



THE IMPACT OF CONSUMER RACISM, ETHNOCENTRISM AND ANIMOSITY AMONG RACES IN MALAYSIA

Tengku Nur Ribqah Tengku Jasmi^{1*}, Sharifah Nadiah Syed Mukhiar¹, Nur Atikah A Rahman¹

¹ School of Communication, Universiti Sains Malaysia, 11800, Gelugor, Malaysia

*Corresponding Author Email: nadiahmukhiar@usm.my

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Abstract

Racism, animosity and ethnocentrism have been a topic of interest and sensitive issues. The purpose of this study is to explore and provide a better understanding of the impact of consumer racism, consumer ethnocentrism and consumer animosity among races in Malaysia on product judgment and purchase intention. By using the quantitative method, a survey has been conducted via online survey. A total of 220 Malaysian respondents were received. Descriptive statistics were used to analyze the data and the hypotheses were tested using multiple regression analysis and pearson correlation analysis using Statistical Package for the Social Science (SPSS) software version 25. The findings showed consistency with previous research. All hypotheses were supported, thus indicating interesting findings. Findings indicate that consumer racism is significantly related to product judgment and purchase intention. Additionally, the findings also suggested that consumer ethnocentrism and consumer animosity significantly affect product judgment and purchase intention. The contribution of this study is it gives a deeper point of view of consumer racism, ethnocentrism and animosity in the context of Malaysian consumers in which marketers can prioritize the particular aspect in regard to meeting the consumers' demand and need. However, further research also needs to be done in order to expand the study. As time moves forward, the findings might be relevant now but not in the future. Future research can conduct the study in a smaller population as well as correlate between demographics of consumers with the purchase intention.

Keywords: *Consumer racism; consumer ethnocentrism; consumer animosity; product judgement; purchase intention*

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INTRODUCTION

Malaysia is a diverse country with people of various races, ethnicities, religions, faiths, traditions, languages, and cultures with a population of approximately 32.37 million people. Malaysian consumers have a variety of intriguing and dynamic behaviors. For instance, in relation to purchasing behavior, superior, premium quality and greater value products and services from major brands do not guarantee the purchase from consumers. Consumption is no longer a process driven by consumers' demand, but rather one that evolves in response to their preferences. According to Smith and Li (2010), there are numerous elements that could explain how consumers react to products and services. Some important factors are ethnicity and culture, which can influence consumer behavior and perception (Rahbar, 2010). Individuals from various ethnic backgrounds, nationalities, regions, and religions perceive environmental problems differently and act differently to solve the problem. On that account, it is crucial to understand the cultural differences as well as how it impacts on consumer behavior during purchase (Sian et al., 2010). The understanding of consumers' acceptability towards other races' products is very important especially in a multiracial country like Malaysia.

Consumer racism, animosity and ethnocentrism have been a topic of discussion not only in Malaysia, but globally as well. The combination of two or more cultures in the brand market can be the catalyst for conflict and misunderstanding. Thus, it is necessary for marketers to make decisions and strategies in accordance with the preference of targeted consumers in order to keep the business running. According to Davis (2018), implementing multiculturalism in marketing can be beneficial as it endorses diversity and inclusion, thus this can counteract and challenge racism. Furthermore, consumer racism, animosity and ethnocentrism have an impact on consumers' purchase behavior rather than their opinion and perception concerning the products (Ouellet, 2005). Moreover, consumer bias also affects product purchase behavior. Thus, in order to improve marketing efficiency, it is vital to be aware of cultural standards as it can assist societies to properly define their target partners. In addition, it is more important to determine how to target them, instead of who is the target (Hooker, 2007).

Consumer racism, animosity and ethnocentrism are harmful and can negatively impact the society and economy of a country. According to a survey conducted in Malaysia, the result showed that Malaysians portray tendencies to be racist (Abdul-Latif & Abdul-Talib, 2017). In addition, consumer racism and consumer animosity have similarity in terms of conceptualizations as both rejected imported products (Klein & Ettenson, 1999). Therefore, in this research, consumer ethnocentrism is denoted as a preference for products made and manufactured by one's own race group (Ouellet, 2007). Consumer animosity can be expressed as hatred projected towards products made by another racial group.

Although there has been a number of consumer racism studies conducted in Malaysia (Abdul-Latif & Abdul-Talib, 2017), there has been a lack of consumer racism studies that focused primarily on the effect of racism, ethnocentrism and animosity on purchase judgment and purchase intention. Moreover, most of the studies conducted in Malaysia focused on Chinese products (Abdul-Latif & Abdul-Talib, 2015). Through the findings, this study will contribute to the continuous discussion on consumer racism and purchase judgment. In addition to contributing to the understanding of consumer racism, animosity, and ethnocentrism in terms of product judgment and purchase intention, this study will also contribute to examine the acceptance and knowledge of consumers from various races towards other race's products or services.

Due to the sensitivity nature of racism, animosity, and ethnocentrism, not least with regards to the inconclusive evidence as to its existence, it has prompted to conduct further study into the issues. Furthermore, there has been a lack of empirical research that attempts to look into consumer racism, consumer animosity and consumer ethnocentrism using Social Identification Theory (SIT) as a framework, with the exception of a study by Abdul-Latif (2016). Thus, it is crucial to conduct research to a greater extent by using social identity theory as a framework in the future.

Literature Review

Consumer Racism on Product Judgment and Purchase Intention

Consumers tend to be racist through degrading their product judgment and purchase intention of products and services provided by other races' groups by using racial animosity and hatred to explain their decision not to buy. Ouellet (2005) emphasized the influence of a racist ideology that a person holds towards a certain race, believing that they are culturally and biologically inferior, and hence deserving of uneven and unfair treatment. Past research concerning consumer racism were conducted in multicultural settings, such as the United States, France, Canada (Ouellet, 2007) and Australia (Hill & Paphitis, 2011), and showed negative effects on consumers' attitudes and behaviors (Ouellet, 2007). However, consumers' behaviour to purchase native products by a certain race minority group was influenced, which it will then affect the minorities' establishments and their performance (Ouellet, 2007).

Based on a previous study by Ouellet (2007), it is evidently found that racism among consumers has a negative influence on the ethnic majority' product judgment and purchase intention. Not only that, a study by Hills and Paphitis (2011) also found the same outcome in which product judgment and purchase intention of consumers can be impacted negatively due to consumer racism.

Consumer Ethnocentrism on Product Judgment and Purchase Intention

Individual preferences and perceptions about a particular racial group could impact consumers' attitude on products and services. The gesture of purchasing a product not only can be considered as an expansion of oneself, but also can be representative, allowing consumers to express their emotional state (Wattanasuwan, 2005). Happiness, ethnocentrism, and nationalism are some of the examples of emotional states. Nevertheless, when products are provided by a specific race community, negative feelings can emerge (Hill & Paphitis, 2011; Ouellet, 2007, as cited in Abdul-Latif, 2016). Additionally, even though the negative feelings, such as antipathy, resentment, and racism towards a certain ethnic group may be hidden and disguised, they can be projected through the non-purchasing act (Hill & Paphitis, 2011). Moreover, customer satisfaction is a necessary component in order to compete in the market (Suzuki et al., 2019).

Furthermore, a study conducted by Mahrinasari (2020) showed that consumer purchase intention can evolve and change over time. Therefore, it is critical for businesses to find out and identify this behavior in order to survive in the market (Mahrinasari, 2020). On that account, the addition of features to the products that can boost consumer satisfaction will ensure the continuation and competitiveness of a business (Ejdys & Gedvilaite, 2017).

According to prior research, ethnic-based ethnocentrism has a negative relationship with product judgment of products produced by one's own and has a positive relationship with product judgment of products from one's own race group.

Consumer Animosity on Product Judgment and Purchase Intention

According to Usman et al. (2020), it further explained that an attitude of one country's consumers towards the products and services produced by other country is named as consumer animosity. It manifests people's negative feelings or emotions toward the country that they have animosity with. Past consumer animosity signifies the remains of antipathy that affect consumer intention to purchase foreign products due to prior and ongoing military, political or economic circumstances. For instance, a past study by Rose and Shoham (2009) discussed that two subcultures of different ethnicities, which are the Arabs, and the Jews possess varying degrees of animosity which impact their purchase intention to buy products from foreign countries such as the United Kingdom and Italy. By the same token, the level of animosity of the Chinese towards the Japanese are barely reduced due to the political and economic circumstances which have an effect to date (Klein et al., 1998).

According to literature concerning consumer animosity, economic animosity happens when it is caused by economic issues, while animosity that is caused by militant issues is called war animosity, and animosity that is caused by religious issues is called religious animosity. Furthermore, consumer boycotts can be influenced by religious animosity. Customer ethnocentrism has been researched widely in the past, which has resulted in the discovery of consumer animosity. Some research regarding the impact of consumer animosity has shown contradictory results throughout the years. Additionally, consumer animosity also has been established to be independent of product judgment in some research (Klein et al., 1998; Ettenson & Klein, 2005; Maher & Mady, 2010). Research also found that consumer animosity has a negative impact on product judgment (Shoham et al., 2006; Ettenson & Klein, 2005).

Social Identity Theory

This study applied Social Identity Theory (SIT), which is a well-known and widely used theory in the fields of marketing, consumer behavior, and social psychology. In conducting research on consumer racism, ethnocentrism and animosity, these theoretical models are crucial in order to investigate the occurrences. In relation to this study, SIT was widely used together with other numerous theories in past research to forecast variables that can influence consumer racism, ethnocentrism, and animosity on product judgment and purchase intention in the context of Malaysia.

Social identity theory (SIT) was established approximately 24 years ago by Tajfel et al. in 1979 which indicated that individuals likely classify and recognize themselves into diverse categories or groups at any given time such as by age, gender, social position, occupations, and many other groups, including racial and ethnicity (Tajfel & Turner, 1986, as cited in Abdul-Latif, 2014), and will differentiate themselves as a unit towards other groups at a given social context. Individuals establish pieces of their identities through these groupings and their engagement with each other (Hogg & Terry, 2001).

According to SIT, to form in-group and out-group categories, three critical cognitive processes must be satisfied, those are social categorization, social identification, and social comparison processes (Abdul-Latif, 2016). The process of social categorization divides people into out-groups and in-groups (Hogg, 2001). Creating social categories can be helpful in accepting the surrounding social environment and assist in determining which or what appropriate behaviors should be used in specific circumstances, for example, adhering to and following the groups' norms. After the identification has been made, the individual will pick and enroll in the identity of the chosen group. By enrolling into the group, the individual is likely to follow the groups' standards and establish emotional attachments to the group.

Social comparison between one's group and another will be established in the end. This social comparison is very important because it can help to create and spread the in-group positivity distinctiveness and can also positively or negatively affect one's self-esteem (Turner, 1982). Favoritism and out-group derogation can easily occur as bias is widely spread, implicit and quickly activated even with minor but noticeable differences between two groups (Korte, 2007). Furthermore, sub-groups can form within a group when there are variations (Tajfel & Turner, 1986). Despite these sub-groups, the underlying values and beliefs are still shared similarly throughout all the sub-groups within the larger groups (Tajfel & Turner, 1986).

Therefore, by using SIT in this study, racist consumers degrade and deride non-group members' products. For instance, in terms of consumers with ethnocentrism towards a certain race or country discriminate in their purchase intentions, whilst ethnocentric consumers differentiate products considered to be originated from outside from those perceived to be locally.

Theoretical Framework

Figure 1 illustrates the SIT model, which portrays consumers (social categorization) suppressed from consuming products or brands in certain circumstances not due to concerns about quality or value (social identification), yet rather due to the products are linked with actions that the consumer considers undesirable (social comparison).

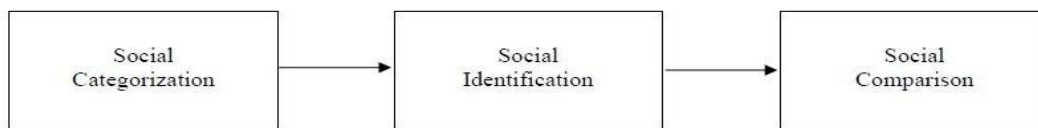


Figure 1: Social Identity Theory

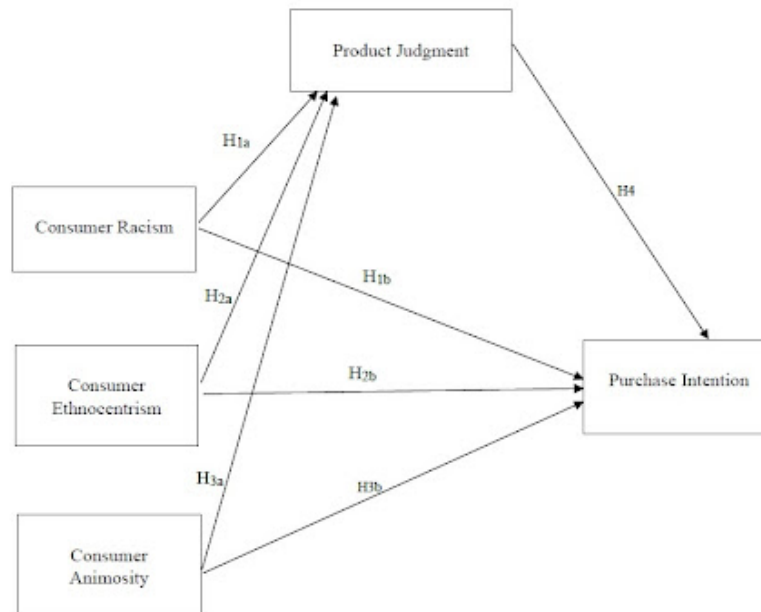


Figure 2: Research framework: Effects of consumer racism, consumer ethnocentrism, consumer animosity on product judgment and purchase intention among races in Malaysia

Hypotheses

Based on literature discussed, it is hypothesized that:

H1a: Consumer racism is negatively related to product judgment.

H1b: Consumer racism and purchase intention are negatively related.

H2a: Consumer ethnocentrism is negatively related to product judgment.

H2b: Consumer ethnocentrism is negatively related to purchase intention.

H3a: Consumer animosity is negatively related to product judgment.

H3b: Consumer animosity is negatively related to purchase intention.

H4: Product judgment has significant effects on purchase intention.

METHODOLOGY

A quantitative research approach was adopted for this study to investigate the fundamental reasons, attitudes, and motivations of consumers product judgment and purchase intention involving consumer racism, animosity, and ethnocentrism. A survey questionnaire was distributed using Google Form. The link was created and shared through various social networks such as WhatsApp, Twitter, Facebook, and email. The data was collected from May until June 2022.

This study used a non-probability sampling technique called convenience sampling. Convenience sampling relies on the availability, time, location, and willingness to be a participant in the study (Ary et al., 2013). However, there were advantages and disadvantages of using this method. According to Cavana et al. (2015), “it is fast, convenient and inexpensive compared to other sampling methods”. Meanwhile, the subjective sample selection is the disadvantage of convenience sampling (Churchill Jr., 1979). This research focused on a sensitive yet important problem in a multi-ethnic and multicultural country as Malaysia (Masron et al., 2013). However, we are not focusing on explaining the attitude of specific races. Thus, this study does not require equal representation of any races. By using this sampling method, a total of 220 participants were engaged to contribute to the survey.

The set of questionnaires were adapted and reconstructed from previous research by Ouellet (2007) and Abdul-Latif & Abdul-Talib (2014) to assess the respondent's view on racism, animosity, and ethnocentrism and in what way do these influence their purchase judgment and purchase intention. The respondents are required to rate each item using the five points of the Likert scale rating style that ranges from 5 (strongly agree) to 1 (strongly disagree). Reliability test was conducted on 20 participants, yielding adequate Cronbach's alpha value ranging from .721 to .912. For this study's hypothesis testing, the Pearson correlation and Multiple Regression analyses were conducted using the Statistical Package for Social Sciences (SPSS) version 25.

RESULTS AND DISCUSSION

The Demographic Profile of Respondents

Table 1 provides the demographic details of the respondents. The utilization of this descriptive analysis is necessary to make general observations regarding the data, for instance, gender, age, race, employment status, monthly salary, and educational level. The survey was distributed to 220 randomly selected participants online and garnered 100%

responses from all of the respondents. There were 85 male respondents (38.6%) and 134 female respondents (60.9%) among the respondents. In terms of race, Malay and Chinese took up the most with 90 respondents (24.9%) each while Indians were 20% of the respondents. In terms of the age group, the highest number of respondents is from the age range of 25-30, accounting for 42.7%.

Furthermore, the majority of respondents have a bachelor's degree background, accounting for 65.5% of respondents with 144 respondents while in terms of occupational status of the respondents, the majority of 36.8% of the respondents are from private sectors. Most of them lived in the central region of Malaysia and the average earning of the respondents is RM2,000 – RM 4,000 per month. Table 1 show the distribution of respondent Demographic Data.

Table 1: Distribution of Respondent Demographic Data

Demographic Variable	Category	Frequency (N=220)	Percentage (%)
Gender	Male	85	38.6
	Female	134	60.9
Age	18 - 24	37	16.8
	25 - 30	94	42.7
	31 - 39	65	29.5
	40 - 49	19	8.6
	50 and above	5	2.3
Marital Status	Married	90	40.9
	Single	130	59.1
Race	Chinese	90	40.9
	Indian	40	18.2
	Malay	90	40.9
Level of education	Bachelor Degree	144	65.5
	Diploma	27	12.3
	Master	49	22.3
Occupation	Government	26	11.8
	Housewife	19	8.6
	Private Sectors	81	36.8
	Self-employed	11	5.0
	Student	75	34.1
	Unemployed	8	3.6
Monthly Income	Less than RM2,000	60	27.3
	RM2,001 - RM4,000	91	41.4
	RM4,001 - RM6,000	44	20.0
	RM6,001 - RM8,000	24	10.9
	RM8,001 - RM10,000	1	0.5
State	Central region (Selangor, Federal Territories of Kuala Lumpur, Putrajaya)	125	56.8
	East region (Sabah & Sarawak)	1	0.5
	Northern region (Perlis, Kedah, Penang, Perak)	94	42.7

Descriptive Statistics of Mean and Standard Deviation

Table 2 show the consumer racism. As can be seen, when it comes to consumer racism, respondents mostly agreed that they would never feel hesitant to purchase products and services from their own race, with the highest mean of 4.80. Not only that, but the respondents are also purchasing their own races' product and services in order to protect their own race from being oppressed (mean = 4.70). This finding showed the respondents' view to support their own race in building their own successful business in Malaysia by consuming their products and services (mean = 4.71). From the table mentioned above, the means for each of the items ranges from 4.70 to 4.80. Overall, it can be claimed that respondents have contributed to Malaysia's overly high dominating factor in the study of consumer racism.

Table 2: Consumer Racism

Items	Mean	Standard Deviation
1. We should support our own race's struggle to build their own successful business in Malaysia by consuming their products and services.	4.71	0.501
2. By purchasing my own race product, I can protect my own race from being oppressed.	4.70	0.508
3. I would never feel hesitant to purchase my own race product and services.	4.80	0.415

As tabulated in Table 3, in terms of consumer animosity, respondents mostly agreed that they feel like other races want to gain economic power (mean = 4.63). In general, respondents were unlikely to dislike and feel angry toward other races as both have the lowest mean of 1.00. However, most of the respondents think that other races have too much influence in Malaysia (mean=4.53) and they feel like other races are always taking advantage of their own race (mean=4.44).

Table 3: Consumer Animosity

Items	Mean	Standard Deviation
1. I dislike other races.	1.00	0.067
2. I feel angry toward other races.	1.00	0.00
3. I feel like other races always take advantage of my own race.	4.44	0.715
4. I think other races have too much influence in Malaysia.	4.53	0.651
5. I think other races want to gain economic power.	4.63	0.601

Table 4 show the consumer ethnocentrism. As can be observed, most respondents agreed that it is always best to purchase their own race- made product (mean=4.07) and a good consumer will not buy other products except of their own (mean=4.05). Respondents also agreed that it is not right to purchase products and services that are

made by other races as it will put their own race out of job (mean=3.89). Based on the analysis, respondents agree that it is only acceptable to buy local or domestic products from other races if they cannot obtain them from their own race (mean=3.70). Despite this, some respondents also agreed that they would support their own race's products and services even though it may cost them more (mean=3.19). Overall, the mean value is above mid-point of 3.0.

Table 4: Consumer Ethnocentrism

Items	Mean	Standard Deviation
1. We should only buy local/domestic products from other races if we cannot obtain the products from our own race.	3.70	0.758
2. It may cost me more but I prefer to support my own race products and services.	3.19	0.968
3. It is not right to purchase local/domestic products made by other races because it put my own race out of the job.	3.89	0.669
4. It is always best to purchase our own race-made product.	4.07	0.679
5. A good consumer does not buy local/domestic products made by other races except their own.	4.05	0.769

Based on the analysis for the items of purchase intention, responses have low means which range from 2.19 to 2.31. Majority of the respondents did not agree that there was a feeling of guilt in buying other races' products and services as it only showed a mean of 2.30. Not only that, the respondents also disagree with the statement of not liking the idea of owning other races' products (mean=2.31). Respondents also do not agree to never buy other races' products and services (mean=2.19). Overall, the mean value of purchase intention is below the midpoint value of 3.0. (Table 5).

Table 5: Purchase Intention

Items	Mean	Standard Deviation
1. I would feel guilty if I buy other races' products.	2.30	1.021
2. I would never buy other races' products.	2.19	0.946
3. I do not like the idea of owning other races' products.	2.31	0.972

Based on table 6, the mean for three items ranged from 4.28 to 4.34. The respondents agreed that they buy their own race product because of the reliability and the desirability of the length of time as compared to other races' products and services with the highest mean of 4.34. Moreover, respondents also agreed that they buy their own races' products and services due to the high quality (mean=4.33). Not only that, but the respondents also conformed that they buy their own race's products and services as it is carefully produced and has fine workmanship (mean=4.28). Overall, the mean value is above mid-point value of 3.0. For the Summary of Hypotheses Status shoe in Table 7.

Table 6: Product Judgement

Items	Mean	Standard Deviation
1. I buy my own race product because it is carefully produced and has fine workmanship.	4.28	0.742
2. I buy my own race product to assure high quality.	4.33	0.749
3. I buy my own race product because it is reliable and seems to last the desired length of time compared to other race products.	4.34	0.757

Table 7: Correlation Analysis

Hypotheses	P-Value Significant	Decision	Justification
H1a: Consumer racism is negatively related to product judgment.	(P=0.001)	Supported	Consumer racism and product judgment have a substantial and moderate correlation ($r=0.322$, $p < 0.001$). As a result, the relationship between the variables is given as 0.322, which falls in the range of the moderate strength of the relationship between the independent variables and the dependent variables. The correlation implies that the higher the consumer racism, the higher the level of product judgment.
H1b: Consumer racism and purchase intention are negatively related.	($P < 0.006$)	Supported	Consumer racism and purchase intention have a weak strength relationship with a positive correlation ($r=0.185$, $p < 0.006$). Based on the correlation analysis, consumer racism has a significant relationship with purchase intention.
H2a: Consumer ethnocentrism is negatively related to product judgment.	($P < 0.001$)	Supported	Consumer ethnocentrism and product judgment have a medium-strength relationship with a positive correlation ($r=0.501$, $p < 0.001$). This indicates that the higher the consumer ethnocentrism, the higher the level of product judgment. Based on the correlation analysis, consumer ethnocentrism has a significant relationship with product judgment.
H2b: Consumer ethnocentrism is negatively related to purchase intention.	($P < 0.001$)	Supported	Consumer ethnocentrism is significant due to the probability value being < 0.001 ($p < 0.05$) and the path estimate was 0.395. This indicates that the result of consumer ethnocentrism and purchase intention is related and the hypothesis is accepted.
H3a: Consumer animosity is negatively related to product judgment.	($P < 0.001$)	Supported	Consumer animosity and product judgment have a medium strength relationship with a positive correlation ($r=0.446$, $p < 0.001$). Based on the correlation analysis, consumer animosity has a significant relationship with product judgment.
H3b: Consumer animosity is negatively related to purchase intention.	($P < 0.001$)	Supported	Consumer animosity and purchase intention have a weak strength relationship with a positive correlation ($r=0.296$, $p < 0.001$). Based on the correlation analysis, consumer

H4: Product judgment has significant effects on purchase intention.	(P=<0.001)	Supported	animosity and purchase intention have a significant relationship. There is a significant and positive correlation between product judgment and purchase Intention (r =0.358, p < 0.001). This correlation indicates that the higher the level of product judgment, the lower the level of purchase intention.
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As shown in Table 8, this model's R Square is 0.203, implying that this model explains 20.3% of the variance. Therefore, this shows that the analysis is significant because the significant value in 0 or p<0.0005.

Table 8: Coefficient Value

R	R square	Adjusted R square	Std. Error of The Estimate
.451 ^a	.203	.188	2.53456

Generally, the main objective of the current study is to investigate the effects of consumer racism, consumer ethnocentrism and consumer animosity among races in Malaysia. This study showed that consumer racism, ethnocentrism, and animosity can be addressed and utilized at the racial level of analysis. Thus, the findings support the utilization of consumer racism, ethnocentrism, and animosity by Ouellet (2007). Moreover, this study showed that all three constructs can be utilized consecutively and simultaneously. This could indicate that an individual can be racist, ethnocentric, and possesses animosity all at the same time.

In specific, all of the hypotheses are supported in this research. The significant finding shows that consumer racism negatively affects purchase intention and product judgment. This implies that most consumers are racist, resulting in negative evaluation and judgment of other races' products and services. The negative consumers' judgment of the products affects the intention to buy other races' products negatively. According to the questionnaire items related to consumer racism, consumers felt the domination and power control of other races in the local economy (Run, 2007). The domination of the economy by other races is believed by the consumers (Suryanidata, 2007). Despite that, due to the low relationship between consumer racism and purchase intention, they do not completely reject other races' products and services. There is supporting evidence in the study by Ouellet (2007) in which the researcher stated that racist consumers also utilize products and services from other races. In addition, the finding in this study contradicted the principle by McCracken (1989) as it showed the low influence of consumer racism on the buying behavior of other races' products and services. In contrast, the finding also revealed that consumer ethnocentrism negatively affects purchase intention and product judgment.

In terms of consumer ethnocentrism, the finding of this study also corresponds with past research in which it shows a negative relationship between product judgment of products produced by other races. A study by Shimp and Sharma (1987) showed that consumers preferred to purchase their own race's products and services and not from other races. As per discussed in the literature review, this might be due to consumers thinking that it is preferably right and ethical to purchase products and services from their own race (Hill & Paphitis, 2011; Ouellet, 2007). Moreover, consumer animosity also negatively affects product judgment and purchase intention. Based on Shoham (2016) and Klein et al. (1998) studies, both research unveil similar finding in which consumer animosity has a negative impact on product judgment. Perhaps, these consumers show a tendency to avoid purchasing

products from other races in which it might be due to the idea that an individual's moral and ethical beliefs determine a good and a bad act (Ouellet, 2007; Hill & Paphitis, 2011). Not only that, there is a piece of supporting evidence from a study by Watson and Wright (2000) in which they stated when buying products and services, consumers frequently choose the ones that are local or culturally similar. Moreover, purchase judgment and purchase intention were shown to be significant. This is reasonable to a certain point because consumers may possess racism, ethnocentrism, animosity, or negative judgment toward products and services and it will often prevent them from purchasing. However, the opposite may occur under certain circumstances.

Henceforth, the results of the study have implied consistency. However, even though both consumer racism and animosity are not a strong construct as ethnocentrism in determining the purchasing behaviour of consumers, all of the constructs can pose threats to the local economy and the nation's race relations in their own ways. Particularly, based on the Social Identity Theory, racism can occur when there are distinctions in "culture, blood, and non-belonging" (Garner, 2017). Thus, this study added value to the body of knowledge on consumer racism, consumer ethnocentrism, and consumer animosity among races in the Malaysian context using the Social Identity Theory (SIT) model. Furthermore, this study has established the relationship between the independent variables and the dependent variables by using the theory of Social Identity.

Moreover, the findings of this study indicated a low negative relationship between consumer racism and purchase intention as well as high relationship between consumer ethnocentrism with purchase intention and product judgment. Not only that, the findings also demonstrated a strong and positive relationship between product judgment and purchase intention. These supported the Social Identity Theory model and the analysis of the remaining hypotheses also indicated a moderate or strong relationship with the dependent variables. Henceforth, these findings are parallel with the "us versus them" in the fundamental Social Identity Theory (Tajfel & Turner, 1986). In addition, these findings also indicate the influence of consumer racism, ethnocentrism, and animosity towards consumers' judgment as well as their purchase intention of other races' products and services. However, depending on the context, the results of the relationship may differ.

The findings in this study have contributed to the understanding of consumers from various races' acceptance and knowledge of other races' products or brands. Furthermore, the findings support and give both, practical and industrial implications in the marketing context. This study's findings have significant contributions to marketers and practitioners. For instance, as consumer ethnocentrism is negatively related to purchase intention and product judgment, there is a need to further explore Malaysia's market in terms of consumer products and services, for example, Malaysian consumers can be divided into two groups, those are ethnocentric and resistant to the consumption of other race's products and services and the other is made up of less or nonethnocentric consumers who are not fundamentally biased towards other race's products and services. By the same token, it is beneficial to marketers to decide on their target market segments and develop suitable positioning and marketing mix strategies if insights into the background characteristics of consumers in the two market segments are collected.

Additionally, in terms of consumer racism, for instance, in certain localities, the degree of racism is high, and thus, marketers may experience poor performance in their sales targets and distribution prospects of their products and services due to failure in achieving market share in certain localities. Thus, marketers can tailor their strategies to the targeted segment by conducting research on the influence of consumer racism on purchasing behavior in certain consumer segments. In the light of communication, patriotism and diverse attitudes can be instilled through campaigns and can be utilized to attract such consumers to make purchases of products and

services from other races as well as simultaneously experience a sense of unity by protecting the interests of local industries. Other than that, this research has important practical implications for large multinational corporations. Marketers must acquire complete, detailed information about their consumers, their needs and interests, and their motivation to engage or dismiss certain services in order to formulate efficient marketing strategies. Although the study has achieved its objectives, every study has its own limitations. In particular, consumer racism, consumer animosity and consumer ethnocentrism among races in Malaysia are very complex and sensitive issues. Based on prior literature, biasness may influence the findings due to the diverse views and levels of understanding toward specific topics. Additionally, respondents also may not be truthful and honest regarding their views and beliefs concerning consumers' racism, ethnocentrism, and animosity.

Moreover, only three independent variables, one mediator, and one dependent variable are used as part of the theoretical framework and measurement in this study. More variables should be added to determine the influence on consumers' purchase intention. Other constructs, like religiosity, can be incorporated with consumer racism, ethnocentrism, and animosity in future studies. Specifically, this study lacks in understanding the relationship between consumers' race and religion in making purchasing intentions and product judgement. Religion conversion is quite common among the community of different races. And as a person of different race, identity and lifestyle that has converted their faith into another religion, the convert's learning process to fully committed in their faith may also change their consumption and purchase of a certain brand, product or service. According to Wattanasuwan (2005), people are making their purchasing decisions and consumption of a certain brand, product or service to convey symbolic meanings that portrays their desired identity and faith in the society. It would be interesting to see how those of different race and culture make their product judgement and purchase decisions after they have converted their religion. Would they still show signs of racism towards' other races' products and services? Would they be portraying disapproval to consuming their own race's product if their race does not have the same religion as they are now converted into? Would consumer ethnocentrism still become the strongest construct in determining consumer's purchase judgement? Henceforth, it is suggested that future endeavors and research should further explore on how convert consumer socialization process happens and consumer socialization agents in convert learning process on consumption.

CONCLUSION

This study is lacking respondents representing the other states in Malaysia, such as from the East region, the Southern region, as well as the East Coast region. The highest number of respondents were from the Central region and the Northern regions. This resulted in an imbalance of the ratio of responses as it was biased towards consumers from the Central region and the Northern region only. The present study was conducted in Malaysia and the respondents were not restricted to any states of the country. Nonetheless, the findings' generalizability should not be invalidated.

By the same token, factors from utilizing convenient sampling as the sampling method like non-randomized and small sample size may inflict bias. The bias is inflicted by responding to the questions that are favourable to the researcher or the study, rather than portraying their own perception. Thus, the study has suggested several factors that should be applied and changed to make future studies on this topic more accurate in representing the entire population. A correlation between the demographics of the respondents' and the effects on purchase intention would be better for future studies. Future studies could also utilize the respondent's age and gender to

measure their perception of specific products and services of other races. Last but not least, rather than relying on one approach like this study, it is critical for future researchers to broaden the research methodologies and instruments. Moreover, a higher impact can be obtained if future research can gather data through interviews or involve experts in close groups.

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