustrate on the results. Then, hypothesis conclusion can be made from the results.

3.8.1 Descriptive Analysis

Descriptive analysis summarizes the data that can present the demographic information of the respondents and also mentioning about the central tendencies' measurement (Burns & Bush, 2003). Hence, it

is applied to show the pattern and characteristics of the respondents. At which, the chapter 4 will show the summarized version of data collection from Section A and Section B of the questionnaire where frequency analysis and percentage counts are used in Section A while variance analysis, mean test and standard deviation are used in Section B to measure the data.

3.8.2 Reliability Test

According to Tavakol and Dennick (2011), alpha is a commonly used reliability test method. It is also mentioned by the researchers that alpha is a measurement used to test on the internal consistency of a scale which is developed by Lee Cronbach in year 1951 and that reliability is very important before running a high-quality test. Hence, Cronbach's alpha is selected to run the reliability test in our study. Then, according to Cronbach's alpha reliability test, the ranges of the coefficient value is 0 to 1. The higher the coefficient value, the more consistent the data. In another words, results lower than 0.6 is considered as poor while results higher than 0.7 is considered as reliable. Hence, the coefficient value of a test should be more than 0.6.

Table 3.3: Rule of Thumb of Cronbach's Alpha Coefficient Size

Cronbach's Alpha	Strength of Association
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good

0.8 to < 0.9	Very Good
> 0.9	Excellent

Source: Hair Jr, J. F., Wolfinbarger, M., Money, A. H., Samouel, P., & Page, M. J. (2015). *Essentials of business research methods*. Routledge.

3.8.3 Multicollinearity

Multicollinearity is referring to independent variables highly correlate with each other (Gujarati & Porter, 2009). When there is higher correlation among the variables, there will also be higher variations where the higher variations may lead to inaccurate results (Mansfield & Helms, 1982). As according to Pallant (2010), serious multicollinearity problem will arise if the values of tolerance are lesser than 0.10 or when the values of Variance Inflation Factor (VIF) is higher than 10. It is also mentioned by Paul (2006) where multicollinearity problem will not exist if the VIF is lesser than 5 or 10.

3.8.4 Inferential Analysis

According to Lehman (2005), it is indicated that estimation and inferences about a population can be made from the information comes from the sample. Besides, inferential analysis is to analyze on the connection among the variables used in this study which shows the importance of carrying out the inferential test. Hence, in this study,

Multiple Regression Analysis (MRA) and Mediation Effect Analysis by using PROCESS Macro are used as the statistical analysis tools.

3.8.4.1 Multiple Regression Analysis

According to Gogtay, Deshpande and Thatte (2017), Multiple Regression Analysis (MRA) is used when there is more than two independent variables and one continuous dependent variable. Besides, it is also mentioned that the linear relationship exists between independent variables and dependent variable which gives meaning that any changes in the independent variables will affect the dependent variable. Thus, it can be said it is to explain the relationship between independent variables and dependent variable. Our study adopted MRA as the antecedents used such as patriotism, cultural openness and conservatism are used to study as independent variables which can affect the dependent variable of consumer ethnocentrism.

The equation for the Multiple Regression Analysis is as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \ldots + \beta_n X_n$$

Whereby,

Y = Dependent variable

a = Constant

β_1 = Coefficient associated with the independent variables

X_1 = Independent variables

The adapted equation of the Multiple Regression Analysis is as follows:

CE= a + b1 (P) + b2 (CO) + b3 (C)

Whereby,

CE = Consumer Ethnocentrism

A = Constant

P = Patriotism

CO = Cultural Openness

C = Conservatism

3.8.4.2 Mediation Effect Analysis

Figure 3.1: Mediation Effect
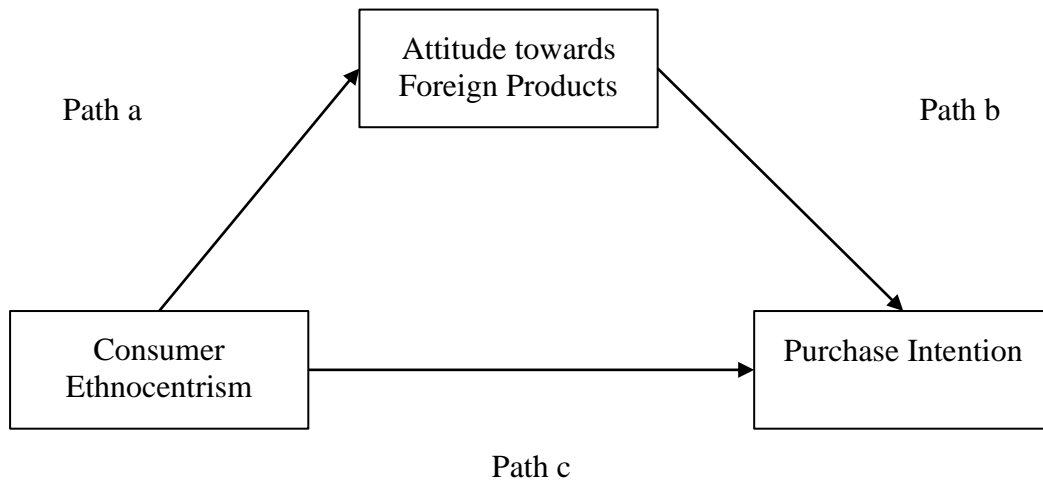
Source: Developed for the research

It is an analysis carries out to run out the mediator variable test in order to know the mediation effect of the mediator. According to Newsom (2018), mediation is the process of one variable affecting another

variable then in turns, the third variable is affected which presents a hypothesis causal chain. By which means, independent variables will affect dependent variable on a direct effect. Then, the intervene variable which affect the direct relationship between independent variable and dependent variable through indirect effect will be the mediator which gives mediation effects and mediates the relationship between independent variable and dependent variable.

In this study, PROCESS Macro will be used to run the mediation effect analysis in SPSS which is written by Hayes (Hayes, 2019). At which, PROCESS is "an observed variable OLS and logistic regression path analysis modeling tool for SPSS and SAS" and it is used many times in different academic perspectives of field to test on the mediator (Hayes, 2019). Model 4 will be applied as only studying on basic mediation model. Not only explaining the mediation effect, Process Macro can also explain the linear regression relationship among the variables which involved in the mediation process. Hence, the simple linear regression and the multiple regression analysis for the variables of consumer ethnocentrism, attitude towards foreign products and purchase intention can be explained where the hypotheses such as H4, H5, H6 and H7 will be accepted or rejected. The tests include of the model summary such as R^2, ANOVA test and coefficient to explain the linear regression relationship. After those tests, there will also be tests to run about the mediation effect as well as also the indirect effect where mediation hypothesis (path c) is formed when path a and path b are found significant. For example, path A refers to consumer ethnocentrism affects attitude towards foreign products while path b refers to attitude towards foreign products affects purchase intention. Then, if found the independent variable (consumer ethnocentrism) is not significant with the dependent variable (purchase intention), this indicates that there is full mediation while on the other hand, if there is significant relationship, partial mediation is formed. Finally, the

indirect effects will be shown with looking at the "Indirect effect(s) of X on Y" where the mediation effect value will be given and can know whether the indirect effect is significant or not. To know whether it is significant or not, the indirect effect value must be in between the bootstrapping confidence interval and does not include of zero.

3.9 Conclusion

As a conclusion, the set-up of the research methodology is to achieve reliable results of the research. Hence, chapter 3 basically discussed about the research design, data collection methods, sampling design, research instrument, scale of measurement, constructs measurement, data processing and data analysis which provide a clear guideline and ways the study used to conduct a reliable research. Then, the next chapter is going to discuss about the data analysis interpretation as well as the results of the research for collected questionnaire.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

Previous chapter shows the research method that is used to achieve reliable and accurate results for the collected data. This chapter show the analysis of the data collected from the respondents' questionnaires by using SPSS software. Besides, the interpretation of the data will be discussed in this chapter. The data analysis and interpretation of the results such as descriptive analysis, scale of measurement, inferential analysis as well as the interpretation to measure the mediator by using PROCESS Macro will be discussed. Besides, the test will be carried out to explain the connection between independent variables and dependent variables. Lastly, the summary of overall hypothesis results will be showed in this chapter.

4.1 Final Sample Size

Figure 4.1: Figure of responded and collected questionnaires
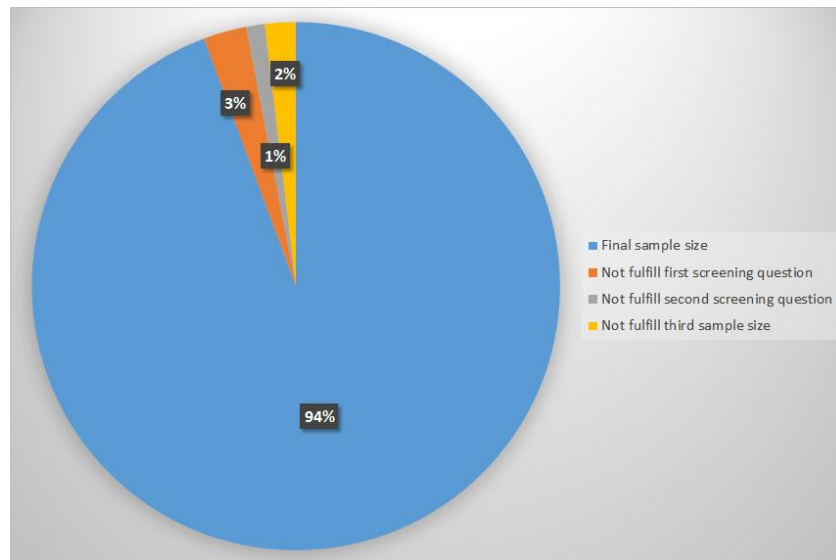
Source: Developed for the research

Based on the diagram on above, the final responded and collected questionnaires are total 265 sets of questionnaires. However, there are 250 of 265 sets of questionnaires which is approximately 94% of the questionnaires are selected as the final sample size. Besides, total number of 15 sets of questionnaires which is 5.66% of the questionnaires are filtered and discarded. For instance, 7 sets of questionnaire (approximately 3%) are removed as the respondents are not fulfilling the criteria of first screening question which the respondents are not Malaysian while 3 sets (approximately 1%) and 5 sets of the questionnaire (2%) are discarded due to the respondents did not fulfil with the criteria of second and third filter question which the respondents do not know any Japanese convenience store in Malaysia and have no ever bought products from Japanese convenience store in Malaysia. Hence, the final sample size in this study is 250 number of respondents (n=250).

4.2 Descriptive Analysis

4.2.1 Respondents' Profile

This section will present the profiles of the respondents this research (n=250) who are Malaysian and have bought product from Japanese convenience store in Malaysia. The information includes their basic demographic information and characteristics as well as their attitude and purchase intention towards Japanese convenience store in Malaysia. The profiles and information of profiles are important and useful information since it can provide further justifications to the research findings.

4.2.2 Respondent Demographic Profile

In Section A, there are 8 questions were included to obtain about the respondent's demographic profile. The first three questions are screening questions which the researchers used to filter out the respondents who are not fulfilling the criteria of this research while the remaining questions are including age, gender, education level, monthly income and state. Table 4.1 shows the demographic characteristics of the respondents who participated in this research questionnaire. After filtering the respondents who are not fulfil the criteria of this research such as not Malaysian and do not products from Japanese convenience store in Malaysia, the final 250 respondents are selected to run data analysis. Hence, these 250 respondents are all Malaysian and bought product from Japanese convenience store in Malaysia.

Table 4.1: Demographic Profile of the Respondents

Variable	Classification	Frequency (N=250)	Percentage (%)
Gender	Male	106	42.4
	Female	144	57.6
Age Group	Under 20 years old	25	10.0
	20-29 years old	74	29.6
	30-39 years old	91	36.4
	40-49 years old	39	15.6
	50 years old and above	21	8.4
Education Level	Primary School	2	0.8
	Secondary School	31	12.4
	Diploma	29	11.6
	Bachelor's Degree	105	42.0
	Postgraduate education	53	21.2
	PhD	30	12.0
	Others	0	0.0
Income Level	RM1000 and below	55	22.0
	RM1001-RM1999	12	4.8
	RM2000-RM2999	31	12.4
	RM3000 and above	152	60.8

States	Wilayah Persekutuan KL	30	12.0
	Sabah	3	1.2
	Selangor	84	33.6
	Sarawak	7	2.8
	Perak	56	22.4
	Johor	14	5.6
	Kelantan	3	1.2
	Terengganu	2	0.8
	Perlis	1	0.4
	Pulau Pinang	12	4.8
	Pahang	9	3.6
	Melaka	10	4.0
	Kedah	4	1.6
	Negeri Sembilan	15	6.0

Source: Developed for the research

According to the statistical figures in Table 4.1, there are 106 of male respondents and 144 of female respondents participated in this study. The percentage of male are consisting of approximately 42.4% whereas female is 57.6%. Besides, the majority of the respondents was in the age group of 30-39 years old which consisted of approximately 36.4% or 91 respondents and this age group was contributed the highest proportion among 250 respondents. The age group that contributed to the second highest proportion was 20-29 years old which contributed to 74 respondents or 29.6% and was followed by the respondents from the age group of 40-49 years old (15.6%), below 20 years old (10.0%) and lastly 50 years old and above occupied the least proportion in this study. In term of education level, the statistics demonstrate that the majority of the respondents earned Bachelor's

degree which is consisted of 42.0% or 105 respondents among all 250 respondents, followed by 21.2% or 53 of respondents earned master level, 12.4% or 31 of respondents earned secondary school level. There are 12% or 30 respondents are PhD holder and 11.6% or 29 respondents are diploma holder. Lastly, there are only 2 respondents earned primary school level. Furthermore, most of the respondents are having RM3000 and above of monthly income which occupied 60.8% or 152 respondents, followed by 22.0% or 55 respondents are having low monthly income (RM1000 and below), 12.4% or 31 respondents are having RM2000-RM2999 per month, 4.8% or 12 respondents are earning RM1001- RM1999 per month. Researchers found that majority of the respondents are having middle or high level of income. With regards to location, all respondents came from 14 different states in Malaysia. For instance, the majority of the respondents came from Selangor which occupied 33.6% or 84 respondents while the least number of respondents were from Perlis which is only occupied for 0.4% or only 1 respondent.

4.2.3 Central Tendencies Measurement of Constructs

Table 4.2: Means and Standard Deviations for the Variables

Variables	Mean*	Standard Deviation
Patriotism	4.2152	0.70084
Cultural Openness	4.1040	0.69147
Conservatism	4.3620	0.61886
Consumer Ethnocentrism	2.7851	0.84861
Attitude towards Foreign Products	3.3270	0.74636
Purchase Intention	3.3104	0.84984

Note: *Five-points scale: 1= strongly disagree; 5= strongly agree

Source: Developed for the research

Figure 4.2: Interpretation of the mean score

Mean Score	Level
1.00–2.00	Low
2.01–3.00	Moderately Low
3.01–4.00	Moderately High
4.01–5.00	High

Source: Othman, N., & Alias, N. (2016). Business Ethics of Malay Businesspeople. *Fourth International Conference On Advances In Economics, Social Science and Human Behaviour Study*, 23-28.

Table 4.2 demonstrates the summary of the means and standard deviations of all the variable in this research while figure 4.2 shows the interpretation of the mean value which is according to Othman and Alias (2016). Firstly, the respondents agreed that they love Malaysia and also feel proud to be a Malaysian (Mean= 4.22, standard deviation= 0.70) so that it showed overall of the respondents have high level of patriotism towards the country. Besides, with the mean of 4.10 and standard deviation of 0.69, the respondents agreed that they find people from other cultures interesting and also like to contact, exchange idea with people from other cultures. Hence, the degree of cultural openness among the representative respondents are high. In addition, for conservatism (mean= 4.36, standard deviation= 0.62), the respondents agreed that they respect the traditions, social order, cultural norms and national security of Malaysia so it indicates that respondents have high level of cultural openness among themselves.

Furthermore, overall of the respondents have moderately low level of consumer ethnocentrism as the degree of consumer ethnocentrism achieved mean of 2.79 and standard deviation of 0.85. In general, the respondents further agreed that they like product from Japanese convenience store in Malaysia and believe the foreign products are high quality and offer benefits to the consumer (mean= 3.33, standard deviation= 0.75). Thus, overall of the respondents have moderately high positive attitude towards products from Japanese convenience store. From the questionnaire research for purchase intention (mean= 3.31, standard deviation= 0.85), respondents' general opinion on purchase intention towards product from Japanese convenience store in Malaysia is moderately high as they feel happy buying Japanese convenience store's product.

4.3 Scale of Measurement

4.3.1 Reliability Test (Cronbach's Alpha)

Cronbach Alpha reliability test is the measurement to calculate the reliability, consistency and correlation between all the variables. Table 4.3 demonstrated the Cronbach's Alpha test that was conducted to test the reliability of each of the construct by using SPSS software.

Table 4.3: Reliability Analysis

Variables	Cronbach's Alpha Value
Patriotism	0.911
Conservatism	0.867
Cultural Openness	0.890
Consumer Ethnocentrism	0.894
Attitude towards Foreign Products	0.850
Purchase Intention	0.913

Source: Developed for the research

Based on the table, the average Cronbach's Alpha value for all the constructs is 0.8875. According to the Rule of Thumb of Cronbach's

Alpha Coefficient Size, the value that more than 0.8 indicates there are very good strength of association so the variables hold very good internal consistency in this study. Besides, patriotism and purchase intention hold excellent internal consistency as the values are more than 0.9. The remaining variables such as conservatism, cultural openness, consumer ethnocentrism and attitude towards foreign products are within a very good internal consistency (>0.8). In conclusion, as all the values are more than 0.8, the variables and constructs are all acceptable in the study.

4.3.2 Multicollinearity

When there are more hypotheses rejected, there is a potential problem where multicollinearity may exist. Hence, as two of the independent variables' hypotheses are rejected due to higher p-value, multicollinearity is selected to test about the strength of correlations between variables.

Table 4.4: Multicollinearity Analysis

Variables	Tolerance	VIF
Patriotism	0.734	1.363
Conservatism	0.973	1.028
Cultural Openness	0.738	1.355
Consumer Ethnocentrism	1.000	1.000

Attitude towards foreign product	1.000	1.000

Source: Developed for the research

Based on the table above, it is found out that all of the independent variables do not have serious multicollinearity problem. This is because the tolerance values are higher than 0.10 and VIF value is less than 5 with the value of 0.734 as the lowest tolerance value and 1.363 as the highest VIF value. Hence, there are no multicollinearity issue with the data collected.

4.4 Inferential Analyses

4.4.1 Multiple Regression Analysis

Multiple Regression Analysis (MRA) is used in this study when there are more than one independent variable and only one dependent variable. The researchers applied MRA to measure how the three independent variables such as patriotism, conservatism and cultural openness significant explaining the dependent variable which is consumer ethnocentrism.

H1: There is a positive relationship between patriotism and consumer ethnocentrism

H2: There is a negative relationship between cultural openness and consumer ethnocentrism

H3: There is a positive relationship between conservatism and consumer ethnocentrism

Table 4.5: MRA Model Summary (H1, H2 and H3)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.414	.172	.162	.77698

a. Predictors: (Constant), C, CO, PAT

C- Conservatism

CO- Cultural Openness

PAT- Patriotism

CE- Consumer Ethnocentrism

Source: Data generated by SPSS

R-squared is used in this study to analyse how well is the data points are replicated by model, as the proportion of total variation of

outcomes explained by the model. The coefficient of determination value (R^2) for the consumer ethnocentrism is equal to 0.172. This indicates that 17.2% of the variation in consumer ethnocentrism can be explained by three independent variables such as patriotism, conservatism and culture openness. In the other word, 82.8% of variation are unexplained by independent variables as other variables and constructs that used to measure consumer ethnocentrism are not used in this study. Besides, normally the researches that measure psychology always have low value of R-Square as human behaviour are difficult to predict (Harsha, 2015). Hence, this explaining the reason that why R-square have low value.

Table 4.6: ANOVA for MRA Model (H1, H2 and H3)

ANOVA						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30.808	3	10.269	17.011	.000
	Residual	148.508	246	.604		
	Total	179.316	249			

a. Dependent Variable: CE

b. Predictors: (Constant), C, CO, PAT

Source: Data generated by SPSS

In this study, the researchers applied Analysis of Variance (ANOVA) to measure whether the model has a significant fit. From table 4.6, it shows ANOVA test, $F(3,246)= 17.011$ and the significant p-value is 0.000. In the other word, the p-value shown in the table is less than the significant value of 0.05. Hence, this indicates that there is significant fit between all the independent variables and dependent variable. So that it can conclude that this model is fit for prediction.

Table 4.7: Coefficients for MRA Model (H1, H2 and H3)

Coefficient					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
1 (Constant)	1.687	.445		3.793	.000
PAT	.359	.082	.296	4.372	.000
CO	-.293	.072	-.238	-4.053	.000
C	.181	.093	.132	1.950	.052

a. Dependent Variable: CE

Source: Data generated by SPSS

Equation:

CE= α + β1 PAT + β2 CO + β3 C

CE= 1.687 + 0.359PAT + (- 0.293CO) + 0.181C

CE= 1.687 + 0.359PAT - 0.293CO + 0.181C

Whereby,

PAT- Patriotism

CO- Cultural Openness

C- Conservatism

CE- Consumer Ethnocentrism

α= Constant

β= Slope of Coefficient

Based on Table 4.7, it shows there are two independent variables such as patriotism and cultural openness have significant relationship with consumer ethnocentrism as both of the p-value are less than 0.05. Then, standardized coefficient beta value of patriotism shown positive figure (beta =0.296) which indicates that the positive relationship is existed between patriotism and consumer ethnocentrism. This gives meaning that every 1% increase of patriotism, there is predicted increase of 0.359 in consumer ethnocentrism. Then, the standardized coefficient beta of cultural openness shown negative figure (beta= -0.238) which indicates that there is negative relationship between cultural openness and consumer ethnocentrism. This indicates that every 1 % increase in cultural openness will lead to -0.293 decrease in consumer ethnocentrism. Hence, the proposed H1 and H2 is accepted. Besides, one of the variables such as conservatism has significant p-value of 0.052 which means that there is no significant relationship

between conservatism and consumer ethnocentrism as the significant value is more than 0.05. Thus, H3 is rejected.

According to the information in the Table 4.7, it shows patriotism is the most influential variable to consumer ethnocentrism as the B value under standardized coefficients is 0.359, which is the highest value among all the variables. This also meant by patriotism contributed the most to explain the variation in consumer ethnocentrism whereas other variables are held constant. Furthermore, the coefficient unstandardized B value of cultural openness is -0.293, which is also lesser contribution towards consumer ethnocentrism compared to patriotism.

4.5 Attitude towards Foreign Products as Mediator (PROCESS Macro)

To test on mediator effects, Process Macro has been applied to this study where model 4 is used. Under Process Macro, the involvement of direct and indirect effects with mediator can be explained. By any means, also explaining the linear regression relationship between the dependent variables and independent variable.

H4: There is a negative relationship between consumer ethnocentrism and attitude towards foreign products.

Table 4.8: SLA Model Summary (H4)

Model Summary						
R	R Square	MSE	F	df1	df2	P
.231	.053	.529	13.983	1.000	248.000	.000

a. Dependent Variable: ATT

b. Predictors: (Constant), CE

CE- Consumer Ethnocentrism

ATT- Attitude towards foreign products

Source: Data generated by SPSS

The R² value which is also the coefficient of determination value is .053 which gives meaning that only 5.3% variations of attitude towards foreign products can be explained by consumer ethnocentrism. While on the other hand, it also signifies that 94.7% of the total variations can be explained by other unknown factors and variables. For ANOVA analysis, $F_{(1, 248)} = 13.98$ with a p-value of .000 indicates that consumer ethnocentrism significantly predicts the attitude towards foreign products as p-value is smaller than 0.05 thus has significant relationship.

Table 4.9: Coefficients for SLA Model (H4)

Model Summary					
Model	**Unstandardized coefficients**	**se**	**Standardized coefficients**	**t**	**p**
	B		**Beta**		
constant	3.893	.158		24.611	.000
CE	-.203	.054	-.231	-3.739	.000

a. Dependent Variable: ATT

Source: Data generated by SPSS

Equation:

ATT= α + β1 CE

ATT= 3.893 + (-0.203CE)

ATT= 3.893 - 0.203CE

Whereby,

ATT- Attitude towards foreign products

CE- Consumer Ethnocentrism

α= Constant

β= Slope of Coefficient

Table 4.9 shows that the unstandardized coefficient for consumer ethnocentrism to predict attitude towards foreign products is -.203 while standard coefficient is -.231 and the significance level of .000. This gives indication that every 1% increase in consumer ethnocentrism, there is predicted decrease of -.203 in attitude towards foreign products as the beta coefficient is negative. Then, the t-value of -3.739 with a significant p-value of .000 signifies that consumer ethnocentrism has a negative influence to the attitude towards foreign products at the confidence level of 99%. Thus, H4 is accepted.

H5: There is a negative relationship between consumer ethnocentrism and purchase intention.

H6: There is a positive relationship between attitude towards foreign products and purchase intention.

Table 4.10: MRA Model Summary (H5 and H6)

Model Summary						
R	**R Square**	**MSE**	**F**	**df1**	**df2**	**p**
.742	.551	.327	151.697	2.000	247.000	.000

a. Dependent Variable: PI

b. Predictors: (Constant), CE, ATT

Source: Data generated by SPSS

There is equal .551 value of R² which shows that there are 55.1% variations of purchase intention can be explained by the two independent variables which are consumer ethnocentrism and attitude towards foreign products. At which, the remaining 44.9% of total variations remains unexplained. Then, as according to ANOVA test, $F(2, 247) = 151.697$ and p-value of .000 lower than 0.05 indicated that the purchase intention is significantly influenced and predicted by these two variables which are consumer ethnocentrism and attitude towards foreign products.

Table 4.11: Coefficients for MRA Model (H5 and H6)

Model Summary					
Model	**Unstandardized coefficients**	**se**	**Standardized coefficients**	**t**	**p**
	B		**Beta**		
constant	.431	.231		1.868	.063
CE	.019	.044	.019	.423	.673
ATT	.850	.050	.747	17.040	.000

a. Dependent Variable: PI

Source: Data generated by SPSS

Equation:

$PI = \alpha + \beta_1\ CE + \beta_2\ ATT$

$PI = 0.431 + 0.019 CE + 0.850 ATT$

Whereby,

PI- Purchase Intention

CE- Consumer Ethnocentrism

ATT- Attitude towards foreign products

α= Constant

β= Slope of Coefficient

Table 4.11 shows that the unstandardized coefficient for consumer ethnocentrism and attitude towards foreign products to predict purchase intention is .019 and .850; standardized coefficient is .019 and .747; the significance level of is .673 and .000. This gives indication that consumer ethnocentrism has no significant relationship with purchase intention as p-value is .673 which is higher than 0.05 thus H5 is rejected. On the other hand, attitude towards foreign products is found to have significant relationship with purchase intention as the p-value is .000 which is lower than 0.05 hence H6 is accepted. This gives meaning that every 1% increase of attitude towards foreign products, there is predicted increase of .850 in purchase intention as the beta coefficient is positive. Then, the t-value of 17.040 with a significant p-value of .000 signifies that consumer ethnocentrism has a positive effect to the attitude towards foreign products at the confidence level of 99%. Overall, H5 is rejected while H6 is accepted.

H7: Attitude towards foreign products mediates the relationship between consumer ethnocentrism and purchase intention.

Table 4.12: Mediator effect (H7)

Total Effect Model			
	coeff	**se**	**t**	**p**
constant	3.740	.183	20.445	.000
CE	-.154	.063	-2.453	.015

a. Dependent Variable: PI

Source: Data generated by SPSS

Table 4.13: Indirect effect (H7)

	Effect	BootSE	BootLLCI	BootULCI
Indirect effect(s) of X on Y				
ATT	-.172	.062	-.294	-.053

Source: Data generated by SPSS

As mentioned above, the mediational hypothesis (path c) is supported given that the consumer ethnocentrism is a significant predictor of attitude towards foreign products (path a) with B = -.203, SE = .054 and p-value = .000 lesser than 0.05 and attitude towards foreign products as significant predictor of purchase intention (path b) with B = .850, SE = .050 and p-value = .000 lesser than 0.05. At which, after controlling the mediator, the dependent variable of consumer ethnocentrism with B= .019, SE = .044 and p-value = .673 higher than 0.05 (not significant) will not be significant predictor anymore to the purchase intention. When there is no significant relationship between consumer ethnocentrism and purchase intention, this refers to full mediation of attitude towards foreign products. For path c, the mediation effect of attitude towards foreign product for consumer ethnocentrism to purchase intention is -.154 with the p-value of .015 lesser than 0.05 thus is significant.

Then, results shown that there is indirect effect of -.172 and that it is between the BootLLCI and BootULCI which does not include zero among -.294 (BootLLCI) and -.053 (BootULCI) which shows that it is significant since BootLLCI and BootULCI refers to 95% confidence limits. Hence, H7 is supported with fully mediation effect. All in all, consumer ethnocentrism is associated with purchase intention with as higher as -.172 mediation effect of attitude towards foreign products.

Figure 4.3: Mediation Effect (H7)
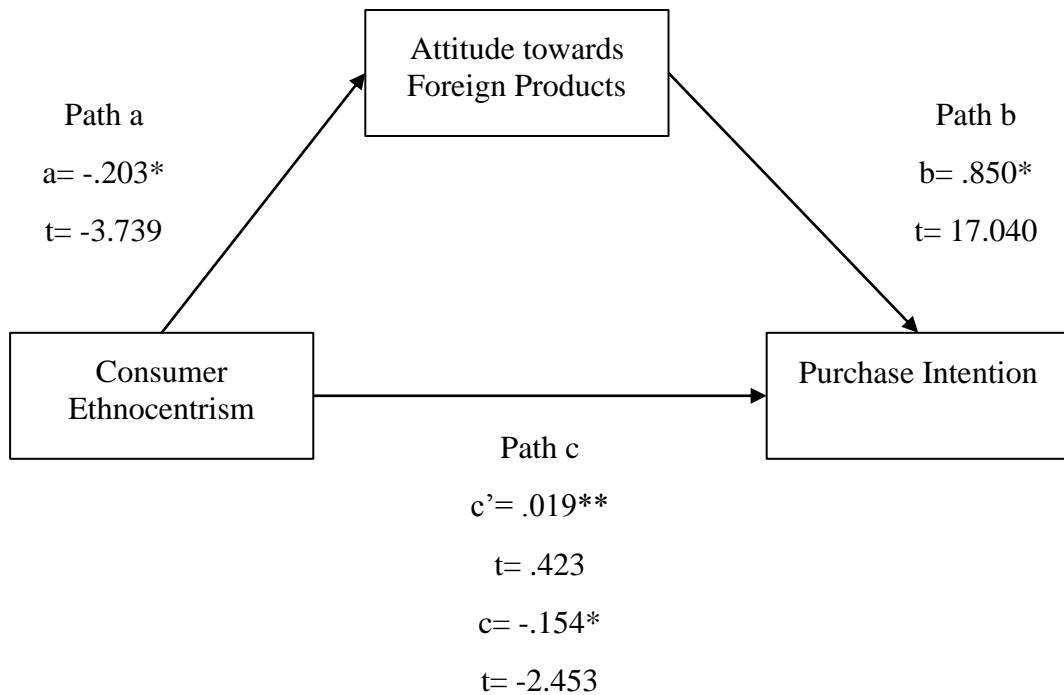
Note: *p-value< 0.05, **p-value>0.05

Source: Developed for the research

4.6 Conclusion

The SPSS analysis used the data collected from questionnaire to derive into meaningful results to be explained in this chapter. As according to the results of the analysis in SPSS, descriptive analysis, scale of measurement, inferential analysis and summary of overall hypothesis results of the study are explained precisely. Tables form is also provided to have better understanding on the results. Hence, proceed with the fully explained chapter 4 results, the last chapter of this study can discuss on the major findings, implications of the study, limitations as well as the recommendations for the future research of the study.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction

This final chapter is to discuss the results and findings of all hypotheses which are according to the results that measured and interpreted in the Chapter 4. Besides, managerial implications and policy-makers implications are included in this study to show how this study can contribute to the managerial and government relating area. Moreover, limitations and recommendations are provided to show the limitations of this study and the recommendations to suggest the future research. In the last part, a short brief of conclusion for this research project is included as well.

5.1 Discussion of Major Findings

Table 5.1 Summary of Hypotheses Testing

No.	Hypothesis	Results	Supported/ Rejected
H1	There is a positive relationship between patriotism and consumer ethnocentrism	p-value = 0.000	Supported

		t-value = 4.372	
H2	There is a negative relationship between cultural openness and consumer ethnocentrism	p-value = 0.000 t-value = -4.053	Supported
H3	There is a positive relationship between conservatism and consumer ethnocentrism	p-value = 0.052 t-value = 1.950	Rejected
H4	There is a negative relationship between consumer ethnocentrism and attitude towards foreign products	p-value = 0.000 t-value = -3.739	Supported
H5	There is negative relationship between consumer ethnocentrism and purchase intention	p-value = 0.673 t-value = .423	Rejected
H6	There is a positive relationship between attitude towards foreign products and purchase intention	p-value = 0.000 t-value = 17.040	Supported
H7	Attitude towards foreign products	Indirect	Supported

| | mediates the relationship between consumer ethnocentrism and purchase intention | effect = -0.172 BootLLCI = -0.294 BootULCI = -0.053 | |

Source: Developed for the research

H1: There is a positive relationship between patriotism and consumer ethnocentrism.

Based on table 5.1, the results (t-value = 4.372, p-value = 0.000) show that the p-value is lower than the significant level of 0.05 so there is significant relationship between patriotism and consumer ethnocentrism. Hence, H1 is accepted and it is significant.

In this study, the positive relationship between patriotism and consumer ethnocentrism is supported by previous studies such as Puncheva-Michelotti and Michelotti (2014), Nik-Mat et al. (2015) and Marinković (2017). According to Puncheva-Michelotti and Michelotti's (2014) and Marinković's (2017) studies, it was found that a high patriotism is expressed in an increase of consumer ethnocentrism where it will form an indication of consumers who will purchase domestic products as their orientation. This is because people who have high level of patriotism believe that domestic products have greater quality and value than foreign products in their minds so they are more willing to buy domestic brand as compared to foreign products (Puncheva-Michelotti & Michelotti, 2014). On the

other hand, Marinković's (2017) study indicated that as long as there is a positive relationship between patriotism and consumer ethnocentrism, consumer will still purchase poorer quality domestic products due to the strong love for the country. The result of this study is similar with their findings as the respondents of this study also have high level of patriotism with the mean value of 4.2151 which in turn also affects positively to the consumer ethnocentrism. Hence, in the current study, it is also coming up with the indication of consumers will make purchase of domestic products as their orientation regardless of quality.

Besides, Nik-Mat et al. (2015) mentioned that Malaysian with high patriotism will have strong bonding with domestic goods so they prefer domestic goods as compared to foreign products. The researchers further mentioned that patriotism acts as a strong sentiment of Malaysian hence strong bonding with domestic goods could be observed by national cars on the road such as Proton and Perodua. They are the best-selling cars in Malaysia as compared to foreign cars as Malaysian have strong bonding with national products. They mentioned that this explanation supports the positive impact of patriotism on consumer ethnocentrism.

H2: There is a negative relationship between cultural openness and consumer ethnocentrism.

Based on table 5.1, the results (t-value = -4.053, p-value = 0.000) show that the p-value is lower than the significant level of 0.05 so there is significant relationship between cultural openness and consumer ethnocentrism. Hence, H2 is accepted and it is significant.

The significant negative relationship between cultural openness and consumer ethnocentrism is found to be similar with few past studies such as Pentz, Terblanche and Boshoff (2017) and Jain and Jain (2013). According to Pentz, Terblanche and Boshoff (2017), they mentioned that consumer who understands,

recognizes and accepts other cultures has low level of consumer ethnocentrism compared to those consumers who are refusing to accept other cultures. In addition, the researchers also said there is more interaction with people from other cultures, the less consumer-ethnocentric they would be and the more likely they will be willing to accept products from other countries. Jain and Jain (2013) found that there is increasing of global outlook due to globalization so people are becoming more openness to foreign culture and thus they become less ethnocentric. Thus, supporting the negative relationship between cultural openness and consumer ethnocentrism.

In addition, Wanninayake and Chovancova's (2012) study indicated that when a consumer is more educated, they will be more open to the culture thus they will be less ethnocentric and also do not take into country of origin effect. In this study, most of the respondents are indeed of higher education level such as Bachelor degree and postgraduate education. Therefore, there is a higher tendency of consumers' cultural openness that affect negatively the consumer ethnocentrism as consistent with Wanninayake and Chovancova's (2012) studies.

H3: There is a positive relationship between conservatism and consumer ethnocentrism.

Based on table 5.1, the results (t-value = 1.950, p-value = 0.052) show that the p-value is higher than the significant level of 0.05 so there is no significant relationship between conservatism and consumer ethnocentrism. Hence, H3 is rejected.

The result shown that conservatism has no significant relationship with consumer ethnocentrism among Malaysian which is consistent with few past studies by Urbaityte (2015), Vaitkevičius, Piligrimienė and Dapkutė (2013) and Albarq and Nik Mat (2007). The study done by Urbaitytė (2015) and Vaitkevičius et al.

(2013) found that the positive relationship between conservatism and consumer ethnocentrism was rejected. The result of the two studies mentioned that conservatism having no significant relationship on consumer ethnocentrism. Shankarmahesh (2006) mentioned that there is limited influence of conservatism on consumer ethnocentrism because conservative consumer may distinguish between the value of conservative and purchase behaviour which means the conservatism level of a consumer will not necessary affect them to buy domestic product.

Besides, based on Albarq and Nik Mat (2007) study, they found one finding indicating that why conservatism is not a significant predictor of consumer ethnocentrism. This is because Jordanian consumers put their religion which is Muslim at the first place regardless looking at the consumer ethnocentrism. Therefore, in the context of the study based on Malaysia, which is also a Muslim country, this can be the reason why conservatism does not have significant influence on Malaysian consumer ethnocentrism as Malay people will put their religion first before consumer ethnocentrism.

H4: There is a negative relationship between consumer ethnocentrism and attitude towards foreign products.

Based on table 5.1, the results (t-value = -3.739, p-value = 0.000) show that the p-value is lower than the significant level of 0.05 so there is significant relationship between consumer ethnocentrism and attitude towards foreign products. Hence, H4 is accepted and is proven significant.

In this study, the negative relationship between consumer ethnocentrism and attitude towards foreign products is in line with previous studies such as Van den Berg (2017), Ramadania, Gunawan and Rustam (2015) and Kumar, Fairhurst, and Kim (2011). According to Van den Berg (2017), consumer ethnocentrism plays an

important role in negatively influencing the consumer attitude towards global brand. This is due to a reason of globalization that consumers have to face with different countries' products that raise up the consumer decision making in choosing local or foreign brands and also the importance of country of origin effect. In such terms, ethnocentrism acts as knowledge for managerial to know and determine the consumer attitude of local and foreign products.

Then, based on Ramadania et al.'s (2015) study, they also found that there is negative relationship between consumer ethnocentrism and attitude towards low-involvement products which is similar with context of this this study because convenience store products are low involvement product (Prasad & Kumar, 2009; Krutika, 2014). The study indicated that the stronger the love for domestic product, the stronger the rejection for foreign product. Hence, similarly, this study also found that the lower the consumer ethnocentrism, the higher the attitude towards foreign products. On top of that, they also found finding that there will be stronger negative relationship between consumer ethnocentrism and attitude towards foreign product when there are cultural similarities between the countries. Thus, comparing the convenience stores of Malaysia with Japan, there is stronger negative relationship as both of the countries shared about the same culture. Lastly, the result also is similar and fit into Kumar, Fairhurst, and Kim's (2011) study as they found out that the negative relationship is supported between consumer ethnocentrism and attitude towards foreign products for both products and services in which convenience store can be classified as selling products and offering services at the same time.

H5: There is a negative relationship between consumer ethnocentrism and purchase intention.

Based on table 5.1, the results (t-value = 0.423, p-value = 0.673) show that the p-value is higher than the significant level of 0.05 so there is no significant

relationship between consumer ethnocentrism and purchase intention. Hence, H5 is rejected and it is insignificant.

The insignificant relationship between consumer ethnocentrism and purchase intention is found similarly in other studies by Nguyen (2017), Balabanis and Siamagka (2017) and Van den Berg (2017). In the study of Nguyen (2017), although consumer ethnocentrism is presents in Vietnam, but this does not affect the consumer purchase intention of foreign product which also gives meaning that the increase of consumer ethnocentrism will not decrease the consumer purchase intention of foreign products. Whereby, the consumer purchase products based on the product attributes itself, such as price, style, durability and so forth. It is also similar with the findings of Van den Berg (2017) that moderate consumer ethnocentrism values do not mean that there is a necessary negative influence on the purchase intention of global fashion brands which is consistent to the current study since the mean value of consumer ethnocentrism is 2.785 which also show a similar moderate consumer ethnocentrism value.

Then, according to Balabanis and Siamagka (2017), they also found insignificant relationship between consumer ethnocentrism and global purchase brands where they find the effects of consumer ethnocentrism vary across different product. For instance, the study mentioned that consumer ethnocentrism will not affect the consumer purchase intention of inexpensive and convenience product which is similar to the context of convenience store in the current study. This is because those low-cost products are bought in a habitual way thus consumers may not look at the country of origin. Instead, consumer ethnocentrism is more likely to come into concern when related to consumer purchase intention of expensive foreign products.

H6: There is a positive relationship between attitude towards foreign products and purchase intention.

Based on table 5.1, the results (t-value = 17.040, p-value = 0.000) show that the p-value is lower than the significant level of 0.05 so there is significant relationship between attitude towards foreign products and purchase intention. Hence, H6 is accepted.

The significant positive relationship between attitude towards foreign products and purchase intention supports the findings of Chiu and Leng (2016), Maloney, Lee, Jackson and Miller-Spillman (2014) and Haefner et al. (2016). Specifically, in Haefner et al.'s (2016) study, they used brand liking as the representation of attitude towards foreign products and similarly found such support between the attitude in affecting purchase intention. According to the three studies mentioned above, they found that attitude plays the most significant influence on the purchase intention which indicated that attitude is a necessity for consumer to make decision making. As said, when a consumer is able to develop a favourable attitude, there is a higher chance they will purchase that particular product. Hence, Van den Berg's (2017) study mentioned that the company can create and make the product attributes according to the attitude of the consumer to increase the consumer purchase intention.

Then, according to Son, Jin and George (2013), they also found significant positive relationship between attitude towards foreign products and purchase intention of foreign brand goods. On top of that, it is similar with the past research in Malaysia that found got significant relationship (Hasbullah et al., 2016). However, although similar results, but since Hasbullah et al. (2016) focus on purchasing online, thus this study extend the range of the result from Malaysia online purchase to convenience store. Overall, attitude towards foreign product presents a strong determinant for the consumer purchase intention.

H7: Attitude towards foreign products mediates the relationship between consumer ethnocentrism and purchase intention.

Based on table 5.1, the results (indirect effect = -0.172, BootLLCI = -0.294, BootULCI = -0.053) show that the indirect effect is between the BootLLCI and BootULCI. Thus, H7 is accepted and it is significant.

Attitude towards foreign products play an important mediator role between consumer ethnocentrism and purchase intention in this study. According to Makanyeza and du Toit (2017), Van den Berg (2017) and Salman and Naeem (2015), their study supports the significant negative relationship between consumer ethnocentrism and attitude towards foreign products and also the significant positive relationship between attitude towards foreign products and purchase intention which is in line with the current study where path a and path b are found significant. Thus, mediation effect of attitude towards foreign products is confirmed in this study.

Past researches such as Salman and Naeem (2015), Juharsah and Hartini (2014) and Van den Berg (2017) show that there is partial mediation of attitude towards foreign products on consumer ethnocentrism and purchase intention. However, full mediation is found in the current study. This is because this study found that there is insignificant relationship between consumer ethnocentrism and purchase intention which is similar with the past researches such as Nguyen (2017), Balabanis and Siamagka (2017) and Van den Berg (2017) as argued in H5. Thus, attitude towards foreign products is considered a mediator in the study albeit it is a full mediation instead of partial mediation.

5.2 Implications of the Study

As mentioned above in chapter 1 research background, it is found that there is still growing opportunity for convenience store sector to grow in Malaysia, thus it is important for relevant parties to know the perceptions and attitude of the Malaysian consumer base in convenience store sector. Therefore, this study provides several managerial implications and policy-maker implications to two parties, which include organizational and government.

5.2.1 Managerial Implications

First and foremost, for organizational perspectives, this research has contributed to convenience store sector to understand the attitude of Malaysian consumer in convenience store sector where it influences the consumer ethnocentrism and purchase intention. Hence, assisting the business and marketers to increase the profits and potential growth in the industry. This fills up the gap where Malaysian consumers develop a favourable attitude towards Japanese convenience store which is lacking in the study of Rashid et al. (2015). In terms of attitude towards foreign product, the results show that there is moderately high value in Malaysian consumer attitude towards foreign products (Japanese convenience store) as according to the mean value of 3.327 based on Othman and Alias's (2016) mean value interpretation. Thus, it is found out that there is a rising trend of Japanese convenience store in Malaysia, so suggesting the marketers for Malaysia convenience store sector and new start-up entrepreneur to plan actions and strategies to either follow the trend or deal with the trend. For example, local convenience store players can import Japanese trend goods into Malaysia to follow the trend or to deal with

the trend by upgrading to a higher level of Malaysian made products and services in convenience stores to increase Malaysian consumer attitude towards local convenience store.

Furthermore, due to the positive influence of favourable consumer attitude towards foreign convenience store on purchase intention signifies that there may be increase of the inflow of foreign convenience store player or local convenience store player who opens up foreign-based convenience store entering into Malaysia market. This is because when there is potential purchase intention then there is a potential profit to be earned. This allows convenience store sector in Malaysia to provide advantage such as job opportunity. The job opportunities can range from retail staffs, supporting industries employees and so forth. Hence, when there is fairly paid wages to the employees, it motivates them to serve better to the customer thus increasing the overall service quality of convenience store sector in Malaysia which in turn raise up the attitude of the consumer towards convenience store in Malaysia that also in effect increasing the purchase intention. Then, when there is increasing players to the market, this indicates that the convenience store sector will be growing to a bigger market, thus more profits will be earned by the players existing in the market.

On the other hand, in terms of cultural openness, high cultural openness is found to have negative relationship with low consumer ethnocentrism which is in link with the latter study that Malaysian consumer develops a favourable attitude and purchase intention toward the foreign convenience store. Thus, when marketing, the organization marketers can sell and promote the foreign products with foreign cultural explanation to increase their attitude and purchase intention toward the foreign convenience store products. Besides, marketers can

also focus on design the product by focusing on foreign position. For instance, marketers can put few Japanese word on the packaging of the product in order to attract the customers. In terms of conservatism, it is found to have no relationship with consumer ethnocentrism. Thus, indicating that manager can keep follow up to the latest trend in terms of product, packaging, technology and so forth because the consumer is not so preserved with tradition.

On top of that, the research findings show the demographic information regarding the convenience store target audience such as age, gender, income and so on. For instance, this study shows that the target audience age is range between 20-40, most of the target audiences' income level is RM 3000 and above and so forth data which are very significant in determining a proper strategy to be used. This can allow the marketers to create the effective tailored marketing and pricing campaign. Hence, strategy can be taken by the marketers and business analyst to comply with the target audience as well as map out the profile of the ideal customers. For example, since the target audience is found many to be in the age range of 20-40, the marketers can use the suitable marketing strategy and tool to target this range such as social media marketing to promote their business since people nowadays especially millennials (Generation Y) often tend to use social media in their daily life (Tingley, 2015). Consequently, the market shares as well as brand reputation of the company can be increased. Lastly, the descriptive analysis results of the respondents on states indicated that generally, the manager can consider to open up convenience stores across all the states as considering that there are actually potential customers in every state.

5.2.2 Policy-maker Implications

In term of government perspective, this research has contributed to alert the government on taking strategy implementation and policy decision making for improvement of convenience store sector of service industry in Malaysia. Specifically, this study allows government to know of the Malaysian citizens' consumer ethnocentrism as well as its antecedents. In terms of patriotism, it shows result that Malaysian have higher enough love for the country since the mean value for patriotism is 4.215 and that there is positive influence to the consumer ethnocentrism. Thus, there should be high consumer ethnocentrism and people will buy more local products and services. However, in the context of convenience store, the consumer ethnocentrism is low despite high patriotism holds as Malaysian consumers develop a favourable attitude towards foreign convenience store. This is because there is a negative relationship proved between consumer ethnocentrism and attitude towards foreign products. Thus, indicating that there is lacking of "Buy Malaysian Products Campaign (BMC)" as well as events on local convenience store sector in Malaysia. Therefore, the Ministry of Domestic trade and Consumer Affairs can take actions to focus and enhance on implementing the BMC and also more events to support and cultivate the local convenience store sector in order to compete with foreign convenience store. Besides, government can take actions to impose tax to the foreign convenience store players in order to protect local convenience store players. Thus, positive influence of high patriotism not necessary can lead to high consumer ethnocentrism as need to based on the context of the industry.

In terms of purchase intention which acts as behavioural intention that can be influenced positively by attitude towards foreign product, this

study provides government a direction to increase the purchase intention of local convenience store products by increasing the attitude of the consumer towards the local convenience store. For example, the change of the attitude and perception of Malaysian consumer toward made in Malaysia local convenience store products and services can be achieved in a positive way and stimulate Malaysian consumer to buy if government do BMC and related events well. Then, when there is more people buying local convenience store products due to improvement of local convenience store sector with the support of government, it enhances the inflow economy of Malaysia thus also enhancing the economy development of Malaysia. Besides, when there is increasing purchase of convenience store products, convenience store sector in Malaysia will then be able to increase to a higher proportion in retail service industry and expand into a larger market which is able to generate more profits. In this way, the convenience store sector development of Malaysia will then be able to catch up on countries such as Thailand, Japan and so forth as mentioned in chapter 1 research background. Aside from that, it is also found that there is no relationship between consumer ethnocentrism and purchase intention. However, with complete mediation of attitude towards foreign product, it is reasonable that consumer ethnocentrism is no longer a significant predictor of purchase intention.

5.3 Limitations of the Study

There are few limitations in this study that lead to gap of the study. Firstly, there is only one single English language is used in questionnaire. There are some of the respondents do not comprehend and understand English so they cannot answer the questionnaire accurately. Besides, some of them misunderstand the meaning of the term in the questionnaire so they answered wrongly. Then, some of the

respondents are even cannot answer the questionnaire because of they do not understand English as well as the meaning of the sentence. Furthermore, some of the customers are not willing to answer the questionnaire as they do not understand the language so it causes run off of many respondents. Hence, by using only one single language may lead to many inaccurate and invalid data of the questionnaire so it may affect the accuracy and reliability of the result as well.

Secondly, the construct that used to measure consumer ethnocentrism is not fully and widely explored in this study. The framework of Ghani and Mat (2017) included total of 8 variables to measure consumer ethnocentrism while this study only adopted 3 of the variables as the antecedents to measure the consumer ethnocentrism. Besides, the R square between the antecedents and consumer ethnocentrism is only 17.2% so indicates that 17.2% of variation in consumer ethnocentrism can be explained by the antecedents. Thus, it indicated that other constructs that used to measure consumer ethnocentrism are not included in this study so the consumer ethnocentrism may not strong enough to be explained by these 3 antecedents that included in this study. In conclusion, by including only 3 of the antecedents are not strong enough to measure consumer ethnocentrism and cause low value of R square in this study.

Thirdly, the sampling sizes are not big enough to represent the population of whole Malaysia. As there are 250 sample size in this study, so these number are still not enough to represent the results of whole Malaysia. The data that collected from small sampling size can only represent the results of small group of people. Thus, there is probability that the results may have some changes if the sample size is increased.

Moreover, due to the time constraints, this study was only done in one country which is Malaysia and only focus on study in one category which is convenience store. Other than convenience store, there are many categories of retail sector in Malaysia such as supermarket, hypermarket, specialty store and so on. There is

probability that there will be different results if the research done in other categories of retail sector. Hence, this study of convenience store category cannot represent the result of whole retail sector. For instance, the Malaysian consumer proved to have positive attitude and purchase intention towards foreign product in the context of convenience store but the attitude and purchase intention towards foreign product in the context of other types of retail sector is unknown. In conclude, the results and outcomes of consumer ethnocentrism in the context of other retail industry may be different and unknown.

5.4 Recommendations for Future Research

There are few recommendations in this study in order to fill the gap of the limitation and also enhance the better research for future researches as well as provide suggestion for future researcher. Firstly, it is recommended that future research can add and include more different languages when forming the Questionnaire. Due to the reason that Malaysia is a multi-ethnic, multicultural as well as multilingual country which consists of different race of the people with different language so it is suggested to add more language in the questionnaire in order to allow more people to understand the language and content that been asked in the questionnaire. It is suggested that future research can include at least 3 major languages such as English, Malay, Chinese if they want to investigate study in Malaysia. Consequently, this can enhance the understanding of the respondents toward the content of the questionnaire as well as smoothen the process when answering the questionnaire so it can increase the relevancy, reliability and accuracy of the data collected.

Secondly, it is recommended that future research can include other variables that are not used in this study to measure the consumer ethnocentrism. If possible, it is

suggested that future research can include all the antecedents that used to measure consumer ethnocentrism if there is sufficient of time. Moreover, this is to investigate whether include all the antecedents of consumer ethnocentrism in the similar topic and context can strengthen the value of R square and to test whether include all the antecedents are stronger to explain the consumer ethnocentrism compared to include only 3 of the antecedents. For example, it is suggested that future research can include other antecedents such as collectivism, control belief, foreign travel and so forth as according to Ghani and Mat (2017). This is because the framework to investigate about the consumer ethnocentrism is not completed in this study due to the time constraints. In result, consumer ethnocentrism can be widely explored in the study.

Thirdly, it is recommended that future research can increase the number of respondents to participate in answering the questionnaire. The future researchers can aggressively distribute the questionnaire to more respondents through soft copy or hard copy. Consequently, increase number of respondents to the size that can represent the result of population of one whole country.

Lastly, the recommendation to examine whether different country possess with different outcome include future researchers can study consumer ethnocentrism in the context of convenience store by applying same variables from this study in other different countries. Consequently, future research can prove that whether different country have different result of consumer ethnocentrism. In addition, it is suggested that future researchers can also study the consumer ethnocentrism in context of other categories of retail sector such as supermarket, hypermarket and so on. This can contribute the knowledge and fill the gap of whether there is any different result in different categories of retail sector.

5.5 Conclusion

This research found out that the two antecedents such as patriotism and cultural openness had significant relationship with consumer ethnocentrism while another one antecedent which is conservatism do not had. Besides, there was sufficient evidence to support that the consumer ethnocentrism is correlated with attitude towards foreign products and that attitude towards foreign products is correlated with purchase intention. Then, the results and findings of past researches also supported no significant relationship between consumer ethnocentrism and purchase intention is existed. Moreover, attitude towards foreign product also proved to have full mediation effect between consumer ethnocentrism and purchase intention which indicates that mediating effect is reliable to each other in this study. Since this study is not supported with all of the hypothesis and lacking of study in retail industry as well as convenience store, it is suggested that future research can further investigate this study in other countries or study consumer ethnocentrism in the context of other type of retail industry to test the result of hypothesis. In conclusion, this research project has achieved the problem statement and research objective which identifying the antecedents and outcome of consumer ethnocentrism and all the relationship between the variables. Last but not least, this research also fills the gap of lacking of research related to consumer ethnocentrism that done in convenience store segment.

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APPENDICES

Appendix A: Multiple Regression Analysis (H1, H2 & H3)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.414[a]	.172	.162	.77698

a. Predictors: (Constant), C, CO, PAT

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30.808	3	10.269	17.011	.000[b]
	Residual	148.508	246	.604		
	Total	179.316	249			

a. Dependent Variable: CE

b. Predictors: (Constant), C, CO, PAT

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.687	.445		3.793	.000
	PAT	.359	.082	.296	4.372	.000
	CO	-.293	.072	-.238	-4.053	.000
	C	.181	.093	.132	1.950	.052

a. Dependent Variable: CE

Appendix B: Mediator analysis (H4, H5, H6 & H7)

```
Run MATRIX procedure:

*************** PROCESS Procedure for SPSS Version 3.3
******************

         Written by Andrew F. Hayes, Ph.D.       www.afhayes.com
    Documentation available in Hayes (2018).
www.guilford.com/p/hayes3

******************************************************************
********
Model  : 4
    Y  : PI
    X  : CE
    M  : ATT

Sample
Size:  250

******************************************************************
********
OUTCOME VARIABLE:
 ATT

Model Summary
         R         R-sq       MSE          F         df1         df2
p
     .231        .053       .529      13.983       1.000
248.000       .000

Model
          coeff        se          t          p         LLCI
ULCI
constant   3.893       .158      24.611       .000       3.581
4.204
CE        -.203        .054      -3.739       .000       -.310
-.096

Standardized coefficients
       coeff
CE     -.231

Covariance matrix of regression parameter estimates:
          constant        CE
constant     .025       -.008
CE          -.008        .003

******************************************************************
********
OUTCOME VARIABLE:
 PI

Model Summary
         R         R-sq       MSE          F         df1         df2
p
```

```
          .742         .551         .327      151.697       2.000
247.000         .000

Model
              coeff         se          t           p          LLCI
ULCI
constant       .431        .231       1.868        .063         -
.023        .885
CE             .019        .044        .423        .673         -
.068        .105
ATT            .850        .050
17.040         .000        .752        .948

Standardized coefficients
          coeff
CE         .019
ATT        .747

Covariance matrix of regression parameter estimates:
           constant          CE         ATT
constant        .053       -.007       -.010
CE             -.007        .002        .001
ATT            -.010        .001        .002

************************* TOTAL EFFECT MODEL
***************************
OUTCOME VARIABLE:
 PI

Model Summary
          R         R-sq         MSE          F          df1         df2
p
       .154         .024        .708        6.019        1.000
248.000         .015

Model
              coeff         se          t           p          LLCI
ULCI
constant      3.740        .183      20.445        .000        3.379
4.100
CE            -.154        .063      -2.453        .015        -.278
-.030

Standardized coefficients
          coeff
CE        -.154

Covariance matrix of regression parameter estimates:
           constant          CE
constant        .033       -.011
CE             -.011        .004

************** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y
*************

Total effect of X on Y
     Effect         se          t           p          LLCI        ULCI
c_ps       c_cs
       -.154        .063      -2.453        .015        -.278       -.030
-.181        -.154
```

```
Direct effect of X on Y
      Effect          se           t           p        LLCI        ULCI
c'_ps      c'_cs
      .019        .044        .423        .673          -
.068        .105        .022        .019

Indirect effect(s) of X on Y:
        Effect     BootSE    BootLLCI    BootULCI
ATT     -.173        .062      -.294       -.053

Partially standardized indirect effect(s) of X on Y:
        Effect     BootSE    BootLLCI    BootULCI
ATT     -.203        .071      -.340       -.064

Completely standardized indirect effect(s) of X on Y:
        Effect     BootSE    BootLLCI    BootULCI
ATT     -.172        .060      -.291       -.053

******************************************************************
********
Bootstrap estimates were saved to a file

Map of column names to model coefficients:
        Conseqnt Antecdnt
 COL1     ATT       constant
 COL2     ATT       CE
 COL3     PI        constant
 COL4     PI        CE
 COL5     PI        ATT

*********** BOOTSTRAP RESULTS FOR REGRESSION MODEL PARAMETERS
************

OUTCOME VARIABLE:
 ATT

              Coeff    BootMean     BootSE    BootLLCI    BootULCI
constant      3.893      3.893        .187      3.525       4.263
CE            -.203      -.203        .071     -.339        -.063

----------

OUTCOME VARIABLE:
 PI

              Coeff    BootMean     BootSE    BootLLCI    BootULCI
constant       .431       .435        .245     -.037        .915
CE             .019       .018        .048     -.079        .112
ATT            .850       .849        .047      .757        .942

********************** ANALYSIS NOTES AND ERRORS
**********************

Level of confidence for all confidence intervals in output:
  95.0000

Number of bootstrap samples for percentile bootstrap confidence
intervals:
  5000
```

```
------ END MATRIX -----
```

RESEARCH QUESTIONNAIRE

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT

BACHELOR OF INTERNATIONAL BUSINESS (HONS)

TITLE:-

ANTECEDENTS AND OUTCOMES OF CONSUMER ETHNOCENTRISM

Dear respondent:

We are students of Universiti Tunku Abdul Rahman (UTAR) and are currently conducting a research as part of our Final Year Research Project. The purpose of this research is to examine the antecedents of consumer ethnocentrism and also does the outcomes of consumer ethnocentrism will affect the consumer attitudes towards foreign products. More specially, this research will be conducted in the area of Japan's convenience store in Malaysia.

This questionnaire takes approximately 10 minutes for completion. Your decision to participate is completely voluntary. You will be asked to respond to all statements in the questionnaire and your answers will be kept private and confidential for **academic purpose only**.

Thank you for participating in this survey study.

Sincerely,

RESEARCH GROUP MEMBERS:

POON JIA SYING   1605176

SIM WEI KEI   1501617

Instruction:

1. There are **Fourteen (14)** pages in this questionnaire. Please answer **ALL** questions in **ALL** pages.

2. All the information provided will be protected under Personal Data Protection Act 2010 which came into force on 15 November 2013, Universiti Tunku Abdul Rahman ("UTAR") is hereby bound to make notice and require consent in relation to collection, recording, storage, usage and retention of personal information.

Acknowledgment of Notice

[   ] I have been notified by you and that I hereby understood, consented and agreed per UTAR notice (refer to Appendix I).

[   ] I disagree, my personal data will not be processed.

Section A: Demographic Profile

INSTRUCTION: Please tick or fill in the blank for each of the questions below. Each question can only choose **ONE** answer.

1. Are you a Malaysian?

☐ Yes (Kindly proceed to answer following questions.)

☐ No (Thanks for your participation.)

Convenience store is defined as "a small, centrally located store, featuring ease of access, late-night hours, and a limited line of merchandise, and that charges above-average prices compared to large supermarkets that generate large volume sales" (Bianchi, 2009).

---

2. Do you know of any Japan's convenience stores (e.g. 7-Eleven, FamilyMart, etc.) in Malaysia?

☐ Yes (Kindly proceed to answer following questions.)

☐ No (Thanks for your participation.)

3. Have you ever brought products from Japan's convenience stores (e.g. 7-Eleven, FamilyMart, etc.) in Malaysia?

☐ Yes (Kindly proceed to answer following questions.)

☐ No (Thanks for your participation.)

4. Age:

☐ Under 20 years old

☐ 20-29 years old

☐ 30-39 years old

☐ 40-49 years old

☐ 50 years old and above

5.   Gender:

☐   Male

☐   Female

6.   Race:

☐   Malay

☐   Chinese

☐   Indian

☐   Others (Please Specify) _____

7.   Highest Educational Qualification:

☐   Primary

☐   Secondary

☐   Tertiary (diploma)

☐   Tertiary (degree)

☐   Tertiary (master)

☐   Tertiary (PhD)

☐   Others (Please Specify) _____

8.   How much is your monthly allowance/income?

☐   RM1000 and below

☐   RM1001-RM1999

☐   RM2000-RM2999

☐   RM3000 and above

9.   Which states are you from?

☐   Wilayah Persekutuan KL

☐   Sabah

☐   Selangor

☐   Sarawak

☐   Perak

☐   Johor

☐   Kelantan

☐   Terengganu

☐   Perlis

☐   Pulau Penang

☐   Pahang

☐   Melaka

☐   Kedah

☐   Negeri Sembilan

Section B: Construct Measurement

INSTRUCTION: For each of the statements given below, kindly circle the **ONE** number that represents your opinion the most.

Patriotism

Strongly Disagree (SD)	Disagree (D)	Neutral (N)	Agree (A)	Strongly Agree (SA)
1	2	3	4	5

	SD	D	N	A	SA
1. I love my country	1	2	3	4	5
2. I am proud to be a Malaysian	1	2	3	4	5
3. I feel great pride in treating Malaysia as my country	1	2	3	4	5
4. Although at times I may not agree with the government, my commitment to Malaysia always remains strong	1	2	3	4	5
5. In a sense, I am emotionally attached to my country and emotionally affected by its actions	1	2	3	4	5

Cultural Openness

Strongly Disagree (SD)	Disagree (D)	Neutral (N)	Agree (A)	Strongly Agree (SA)
1	2	3	4	5

	SD	D	N	A	SA

6. I find people from other cultures stimulating (interesting)	1 2 3 4 5
7. Coming into contact with people of other cultures has greatly benefited me	1 2 3 4 5
8. I like to have contact with people from different cultures	1 2 3 4 5
9. I am interested in learning more about people who live in other countries	1 2 3 4 5
10. I enjoy exchanging ideas with people from other cultures or countries	1 2 3 4 5

Conservatism

Strongly Disagree (SD)	Disagree (D)	Neutral (N)	Agree (A)	Strongly Agree (SA)
1	2	3	4	5

	SD D N A SA
11. I respect the traditions of Malaysia	1 2 3 4 5
12. I respect the social order of Malaysia	1 2 3 4 5
13. I respect the cultural norms of Malaysia	1 2 3 4 5
14. I believe national security is most important aspect of the country	1 2 3 4 5

Consumer Ethnocentrism

Strongly Disagree (SD)	Disagree (D)	Neutral (N)	Agree (A)	Strongly Agree (SA)
1	2	3	4	5

	SD	D	N	A	SA
15. Only those products that are unavailable in Malaysia should be imported	1	2	3	4	5
16. I strongly prefer to buy Malaysian products	1	2	3	4	5
17. A real Malaysian should always buy Malaysia-made products	1	2	3	4	5
18. Malaysian should not buy foreign products, because it hurts Malaysian business	1	2	3	4	5
19. Malaysian should not buy foreign products, because it causes unemployment	1	2	3	4	5
20. It may cost me in the long-run but I prefer Malaysian products	1	2	3	4	5
21. Malaysian consumers who purchase products made in other countries are responsible for putting their fellow Malaysian out of work	1	2	3	4	5

Attitudes toward Foreign Products

Strongly Disagree (SD)	Disagree (D)	Neutral (N)	Agree (A)	Strongly Agree (SA)
1	2	3	4	5

	SD	D	N	A	SA
22. I like Japanese convenience store products very much	1	2	3	4	5
23. I buy Japanese convenience store products as much as possible	1	2	3	4	5

24. I think the Japanese convenience store products are high quality	1 2 3 4 5
25. I believe that a Japanese convenience store product offers benefits to the consumers	1 2 3 4 5

Purchase Intention

Strongly Disagree (SD)	Disagree (D)	Neutral (N)	Agree (A)	Strongly Agree (SA)
1	2	3	4	5

	SD D N A SA
26. I feel happy buying Japanese convenience store products	1 2 3 4 5
27. For me, there is a certain excitement about shopping for products from Japanese convenience store	1 2 3 4 5
28. I will buy many products from Japanese convenience store this year	1 2 3 4 5
29. I am pleasantly surprised when I see goods from Japanese convenience store when I am shopping	1 2 3 4 5
30. Compared with my friends, I intend to purchase more products from Japanese convenience store	1 2 3 4 5

Thank you very much for your participation.

Your time and responses are deeply appreciated.