



**UNIVERSITI PUTRA MALAYSIA**

***MODERATING EFFECTS OF CONSUMER CORPORATE  
IDENTIFICATION ON PURCHASE INTENTION PREDICTORS FOR  
LOCAL BRAND AUTOMOBILES IN ABUJA, NIGERIA AND THE KLANG  
VALLEY, MALAYSIA***

**ANYANWU HILARY CHINEDU**

**FEM 2022 6**



**MODERATING EFFECTS OF CONSUMER CORPORATE IDENTIFICATION  
ON PURCHASE INTENTION PREDICTORS FOR LOCAL BRAND  
AUTOMOBILES IN ABUJA, NIGERIA AND THE KLANG VALLEY,  
MALAYSIA**

By

**ANYANWU HILARY CHINEDU**

**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia,  
in Fulfilment of the Requirements for the Degree of Doctor of Philosophy**

**July 2021**

## **COPYRIGHT**

All material contained within the thesis, including without limitation text, logos, icons, photographs, and all other artwork, is copyright material of Universiti Putra Malaysia unless otherwise stated. Use may be made of any material contained within the thesis for non-commercial purposes from the copyright holder. Commercial use of material may only be made with the express, prior, written permission of Universiti Putra Malaysia.

Copyright © Universiti Putra Malaysia



Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment of the requirement for the degree of Doctor of Philosophy

**MODERATING EFFECTS OF CONSUMER CORPORATE IDENTIFICATION  
ON PURCHASE INTENTION PREDICTORS FOR LOCAL BRAND  
AUTOMOBILES IN ABUJA, NIGERIA AND THE KLANG VALLEY,  
MALAYSIA**

By

**ANYANWU HILARY CHINEDU**

**July 2021**

**Chairman : Associate Professor Sharifah Azizah Haron, PhD**  
**Faculty : Human Ecology**

Changes in consumers' product evaluation criteria in the past decade have necessitated consumers' adoption of mechanisms that reflect their values and benefit them via purchase decisions. This exposed the lacuna in consumer research on the lack of a viable business model that ensures consumers' interests and values are simultaneously actualized alongside purchase intention for local products as a means of sustaining consumers' well-being, beliefs, and local economic growth in developing countries. Building on the theories of planned behavior (TPB), social identity, and Hofstede's cultural value model, the study compared the moderating effects of consumer corporate identification (CCI) on the predictors of purchase intention for a local brand automobile manufactured in Nigeria and Malaysia respectively.

Predicated on a positivist epistemological approach, questionnaires were distributed to potential consumers of Innoson vehicle manufacturing (IVM) in Abuja, Nigeria, and potential consumers of Proton automobiles in Klang Valley, Malaysia through a mall intercept survey. About 99% and 97% usable responses were collected from the Nigerian and Malaysian respondents respectively. Data were analyzed using IBM SPSS version 25 and Amos version 24. Pooled confirmatory factor analyses revealed that Proton model demonstrated a slightly better fit indices compared to IVM model. However, both models achieved the required fit indices. IVM respondents consisted of 51.6% males and 48.4% females with an age mean of 33.67, while Proton respondents involved 51.5% females and 48.5% males with an age mean of 30.94. IVM potential consumers exhibited high/positive (above 50%) levels on all the study constructs. Apart from consumer ethnocentrism, Proton potential consumers demonstrated high/positive (above 50%) levels on other constructs of the study.

Results of *t-test* revealed no significant mean difference in purchase intention across gender in both datasets. Structural equation modeling (SEM) showed that consumer ethnocentrism and collectivism explained a higher variance (43.7%) in attitude towards purchase intention for local brand automobiles in Proton model than IVM model (33.6%). Consumer ethnocentrism and collectivism significantly influenced attitude towards purchase intention for local brand automobiles in Proton model, whereas only consumer ethnocentrism significantly influenced attitude towards purchase intention for local brand automobiles in IVM model. SEM further revealed that attitude, subjective norm (SN), and perceived behavioral control (PBC) explained higher variance (60.3%) in purchase intention for local brand automobiles in IVM model compared to Proton model (57.5%). While attitude, SN, and PBC significantly predicted purchase intention in Proton model, only attitude and PBC significantly predicted purchase intention in IVM model.

Lastly, multiple group analyses (MGA) indicated that CCI moderated the current research model. CCI significantly moderated only the predictive effects of PBC on purchase intention for local brand automobiles in Abuja and Klang Valley. The study concluded that positive attitude towards purchase intention for local products are unlikely without consumer ethnocentrism irrespective of consumers' collectivistic tendencies. Bearing in mind the efficacy of TPB in underpinning purchase intention and the predictive effects of attitude, SN, and PBC on purchase intention, behavioral controls to automobile purchase intention is decimated or reversed in the face of CCI engagements. Theoretical and practical implications are discussed.

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk ijazah Doktor Falsafah

**KESAN MODERASI IDENTITI KOPORAT PENGGUNA TERHADAP  
NIAT PEMBELIAN KENDERAAN JENAMA TEMPATAN DI ABUJA,  
NIGERIA DAN LEMBAH KLANG, MALAYSIA**

Oleh

**ANYANWU HILARY CHINEDU**

**Julai 2021**

**Pengerusi : Profesor Madya Sharifah Azizah Haron, PhD**  
**Fakulti : Ekologi Manusia**

Perubahan kriteria penilaian produk pengguna dalam dekad yang lalu memerlukan pengguna mengguna pakai mekanisme yang mencerminkan nilai dan manfaat mereka melalui keputusan pembelian. Ini mendedahkan jurang dalam penyelidikan pengguna mengenai kurangnya model perniagaan berdaya maju yang memastikan minat dan nilai pengguna direalisasikan secara serentak di samping niat pembelian untuk produk tempatan sebagai satu cara untuk mengekalkan kesejahteraan, kepercayaan, dan pertumbuhan ekonomi pengguna tempatan di negara membangun. Berdasarkan teori tingkah laku terancang (TPB), identiti sosial, dan model nilai budaya Hofstede, kajian ini membandingkan kesan moderasi identiti korporat pengguna (CCI) terhadap penentu-nentu niat pembelian kereta jenama tempatan yang dikeluarkan di Nigeria dan Malaysia.

Berdasarkan pendekatan epistemologi positifis, soal selidik telah diedarkan kepada bakal pengguna syarikat pembuatan kenderaan Innoson (IVM) di Abuja, Nigeria dan bakal pengguna kenderaan Proton di Lembah Klang, Malaysia melalui tinjauan pintasan di pusat beli-belah. Sebanyak 99% maklumbalas telah dikumpul daripada responden di Nigeria manakala 97% maklumbalas telah diterima daripada responden di Malaysia. Data tersebut telah dianalisa menggunakan aplikasi IBM SPSS versi 25 dan Amos versi 24. Analisis faktor pengesahan terkumpul mendedahkan bahawa model Proton menunjukkan indeks padanan yang lebih baik sedikit berbanding model IVM. Walau bagaimanapun, kedua-dua model mencapai indeks kesesuaian yang diperlukan. Responden IVM terdiri daripada 51.6% lelaki dan 48.4% perempuan dengan purata umur 33.67 tahun, manakala responden Proton melibatkan 51.5% perempuan dan 48.5% lelaki dengan purata umur 30.94 tahun. Bakal pengguna IVM menunjukkan tahap tinggi/positif (melebihi 50%) pada semua konstruk kajian. Selain etnosentrisme pengguna, bakal pengguna Proton menunjukkan tahap tinggi/positif (melebihi 50%) pada konstruk lain dalam kajian ini.

Keputusan ujian-t menunjukkan tiada perbezaan purata yang signifikan dalam niat pembelian antara jantina dalam kedua-dua set data. Pemodelan persamaan struktur (SEM) menunjukkan etnosentrisme dan kolektivisme pengguna menjelaskan varians yang lebih tinggi (43.7%) bagi sikap terhadap niat pembelian untuk kenderaan jenama tempatan bagi model Proton berbanding model IVM (33.6%). Etnosentrisme dan kolektivisme pengguna secara signifikan mempengaruhi sikap terhadap niat membeli kenderaan jenama tempatan bagi model Proton, manakala hanya etnosentrisme pengguna yang signifikan dalam mempengaruhi sikap terhadap niat membeli kenderaan jenama tempatan bagi model IVM. SEM seterusnya mendedahkan bahawa sikap, norma subjektif (SN), dan kawalan tingkah laku yang dirasakan (PBC) menjelaskan varians yang lebih tinggi (60.3%) terhadap niat pembelian kenderaan jenama tempatan bagi model IVM berbanding model Proton (57.5%). Manakala sikap, SN, dan PBC meramalkan secara signifikan niat pembelian bagi model Proton, hanya sikap dan PBC meramalkan niat pembelian secara signifikan bagi model IVM.

Akhir sekali, analisis berbilang kumpulan (MGA) menunjukkan bahawa CCI memoderasi model penyelidikan ini. CCI hanya memoderasi kesan ramalan PBC terhadap niat pembelian untuk kenderaan jenama tempatan di Abuja dan Lembah Klang. Kajian ini merumuskan bahawa sikap positif terhadap niat membeli produk tempatan tidak mungkin berlaku tanpa etnosentrisme pengguna tanpa mengira kecenderungan kolektivistik pengguna. Berdasarkan keberkesanan TPB dalam menyokong niat membeli dan kesan ramalan sikap, SN, dan PBC terhadap niat membeli, kawalan tingkah laku terhadap niat pembelian kenderaan adalah berkurangan atau diterbalikkan dengan penglibatan CCI. Kajian ini turut membincangkan beberapa implikasi teori dan praktikal.

## ACKNOWLEDGEMENTS

I am tremendously grateful to Almighty God for his love, grace, and strength upon me in completing this thesis. None of the assistance I received from people would have been a success without Him. My deepest appreciation goes to my supervisory committee chairperson, Assoc. Prof. Dr. Sharifah Azizah Haron, who has the attitude of a mentor; she guided me in a friendly manner at every crucial stage of this research. I am glad to have you as my teacher. I am also thankful to my supervisory committee member, Professor Dr. Ahmad Hariza Hashim, whose genius advice and critical assessment of my drafts strengthened my research capability. Also, my appreciation goes to my second supervisory committee member, Prof. Dr. Jo Ann Ho for her timely and constructive feedbacks throughout the process. Indeed, three of you have shown me that research entails commitment through daily learning. Without this formidable team, completion of this thesis wouldn't have been possible.

I am sincerely grateful to my beloved parents, Sir and Lady T. N. Anyanwu for their relentless prayers throughout this academic journey. I cannot forget their assurances for success through prayers. My appreciation equally goes to my beloved wife, Hilary Faith Hayatu, and my lovely children (Hilary Raphaeline Chidera and Hilary Emmanuel Chibuike) for their patience and tolerance during this research journey. I am indebted to my siblings, especially Rev. Fr. Francis E. Anyanwu, Ms. Rita-mary Anyanwu, and Mr. Thomas U. Anyanwu for their relentless support during this research.

Lastly, I would also like to appreciate those that assisted me during data collection for this research, though you may perceive your help as trivial, it contributed tremendously towards the success of this thesis. I did not forget my numerous graduate friends, for their love, support, and encouragement in the course of this academic pursuit at the University, many of whom are close to my heart. I am unable to express how your sacrifices of love have helped in bringing me thus far. I remain grateful that you have made immeasurable contributions to my life. Many thanks to all of you.



This thesis was submitted to the Senate of the Universiti Putra Malaysia and has been accepted as fulfilment of the requirement for the degree of Doctor of Philosophy. The members of the Supervisory Committee were as follows:

**Sharifah Azizah binti Haron, PhD**

Associate Professor  
Faculty of Human Ecology  
Universiti Putra Malaysia  
(Chairman)

**Ahmad Hariza bin Hashim, PhD**

Professor  
Faculty of Human Ecology  
Universiti Putra Malaysia  
(Member)

**Ho Jo Ann, PhD**

Professor  
School of Business and Economics  
Universiti Putra Malaysia  
(Member)

---

**ZALILAH MOHD SHARIFF, PhD**

Professor and Dean  
School of Graduate Studies  
Universiti Putra Malaysia

Date: 09 March 2022

## Declaration by graduate student

I hereby confirm that:

- this thesis is my original work;
- quotations, illustrations and citations have been duly referenced;
- this thesis has not been submitted previously or concurrently for any other degree at any institutions;
- intellectual property from the thesis and copyright of thesis are fully-owned by Universiti Putra Malaysia, as according to the Universiti Putra Malaysia (Research) Rules 2012;
- written permission must be obtained from supervisor and the office of Deputy Vice-Chancellor (Research and innovation) before thesis is published (in the form of written, printed or in electronic form) including books, journals, modules, proceedings, popular writings, seminar papers, manuscripts, posters, reports, lecture notes, learning modules or any other materials as stated in the Universiti Putra Malaysia (Research) Rules 2012;
- there is no plagiarism or data falsification/fabrication in the thesis, and scholarly integrity is upheld as according to the Universiti Putra Malaysia (Graduate Studies) Rules 2003 (Revision 2012-2013) and the Universiti Putra Malaysia (Research) Rules 2012. The thesis has undergone plagiarism detection software

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Name and Matric No: Anyanwu Hilary Chinedu

### **Declaration by Members of Supervisory Committee**

This is to confirm that:

- the research conducted and the writing of this thesis was under our supervision;
- supervision responsibilities as stated in the Universiti Putra Malaysia (Graduate Studies) Rules 2003 (Revision 2012-2013) were adhered to.

Signature: \_\_\_\_\_

Name of Chairman  
of Supervisory

Committee: Associate Professor Dr. Sharifah Azizah Haron

Signature: \_\_\_\_\_

Name of Member  
of Supervisory

Committee: Professor Dr. Ahmad Hariza Hashim

Signature: \_\_\_\_\_

Name of Member  
of Supervisory

Committee: Professor Dr. Ho Jo Ann

## TABLE OF CONTENTS

	Page
<b>ABSTRACT</b>	i
<b>ABSTRAK</b>	iii
<b>ACKNOWLEDGEMENTS</b>	v
<b>APPROVAL</b>	vi
<b>DECLARATION</b>	viii
<b>LIST OF TABLES</b>	xiv
<b>LIST OF FIGURES</b>	xvi
<b>LIST OF APPENDICES</b>	xvii
<b>LIST OF ABBREVIATIONS</b>	xviii
 <b>CHAPTER</b>	
 <b>1 INTRODUCTION</b>	 <b>1</b>
1.1 Background of Study	1
1.2 Problem Statement	6
1.3 Research Questions	9
1.4 Objectives of Study	9
1.5 Research Hypotheses	10
1.6 Scope of Study	11
1.7 Significance of Study	12
1.7.1 Theoretical significance	12
1.7.2 Practical Significance	13
1.7.3 Policy Significance	13
1.8 Definition of Terms	14
1.9 Organization of the Thesis	17
 <b>2 LITERATURE REVIEW</b>	 <b>18</b>
2.1 The Concept of Purchase Intention	18
2.2 Reasons for Studying Purchase Intention	20
2.3 Formation of Consumers' Attitudes	22
2.3.1 Cognitive Component	23
2.3.2 Affective Component	23
2.3.3 Conative Component	24
2.3.4 Functions which Attitude Performs towards Consumers	24
2.4 Influences of Antecedents of Attitude towards Purchase Intention for Local Products	26
2.5 Nigerian and Malaysian Cultural Values	28
2.5.1 Nigerian Culture	28
2.5.2 Malaysian Culture	30
2.6 Consumer Corporate Identification and Reasons for Identification	31
2.6.1 Perceived Company Identity	32
2.6.2 Identity Attractiveness	34

2.6.3	Inclusion of CCI as a Moderator and its Importance	35
2.7	Gender and Purchase intention	36
2.8	Systematic Literature Review (SLR)	37
2.8.1	Purchase Intention for Local Brand Automobiles Manufactured Locally	39
2.8.2	Attitude and Purchase Intention for Local Brand Automobiles Manufactured Locally	41
2.8.2.1	Consumer Ethnocentrism as an Antecedent of Attitude	42
2.8.2.2	Collectivism as an Antecedent of Attitude	43
2.8.3	Subjective Norm and Purchase Intention	44
2.8.4	Perceived Behavioral Control and Purchase Intention	45
2.8.5	Consumer Corporate Identification (CCI)	47
2.8.5.1	Corporate Social Responsibility (CSR)	47
2.9	Moderating effects of CCI on the predictive effects of Attitude, Subjective norm, and Perceived Behavioral Control on Purchase Intention	48
2.10	Review of relevant Theories	50
2.10.1	The Theory of Planned Behavior (TPB)	50
2.10.2	Social Identity Theory (SIT)	53
2.10.3	Hofstede Cultural Values Model	55
2.11	Conceptual Framework	58
2.12	Research Framework	61
2.13	Chapter Summary	65
<b>3</b>	<b>METHODOLOGY</b>	<b>66</b>
3.1	Study Approach and Design	66
3.2	Location of Study	67
3.2.1	Location 1: Abuja, Nigeria	67
3.2.2	Location 2: Klang Valley, Malaysia	69
3.3	Population of the Study	71
3.4	Sampling	71
3.4.1	Sample Size	72
3.5	Selection of Respondents	72
3.5.1	Inclusion Criteria	72
3.5.2	Exclusion Criteria	73
3.6	Measurement of Variables	73
3.6.1	Translation of Study Instruments	74
3.6.2	Purchase Intention for Local Brand Automobiles Manufactured Locally	74
3.6.3	Consumer Corporate Identification	75
3.6.4	Attitude towards Purchase Intention	75
3.6.5	Subjective Norm	76
3.6.6	Perceived Behavioral Control	76
3.6.7	Collectivism	76
3.6.8	Consumer Ethnocentrism	77

3.7	Pilot Study	77
3.8	Data Collection and Preparation	77
3.8.1	Data Collection	78
3.8.2	Data Preparation	79
3.9	Exploratory Data Analysis (EDA)	80
3.10	Measurement model	82
3.11	Reliability and Validity	84
3.11.1	Reliability	85
3.11.2	Validity	85
3.12	Tests for Univariate Normality, Multicollinearity, and Outlier	88
3.13	Common Method Bias Assessment	89
3.14	Data Analysis	89
3.14.1	Descriptive Statistics/Analyses	90
3.14.2	Inferential Statistics/Analyses	90
3.15	Chapter Summary	91
<b>4</b>	<b>RESULTS AND DISCUSSION</b>	92
4.1	Respondents' Profile	92
4.2	Assessment of the levels of Consumer Corporate Identification (CCI) and other Constructs	95
4.3	Testing of the significant difference in purchase intention mean scores based on gender	100
4.4	Determination of the influences of collectivism and consumer ethnocentrism on consumers' attitudes towards purchase intention for local brand automobiles manufactured locally	102
4.5	Determination of the predictive effects of attitude towards purchase intention, subjective norm, and perceived behavioral control on purchase intention for local brand automobiles manufactured locally	107
4.6	Moderating effects of consumer corporate identification (CCI) on the predictive effects of attitude towards purchase intention, subjective norm, perceived behavioral control, on purchase intention for local brand automobiles manufactured locally	112
4.7	Chapter Summary	121
<b>5</b>	<b>SUMMARY, CONCLUSION, IMPLICATIONS, AND RECOMMENDATIONS</b>	122
5.1	Summary	122
5.2	Conclusion	125
5.3	Implications of the Study	126
5.3.1	Theoretical Implications	126
5.3.2	Practical Implications	129
5.4	Limitations of the Study	131
5.5	Recommendations	132

<b>REFERENCES</b>	133
<b>APPENDICES</b>	164
<b>BIODATA OF STUDENT</b>	232
<b>LIST OF PUBLICATIONS</b>	233



## LIST OF TABLES

Table	Page
3.1 Exploratory data analysis descriptive results	81
3.2 Construct Reliability, and Cronbach alpha for Actual and Pilot Study	85
3.3 Average Variance Extracted (on the diagonal) and Inter-Construct Squared Correlation Coefficients of the Study Instruments (on the off-diagonal)	87
4.1 Samples' Characteristics	94
4.2 Levels of CCI in IVM and Proton Automobile Companies	96
4.3 Levels of Purchase Intention among IVM and Proton Automobile Consumers	96
4.4 Attitudinal dispositions among IVM and Proton Automobile Consumers	97
4.5 Levels of Subjective Norm among IVM and Proton Automobile Consumers	98
4.6 Levels of Perceived Behavioral Control among IVM and Proton Automobile Consumers	98
4.7 Levels of Collectivism among IVM and Proton Automobile Consumers	99
4.8 Levels of Consumer Ethnocentrism among IVM and Proton Automobile Consumers	100
4.9 Summarized Results of Independent Sample T-Test for IVM Potential Consumers	101
4.10 Summarized Results of Independent Sample T-Test for Proton Potential Consumers	101
4.11 Summarized influences of collectivism and consumer ethnocentrism on attitude	105
4.12 Summarized effects of attitudes, subjective norm, and perceived behavioral control (PBC) on purchase intention for IVM and Proton automobiles	108
4.13 Moderation decision criteria and results for IVM model	114



4.14	Moderation decision criteria and results for Proton model	114
4.15	Summarized Results of Research Hypotheses	120



## LIST OF FIGURES

Figure	Page
1.1 Global car sales in millions	4
2.1 Theory of planned behavior	51
2.2 Conceptual framework	60
2.3 Research framework	62
3.1 Comparative research design	67
3.2 Diagrammatic illustration of Nigeria study location selection process	69
3.3 Diagrammatic illustration of Malaysia study location selection process	70
3.4 IVM measurement model	83
3.5 Proton measurement model	84
4.1 IVM structural model	103
4.2 Proton structural model	104

## LIST OF APPENDICES

Appendix		Page
A	Approval letters (Ethics committee)	164
B	Consent Form and Researcher's Introductory Statement	165
C	Questionnaires	168
D	Approvals/Permissions to use scale	180
E	Supervisory Committee's Approvals for Instrument Translators	186
F	Supervisory Committee's Approvals for Validation of the translated Instruments	190
G	EDA Outputs from SPSS (Multivariate normality)	194
H	Amos outputs for Univariate normality and outliers, Regression collinearity statistics from SPSS	212
I	SPSS output for common method bias (Harman's single factor test)	221
J	Flow diagram of systematic literature review and table	223

## LIST OF ABBREVIATIONS

CCI	Consumer Corporate Identification
CE	Consumer Ethnocentrism
CFA	Confirmatory Factor Analysis
CFI	Comparative Fit Index
CMB	Common Method Bias
CSR	Corporate Social Responsibility
EDA	Exploratory Data Analysis
GDP	Gross Domestic product
HCVM	Hofstede Cultural Value Model
IVM	Innoson Vehicle Manufacturing
MGA	Multiple Group Analysis
NFI	Normed Fit Index
PBC	Perceived Behavioral Control
RMSEA	Root Mean Square of Error Approximation
SEM	Structural Equation Modeling
SIT	Social Identity Theory
SLR	Systematic Literature Review
SN	Subjective Norm
TLI	Turcker-Lewis Index
TPB	Theory of Planned Behavior
TRA	Theory of Reasoned Action
VIF	Variance Inflation Factor

## CHAPTER 1

### INTRODUCTION

#### 1.1 Background of Study

The production and purchase of local automobiles has become a mainstream feature of the developed countries such as America, Germany, and Japan. Recent industry and national statistics indicate that automobile production contributes 3 to 3.5% to the overall Gross Domestic Product (GDP) of the USA (Center for Automotive Research, 2017). Automobile industries contributed 4.3% to Malaysia's GDP in 2019 (Malaysia Investment Development Authority, 2020), while it added 2.24% to Nigeria's GDP in 2016; and 6.9% to South Africa's GDP in 2017 (Sunday Magazine, 2019). This calls to mind the nexus between production (firms) and consumption (consumers) which circular flow of income described as a system of economic interrelationships between economic processes (Leontief, 1991).

Circular flow central argument is that the transactional relationship between a firm and consumers is interconnected, whereby money is paid by people to business enterprises as a group in remuneration for the satisfaction of present wants, and in turn, firms pay money to people in compensation for people-supplied factors of production or patronage (Knight, 2013). However, as consumers' tastes and preferences keep evolving, such as adoption of mechanisms that reflect their beliefs (Lee, Tesfayohannes, & Kuo, 2020), and consumers' general perception that local products are of lesser quality compared to imported products (Lew & Sulaiman, 2014), the instrumentality of automobile production in making significant changes to consumers' lives becomes a hoax. In fact, without consumer patronage to producers of local brand automobiles, the transactional interrelationship between major stakeholders of economic processes as postulated by circular flow becomes doubtful, because while the impacts of local automobile production on national GDP would be in contention, consumer well-being is being decreased via accumulated stress from excessive information search and evaluation of alternative products. This is also capable of exacerbating market globalization and its incidental effects on consumers.

Notably, the constant flux of market globalization across national borders has been observed (Makanyeza & Du-Toit, 2017; Teo, Mohamad, & Ramayah, 2011; Ranjbarian, Morteza, & Mirzaei, 2010). This phenomenon has increased concerns about the damaging effects of the inflow of imported products and/or brands on local production and employment (Samiee, 1994). To mitigate this challenge, there has been a global rise in the nationalistic discourse which defends local products/companies since the last financial crisis (Siamgka & Balabanis, 2015). Despite market globalization offering a wider availability of foreign products to regional consumers (Wong, Polonsky, & Garma, 2008; Lotz & Hu, 2001), it is believed to encourage disease transfer to local consumers, jeopardize consumer (poor consumers) well-being through radical increase in living standards with the accompanying rigorous product information search.

Ideally, the primary objective of every company is profit maximization, which is mainly achieved through consumer purchases. This situation is the same in automobile industry, where automobile marketers strive to maintain and possibly increase their market shares. Based on this, companies providing high-quality products may convince consumers, and as a result, consumers will likely trust the company to be a profitable investment (Hoffmann & Ketteler, 2015). Despite automobile advancements making great contributions to the economic development of many countries and significant changes to consumers' lives (Chang, Liao, & Wu, 2017), purchase intention has not thrived to the delight of manufacturers (Yacan, Vincent, Harold, & Hondgan, 2013). This is consequent to consumers' changing tastes and preferences such as adoption of mechanisms that reflect their values (Lee et al., 2020), and a shift in consumers' product evaluation benchmarks (Medley, 2019). Hence, scholars and marketers seek to understand which factors can affect consumer purchase intention for local products, especially for industries that are very instrumental to national economic development.

Several studies (such as Amir & Asad, 2018; Asshidin, Abidin, & Borhan, 2016; Haque, Anwar, Yasmin, Sarwar, Ibrahim, & Momen, 2015; Lew & Sulaiman, 2014) which ostensibly comprise the factors of purchase intention have been conducted in different contexts with varying weaknesses in explaining consumer purchase intention for local products. Given the inconsistencies and weaknesses of extant studies, consumer purchase intention is believed to have been partially explored. Thus, it deserves revisiting especially in the local automobile industry. Purchase intention for local brand automobiles is centered on due to its potential in boosting local economy if it is desired or patronized by local consumers. As a result, series of purchase intention precursors in different product categories (for example footwear, foodstuffs, furniture, stationaries, and toiletries) tend to vary from predictors of consumer purchase intention for local brand automobiles manufactured locally.

Purchase intention is one of the most common approaches undertaken by marketers in gaining an understanding of consumers' actual purchase (Ghalandari & Norouzi, 2012; Blackwell, Miniard, & Engel, 2006). Studies (Adnan, Nordin, Amini, & Langove, 2018; Du, Liu, Sovacool, Wang, Ma, & Li, 2018; Al-Amin, Ambrose, Masud, & Azam, 2016; Afroz, Masud, Akhtar, Islam, & Duasa, 2015; Wang, Fan, Zhao, Yang, & Fu, 2014) have shown that attitude towards purchase intention, subjective norm, and perceived behavioral control (PBC) affect automobile (both conventional and alternative fuel/new energy vehicles) purchase intention. Also, consumer corporate identification (CCI) affects purchase intention (Verlouw, 2015; Wu & Tsai, 2008), with the purchase intention of highly identified consumers being higher than that of less identified consumers (Rubio & Marin, 2015). Moreover, CCI based on corporate social responsibility (CSR) impacts purchase intention (Curras-Perez, Bigne-Alcaniz & Alvarado-Herrera, 2009; Perez, 2009).

Specifically, CCI moderates the effects of different predictors on purchase intention (Rubio & Marin, 2015; Bhattacharya & Sen, 2003), and different levels of CCI moderates purchase intention (Wu & Tsai, 2008). However, CCI levels of these automobile companies are nebulous. This implies that while CCI reawakens consumers'

cognitive state concerning purchase intention, its moderating capacity or the particular level that moderates purchase intention is uncertain in auto firms.

Notwithstanding, there is inconsistency in the predictive sequence of attitude, subjective norm, and PBC on purchase/adoption intention (Cf. Du et al., 2018; Al-Amin et al., 2016; Mohamed, Higgins, Ferguson & Kanaroglou, 2016; Afroz et al., 2015). However, it is notable that attitude is the most dominant predicting factor of consumer purchase intention among other psychological constructs (Hamilton & Terblanche-Smit, 2018; Al-Amin et al., 2016; Wang, Wiegerinck, Krikke & Zhang, 2013). Besides, it is believed that where a study bothers on purchase intention for local products by citizens or residents of the same country, beliefs are the center point of consumers' decision making. All these necessitate a more in-depth investigation into the antecedents of attitude towards purchase intention for local brand automobiles manufactured locally.

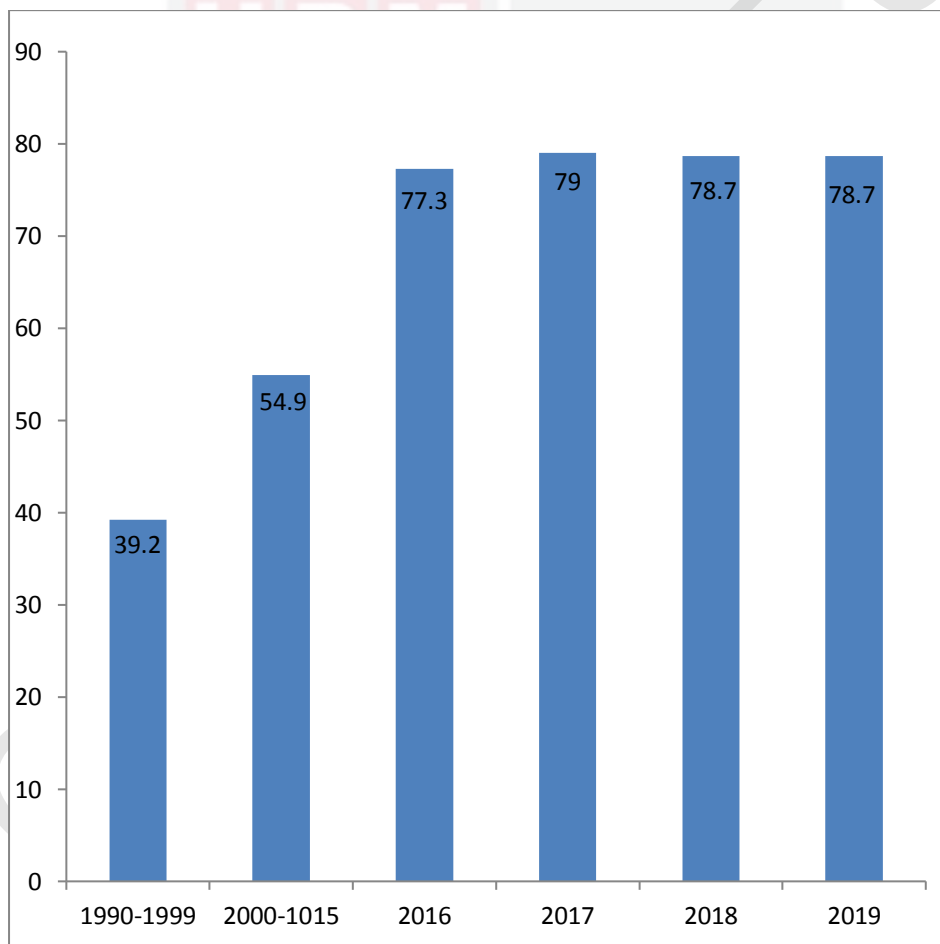
Attitude/preference for local products is influenced by consumer ethnocentrism (CE) (Karoui & Khemakhem, 2019; Shu, Stronbeck, & Hsieh, 2013; Kumar, Fairhurst & Kim, 2011; Balabanis & Diamantopoulos, 2004), and highly ethnocentric consumers have more favorable attitudes towards locally manufactured products (Yildiz, Heitz-Spahn, & Belaud, 2018; Lantz & Loeb, 1996). Similarly, cultural identity/value is positively associated with domestic brand preference (He & Wang, 2015). Particularly, collectivism influences attitudes towards a preference for local products (Schrack & Running, 2016).

While the above findings on purchase intention have been established, one may opine that purchase intention puzzles are over. However, it is not the situation. This is because consumers from different countries are culturally distinct (Sohail & Sahin, 2010), and economically and demographically different from each other (Essoussi & Merunka, 2007). More so, beliefs vary across socio-economic and demographic characteristics (Mohamed, Higgins, Ferguson, & Kanaroglou, 2016). Thus, it is necessary to compare consumers' purchase intention for local brand automobiles manufactured locally in two countries with diverse beliefs, socio-economic and demographic characteristics. Drawing on the existing consumer literature, consumers from developing countries exhibit low ethnocentric tendencies (Bahae & Pisani, 2009; Wang & Chen, 2004), or reverse ethnocentrism (Agbonifoh & Elimimian, 1999).

Notably, Nigeria and Malaysia are ranked high on collectivism dimension of Hofstede's cultural scale (Hofstede Insights). But Malaysians are reported to be ethnocentric consumers (The Star, 2016; Hashim & Razak, 2004; Kamaruddin, Mokhlis, & Othman, 2002), while report suggests that Nigerian consumers exhibit reverse ethnocentrism (Agbonifoh & Elimimian, 1999). As a result, areas of comparative commonalities and distinctiveness are necessary to generalize a research finding. Sequel to that, comparison becomes essential because it reminds researchers that social phenomena are not fixed or natural (Bloemraad, 2013). Hence, cultural differences should be compared in automobile industries to determine the suitability of a research model (Huang & Qian, 2018; Wang et al., 2013) and its implications across borders in relation to consumers'

shift in product evaluation criteria and purchases, national economic development, and global automobile industry.

In cognizance of automobile industry's contributions in making significant changes to consumers' lives and to the economic development of many countries (Chang, Liao & Wu, 2017), a careful examination of global auto sales as shown in Figure 1 depicts a decline (79 million down to 78.7 million in 2017 compared to 2018) in automobile purchases (Statista, 2019). Given this, the sustained impact of the automobile industry on the national economy and its significant changes to consumer lives becomes uncertain. This brings the issues associated with local brand automobiles manufactured in Nigeria and Malaysia into spotlight.



**Figure 1.1 : Global car sales in millions**  
[Source: Statista (2019)]



Nigeria's automobile industry has been operating for more than five decades (Ugwueze, Ezeibe, & Onuoha, 2020). The industry was prompted by private non-indigenous operators in the early 1960s (Agbo, 2011). Yet, the industry is undoubtedly profiled as a beginning stage to both local and international observers. This is consequent to Nigeria government's keenness to sacrifice local automobile manufacturing in exchange for rents accruing from international capital (Albert 2018; Ikpe, 2014; Omeje, 2004). For instance, there is a grand conspiracy by some international automobile manufacturers, Guarantee Trust Bank and the Economic and Financial Crimes Commission (EFCC) to strangle the operations of the only local brand automobile firm, Innoson vehicle manufacturing (IVM) at all cost because of IVM's inroads into Nigeria's automobile market which could dislodge foreign automobiles in local markets (Osigwe, 2017).

IVM was incorporated in 2007 and operates as a subsidiary of Innoson Group (Bloomberg BusinessWeek, 2018). The company runs a plant at Nnewi in Anambra state and a showroom in Enugu state (Innosongroup website). IVM provides employment to over 7,000 people and distributes its products to more than 20 African countries and has been operating for over a decade. The company's operation is the realization of Mr. Chukwuma's personal dream to see gleaming African-made vehicles on the road instead of a glut of *tokunbo* (European and Asian used) cars in Nigeria (The Douglas Review, 2017).

Despite IVM's efforts and progress in penetrating Nigeria's automobile market, the ultimate desire (to dominate the local auto market and reduce Nigeria's dependence on imported vehicles) Vanguard Newspaper (2016) of the founder has not been fully achieved. This is because many Nigerian consumers are much interested in purchasing low-price vehicles irrespective of its condition (new or fairly used).

Although, IVM has a car loan scheme with Sterling Bank (Pulseng, 2016), which allows IVM auto buyers to pay within three years, average automobile consumers/potential consumers in Nigeria remain skeptical on the viability of such scheme given their meager income. While IVM founder realized this as a major setback to IVM automobile purchase and planned to produce high-end and affordable vehicles (Vanguard Newspaper, 2017), this has not manifested to the desire of Nigerian automobile potential consumers. This negates purchase intention and requires organizational marketing strategy to recoup customers for sustained market share and profit expansion.

On the other hand, Malaysia has two local automobile manufacturers (Proton and Perodua). Proton is a Malaysian vehicle manufacturer headquartered in Shah Alam, Selangor which also operates an additional manufacturing plant in Tanjung Malim, Perak. Proton exports to over 26 countries and has over a dozen models. The company was established in 1983 under the direction of the former Prime Minister, Dr. Mahathir, and has been the only local automobile manufacturing company before the establishment of Perodua in 1993 (Anazawa, 2021). In 1984, EON was formed as a sales company for Proton vehicles, but was not controlled by Proton, while 1985 saw the commencement of Proton Saga production (Wad & Govindaraju, 2011). In 1995, HICOM and Proton

were privatized, and the controlling share was acquired by Jahaya, owner of DRB. After this acquisition, the local automobile giant was swamped with the outbreak of the East Asian financial crisis (Wad & Govindaraju, 2011).

During Proton's ownership transitional processes, Malaysia has been proud of the fact that it produces its own cars despite a lot of hitches. After rolling out Proton Saga, the company later manufactured Proton vehicles such as Wira, Waja, Satria, and others. The local auto giant got off to a rocky start when the first cars rolled off the assembly line during a recession. In their first year, 17,000 cars were produced. The company has only managed to survive due to generous government subsidies and tariffs that made other cars excessively expensive. Against all odds, Proton constantly gained attention as the first national vehicle maker and as a government-owned company (Anazawa, 2021).

Nonetheless, while Proton automobile company has been insistent in its resolve to profit the shareholders, the actualization of that goal has not been easy due to low consumer purchases. Proton is also faced with a herculean task of convincing Malaysians and possibly Asean consumers that Geely which is rebadged as Proton cars has improved and to accept and buy the cars (The Star, 2017). Given this, perception issues have bogged down Proton's ability to sell cars and despite the company introducing new models, sales have been contrary to their expectations (The Star, 2017). For instance, Proton automobile sales reduced by 1.8% in 2017 (70,991) compared to 2016 sales (72,291) (Paultan.org, 2018). This is because of consumers' skepticism on likely incessant default of Proton automobiles. Hence, without consideration of attitudinal antecedents, Proton's current marketing woes may persist and further reduce their market share.

## **1.2 Problem Statement**

Consumer purchase decision is a complex process (Mirabi, Akbariyeh & Tahmasebifard, 2015). Hence, consumers' preferences for certain products (e.g., automobiles) are often grounded on whether societal and environmental concerns would conflict with monetary considerations and self-interests (Beldad & Hegner, 2018). Report suggests that high gas emission wastes consumers money at the pump (United States Environmental Protection Agency). China is the home country of Geely (the highest shareholder of Proton) and is the largest emitter of gas (Hannah & Max, 2019). The high gas emission background of Geely is inclined to affect manufacturing and composition of rebadged Proton autos which deters consumer purchase intention. In the same way, IVM is domiciled in a developing country, Nigeria with a growing economy. Emissions' growth in transitioning economies dominates the global trend and such economies' gas emissions have continued to increase annually (Hannah & Max, 2019). Consequently, consumers' purchase intention for IVM and Proton automobiles tend to be low because all these form weighty behavioral control towards purchase intention for these two auto brands. This also triggers negative comments from consumers' social circle against IVM and Proton automobiles and thereafter, unfavorable attitude towards purchase intention for IVM and Proton automobiles. Proton automobile issues are not quality-based problems alone: they

are linked with consumers' evaluation of interest and values cum firms' ability to secure the environment due to growing concern of automobile carbon emission.

Consumers' product evaluation criteria have changed from what it used to be in the past decade (Medley, 2019). This comes on the heels of consumers' adoption of the mechanisms that reflect their values or lifestyles to gain specific benefits (Lee et al., 2020). For example, purchase intention of less identified consumers is lower than purchase intention of highly identified consumers with companies (Rubio & Marin, 2015), and different levels of consumer corporate identification (CCI) moderate purchase intention (Wu & Tsai, 2008). Yet, the level of CCI in local automobile companies and the extent to which CCI moderates the effects of attitude, subjective norm, and perceived behavioral control (PBC) on purchase intention remains unexplored.

Local products are generally perceived by consumers as being of lesser quality compared to imported products (Lew & Sulaiman, 2014). Malaysian consumers misconceive the low price of made in Malaysia products as a sign of low quality (Bedi, 2009), while the lifestyle of Nigerian consumers have changed and are still changing in tandem with market/product globalization (Vincent-Osaghae & Ugiagbe, 2018). Thus, consumers are disappointed with the quality of Proton automobiles as the power windows sometimes jam shut, requiring drivers to open their doors and lean out into the road to hand over cash at toll booths (Bloomberg politics, 2017). Also, US Dollar scarcity is reported to have been affecting IVM's purchase of vehicle components from overseas (Nigerian Bulletin, 2016). The remote effects of this currency shortage fall on consumers who pay incidental costs emanating from these shortcomings, thereby catapulting the price of IVM automobiles and contravene consumer purchase intention for IVM automobiles. This relatively makes it difficult for an average Nigerian consumer to afford IVM automobile. All these exacerbate the trend in consumers' purchase decision making which is ability to buy imported products of all kinds as a status symbol (Vincent-Osaghae & Ugiagbe, 2018), while giving more credence to market globalization.

There is lack of studies that investigated cultural values (collectivism) in automobile industries/markets (Huang & Qian, 2018; Wang et al., 2013), which is an antecedent of a psychological process (Triandis, 2000). Moreover, consumer ethnocentrism which determines favorable consumer attitude towards local products (Yildiz, Heitz-Spahn, & Belaud, 2018) has never been investigated in the context of local brand automobiles manufactured locally.

Extant studies (Du et al., 2018; Al-Amin et al., 2016; Mohamed et al., 2016; Afroz et al., 2015) have presented a haphazard predictive structure of attitude, subjective norm, and PBC on purchase intention. These contradictory findings have heightened existing purchase intention enigmas among academicians and practitioners. In fact, it increases the difficulty in harmonizing varied findings from studies across borders and further decimates the ability to understand the implications of the most dominant factor among them. Sequel to that, the study relies on social identity theory (SIT) and Bhattacharya &

Sen (2003) to resolve this predictive inconsistency by introducing CCI as a moderator of the effects of attitudes, subjective norm, and PBC on purchase intention.

Report shows that there is lack of political promotion for high challenge-high support environment for Proton automobile company (Wad & Govindaraju, 2011). This contributed to selling its major shares to Geely, a Chinese automobile manufacturer. In terms of government support towards IVM, there are reports of poor policy implementation towards automobile industries in Nigeria (Emezuru, 2015). Also, the government in collaboration with foreign automakers humiliated the auto firm by continuously harassing IVM director-general with the economic and financial crimes commission (EFCC) (Premium Times, 2017). This portrays a bad image of IVM, obstructs their operations, and negates purchase intention.

Comparison between Abuja, Nigeria and Klang Vally, Malaysia is essential because this two countries share certain features in common such as being plural societies; both experienced colonialism and are federal and democratic states (Bestoyin, 2015). Moreover, Malaysia is a developing country (World Bank Report, 2021; Lew & Sulaiman, 2014), and is in the league of developing countries with Nigeria (United Nations Country Classification). Also, while Nigeria and Malaysia are ranked high on collectivism dimension of Hofstede's cultural scale (Hofstede Insights), they have varying consumer ethnocentric tendencies. Malaysians are reported to be ethnocentric consumers (The Star, 2016; Hashim & Razak, 2004), whereas research suggests that Nigerian consumers exhibit reverse ethnocentrism (Agbonifoh & Elimimian, 1999). This necessitated the interest to compare this two locations that manufacture local brand automobiles with crucial areas of commonalities and dissimilar characteristics which are prerequisites in a comparative study.

Unfortunately, these despicable problems have been prevalent in IVM and Proton companies. Worse, some of them are seen as conventional practices and as a result, heighten consumers' cynicism, decrease consumer well-being via accumulated stress from excessive information search and evaluation of alternatives, and weaken purchase intention for local brand automobiles. Moreover, there is an inadequate response towards Bhattacharya and Sen (2003) call to explore CCI and its ensuing implications on purchase intention. While existing CCI studies (such as Verlouw, 2015; Ahearne, Bhattacharya, & Gruen, 2005) have focused on Western cultures, few studies conducted in non-Western countries (Ran & Zhou, 2019; Wu & Tsai, 2008) were not centered on purchase intention for local products or automobiles. Furthermore, there has been no study to the best of the researcher's knowledge that investigated purchase intention for local brand automobiles manufactured in Africa. Research has also come short of offering a cross-continental comparison on these variables in relation to locally manufactured automobiles. These denote a dearth of literature on the impacts of these variables in local brand automobile industry/market which ought to be covered by research. Therefore, the present study attempts to establish empirical facts towards the study's research questions.

### **1.3 Research Questions**

This study is centered on answering the following questions:

- (i) What are the profiles of the respondents of the current study?
- (ii) What are the levels of consumer corporate identification (CCI), purchase intention, attitude, subjective norm (SN), perceived behavioral control (PBC), collectivism, and consumer ethnocentrism (CE) in IVM and Proton automobile companies?
- (iii) Is there a significant difference in purchase intention mean scores for gender?
- (iv) Do collectivism and CE influence attitude towards purchase intention for local brand automobiles manufactured locally among potential consumers of IVM and Proton automobile companies?
- (v) What are the predictive effects of attitude towards purchase intention for local brand automobiles manufactured locally, SN, and PBC on purchase intention for local brand automobiles manufactured locally among potential consumers of IVM and Proton automobile companies?
- (vi) Does CCI moderate the effects of attitude towards purchase intention for local brand automobiles manufactured locally, SN, and PBC on purchase intention for local brand automobiles manufactured locally among potential consumers of IVM and Proton automobile companies?

### **1.4 Objectives of Study**

The general objective of the present study is to test the predictors of purchase intention for local brand automobiles manufactured locally among IVM and Proton potential consumers. The following are the specific objectives:

- (i) To identify the profiles of the respondents of the current study.
- (ii) To assess the levels of consumer corporate identification (CCI), purchase intention, attitude, subjective norm (SN), perceived behavioral control (PBC), collectivism, and consumer ethnocentrism (CE) in IVM and Proton automobile companies.
- (iii) To test the significant difference in purchase intention mean scores for gender.
- (iv) To determine the influences of collectivism and CE on attitude towards purchase intention for local brand automobiles manufactured locally among potential consumers of IVM and Proton automobile companies.
- (v) To determine the predictive effects of attitude towards purchase intention for local brand automobiles manufactured locally, SN, and PBC on purchase intention for local brand automobiles manufactured locally among potential consumers of IVM and Proton automobile companies.
- (vi) To test the moderating effect of CCI on the predictive effects of attitude towards purchase intention for local brand automobiles manufactured locally, SN, and PBC on purchase intention for local brand automobiles manufactured locally among potential consumers of IVM and Proton automobile companies.



## 1.5 Research Hypotheses

- (1a) There is a significant difference in purchase intention mean scores based on gender among IVM potential consumers.
- (1b) There is a significant difference in purchase intention mean scores based on gender among Proton potential consumers.
- (2a) Consumer ethnocentrism has a significant influence on attitude towards purchase intention for local brand automobiles manufactured locally among potential consumers of IVM Company.
- (2b) Consumer ethnocentrism has a significant influence on attitude towards purchase intention for local brand automobiles manufactured locally among potential consumers of Proton automobile company.
- (3a) Collectivism has a significant influence on attitude towards purchase intention for local brand automobiles manufactured locally among potential consumers of IVM Company.
- (3b) Collectivism has a significant influence on attitude towards purchase intention for local brand automobiles manufactured locally among potential consumers of Proton automobile company.
- (4a) Attitude towards purchase intention for local brand automobiles manufactured locally significantly predicts purchase intention for local brand automobiles manufactured locally among potential consumers of IVM Company.
- (4b) Attitude towards purchase intention for local brand automobiles manufactured locally significantly predicts purchase intention for local brand automobiles manufactured locally among potential consumers of Proton automobile company.
- (5a) Subjective norm (SN) significantly predicts purchase intention for local brand automobiles manufactured locally among potential consumers of IVM Company.
- (5b) SN significantly predicts purchase intention for local brand automobiles manufactured locally among potential consumers of Proton automobile company.
- (6a) Perceived behavioral control (PBC) significantly predicts purchase intention for local brand automobiles manufactured locally among potential consumers of IVM Company.
- (6b) PBC significantly predicts purchase intention for local brand automobiles manufactured locally among potential consumers of Proton automobile company.
- (7a) Consumer corporate identification (CCI) significantly moderates the effects of attitude towards purchase intention on purchase intention for local brand automobiles manufactured locally among potential consumers of IVM Company.
- (7b) CCI significantly moderates the effects of attitude towards purchase intention on purchase intention for local brand automobiles manufactured locally among potential consumers of Proton automobile company.
- (8a) CCI significantly moderates the effects of SN on purchase intention for local brand automobiles manufactured locally among potential consumers of IVM Company.

- (8b) CCI significantly moderates the effects of SN on purchase intention for local brand automobiles manufactured locally among potential consumers of Proton automobile company.
- (9a) CCI significantly moderates the effects of PBC on purchase intention for local brand automobiles manufactured locally among potential consumers of IVM Company.
- (9b) CCI significantly moderates the effects of PBC on purchase intention for local brand automobiles manufactured locally among potential consumers of Proton automobile company.

## 1.6 Scope of Study

The present study focuses on the comparison of purchase intention predictors for local brand automobiles manufactured locally in Abuja, Nigeria and Klang Valley, Malaysia. Consequent to consumers' changing tastes and preferences such as evaluating products in a much different manner than they did in the last decade (Medley, 2019), adoption of the mechanisms that reflect their values or lifestyles to gain specific benefits (Lee et al., 2020), and misconceiving the low price of local products as a sign of low quality (Bedi, 2009), emerging economies are concerned about the deleterious effects of unending consumer skepticism in local products due to manufacturing or operational defaults from local manufacturers. This is because sustained consumers' distrust over local products aggravates consumers decision making, bolsters purchase of foreign products, and demeans consumer well-being via accumulated stress from excessive information search and evaluation of alternatives.

While most product categories are affected by this, apprehensions are high due to the upshot of market globalization on local automobiles. This is because even as automobile advancements have made significant changes to consumers' lives (Chang, Liao & Wu, 2017), these changes are believed to enhance consumer well-being and boost the local economy if the automobiles are manufactured locally. As a result, it becomes imperative to investigate purchase intention and its predictors for local brand automobiles manufactured locally. More so, in the event of building a sustainable model that accommodates consumers' interests, values, and ensures the optimum purchase of local brand automobiles manufactured locally, it is conscientiously thought that testing the model in two different countries will determine its generalizability and further application in consumer related policies. Hence, consumers from different countries are culturally distinct (Sohail & Sahin, 2010), and beliefs vary across socio-economic and demographic characteristics (Mohamed, Higgins, Ferguson, & Kanaroglou, 2016).

Consequently, the theories of planned behavior, social identity, and Hofstede's cultural value model are incorporated to unravel this challenge. This further involves a cross-section of (about 755) potential consumers of IVM and Proton automobile companies in Nigeria and Malaysia between October 2019 and March 2020. It is a common knowledge that IVM and Proton automobile companies have consumers in countries other than Nigeria and Malaysia respectively. However, participation in the present study is

confined to potential consumers of IVM in Abuja, Nigeria, and potential consumers of Proton in Klang Valley, Malaysia only.

## **1.7 Significance of Study**

The present study is important and has colossal implications to the problems of purchase intention in diverse aspects. Although the significant factors contributing to purchase intention is believed to have been identified in the beginning parts (background of the study & problem statement) of this research, it is also crucial to emphasize its importance in different contexts. Hence, Marshall and Rossman (2014) argued that a study should be considered as significant and ought to be carried out if it contributes to knowledge, proposes practical and useful suggestions to practitioners and policymakers respectively. Consequent to that, the significance of the present study is crucial in three different ways: theoretical, practical, and policymaking.

### **1.7.1 Theoretical significance**

Provision of findings that support theories such as the theory of planned behavior (TPB), social identity theory (SIT), and Hofstede's cultural value model emphasizes the theoretical significance of this study. Given the sparse knowledge on attitude, subjective norm, perceived behavioral control, consumer corporate identification (CCI), and purchase intention with automobile industries, the present study initiates a cross-continental understanding of the trends and issues in/with purchase intention for local brand automobiles. In addition, it douses the mystery behind Brown and Dacin (1997) concern of uncertainty on good organizational acts in connection to consumer purchases by incorporating CCI into the research model. Through CCI significant moderation in the model, Bhattacharya and Sen (2003) postulation (CCI leads to rejection of WOM, loyalty, consumer repurchase, and good firm performance) is once more resonated; thus, it adds to the existing literature on the impacts of CCI.

Furthermore, while both theory (TPB) and research (Hamilton & Terblanche-Smit, 2018; Al-Amin et al., 2016; Afroz et al., 2015) has shown that attitude, subjective norm, and PBC predict behavioral (purchase) intention, the present study extends the literature by establishing that theory and beliefs are interwoven via integration of collectivism, and consumer ethnocentrism (CE) as antecedents of the dominant predictor (attitude) among other psychological variables in the study. While it is a response to calls in the literature to integrate cultural values in purchase intention models, it emphasizes the connection between theory and consumer beliefs, and highlights the importance of collectivism and CE in purchase intention for local product studies. Thus, a new framework on purchase intention for local products has been unveiled. Lastly, the establishment of direction to non-directional hypotheses in the literature based on results of the present study forms a basis of replication for future consumer researchers and brings a piece of new knowledge to consumer and marketing field.



### **1.7.2 Practical Significance**

Results obtained from the present study complements consumers' understanding of whom they are dealing with. As the study unveils a new marketing model, it equips consumers with the necessary mechanisms and knowledge to identify the right products or firms that suit their purchase or consumption cravings. On one hand, the present study serves as an educative reference to consumers on purchase preconditions for local products manufactured locally by demanding robust identification via corporate social responsibility (CSR). Consumers could gauge a company through its CSR implementations and identity knowledge which inform them about certain product attributes such as carbon footprint and products' benefits to society. For instance, under identity knowledge and coherence of consumer corporate identification, consumers that strive to reduce their carbon footprints will become knowledgeable of products' composition and as a result purchase goods or services from a like-minded company without much stress in evaluating alternative products. This eases the difficulties associated with consumer decision making and improves consumer well-being.

On the other hand, in the wake of financial difficulties in several consumer communities and consumers' changing tastes and preferences, the study reminds manufacturers of the need to harness consumer ethnocentrism and collectivism in their operations. Manufacturers ought to consider several factors including designing of products that support local consumer' beliefs (such as designing autos that will accommodate big families), thereby encouraging synchronization of family ideals. Incorporation of consumers' beliefs and ideals in product design highlights the magnitude of consumers' identity embeddedness with a company. More so, it is noted that unleashing of negative externalities by firms and faulty products constitutes perceived behavioral control and negative subjective norm, and these discouraging attributes to purchase intention is reasonably decimated with CCI implementation. The study encourages incorporation of CCI into a company's operational framework for sustained consumer well-being.

Given the ability of CCI to moderate the predictive effects of perceived behavioral control on purchase intention, the study submits that CCI implementation is a reminder of consumers' value of firms' ethical considerations in relation to purchase decision, and augments automobile manufacturers' efforts in showing themselves as good corporate citizens. Hence, managers are reminded to uphold CCI in their organizations because it gives consumers the opportunity to voice out their concerns about a company's products, gain more knowledge about a product, decimates social issues bothering consumers, and offer automobile manufacturers opportunities to adjust their defaults during consumer company gatherings.

### **1.7.3 Policy Significance**

In terms of policy, the study serves as an awakening call to policymakers on the need to enact laws that foster consumer welfare and strengthen businesses simultaneously. The present study is a baseline for lawmakers in their quest to ensure improved consumer

well-being and sustain national economic growth. Thus, it offers an inclusive consumer-oriented marketing model suitable for contemporary consumers and business success in marketplaces. In addition, business/marketing policymakers may use the study as an insight into the prerequisite factors driving consumers' well-being in relation to purchase intention for local brand automobiles manufactured locally and adjust existing models for robust consumer welfare. Based on the moderating role of CCI, it becomes imperative to mandate local companies to incorporate CCI in their business framework, thereby creating consumer company friendship policies that stand to promote consumer interests such as ensuring production of quality products that matches consumers' tastes, fair product prices, and establishment of platforms or programs that publicize a company's identity, values, and product attributes. More so, both government and business policymakers are hereby enlightened on the level of improvement integration of CCI gives to consumer well-being and business success. Hence, the present study brings to limelight the need to spell out punitive measures to deter firms from boycotting the model in their business operations. Therefore, policymakers are advised through this research to mandate companies for the adoption of this model to sustain consumer well-being.

## **1.8 Definition of Terms**

The present study compares purchase intention for local brand automobiles manufactured in Nigeria and Malaysia. Given this, it is important to define all the constructs involved in the study for an explicit understanding of the study process and findings. Also, it is important to accentuate the intermittent use of consumers in place of customers in some references of the present study. This is consequent to the sparse literature on consumers alone and consumers' generic nature in marketing and business literature. Hence, the need to clarify the discrepancy between these two marketing terms becomes crucial. A customer refers to any individual that purchases goods and/or services, while a consumer is a person that uses them (Blythe, 2008; Kansal & Rao, 2006). The main variables of the study are conceptually and operationally defined below.

### **Consumer purchase intention**

Conceptual: Consumer purchase intention is the tendency that a consumer will purchase a product (Dodd & Supa, 2011).

Operational: Consumer purchase intention is a consumer's enthusiasm to procure a product at a particular price in a given context or situation. The present study measures consumer purchase intention with five (5) items adapted from Dodds, Monroe & Grewal (1991) on a seven point-Likers scale.

### **Consumer-corporate identification (CCI)**

Conceptual: CCI is a cognitive state of self-classification existing between companies and their consumers (Bhattacharya & Sen, 2003).

Operational: CCI is a relational ideology that adopts shared concerns between consumers and a company through corporate social responsibility (CSR) engagements. The study measures CCI with six (6) items adapted from Hildebrand, Fernandes, Veloso, and Slongo (2010) on a seven-point Likert scale.

### **Attitude**

Conceptual: Attitude is an expression of feelings that reflects a person's positive or negative disposition to some stimuli or objects (Asiegbu, Powei & Iruka, 2012).

### **Automobiles**

Conceptual: Automobiles are wheeled motor vehicles used primarily for road transportation, which consists of four tires, internal combustion engine, and carries two or more people rather than goods (Fowler & Fowler, 1976).

### **Attitude towards purchase intention for local brand automobiles manufactured locally**

Operational: Attitude towards purchase intention for local brand automobiles manufactured locally refers to consumers' favorable or unfavorable inclination over the acquisition of local brand vehicles (single-engine, alternative fuel engines, or hybrid) produced in a consumers' country. The study measures attitude towards purchase intention for local brand automobiles manufactured locally with six (6) items adapted from Taylor and Todd (1995), and Kim and Han (2010) on a seven-point Likert scale.

### **Subjective norm**

Conceptual: Subjective norm is a summed product of individuals' beliefs that important others think they should or should not execute the behavior in question, and their motivation to comply with those others (Ozcaglar-Toulouse, Shiu, & Shaw, 2006).

Operational: Subjective norm is the consideration of consumers' referents beliefs and products' stimuli concerning purchase intention. The study measures subjective norm with five (5) items adapted from Taylor and Todd (1995) and Ajzen (2013) on a seven-point Likert scale.

### **Perceived behavioral control**

Conceptual: Perceived behavioral control (PBC) is the ease or difficulty of performing a behavior (Ajzen, 1991).

Operational: PBC refers to the comfort or impediment a consumer encounters in developing purchase intention for local brand automobiles. The study measures PBC with five (5) items adapted from Taylor and Todd (1995) and Ajzen (2013) on a seven-point Likert scale.

### **Cultural values**

Conceptual: Cultural values are hereditary core customs, ritual conventions, styles, and fashions that hold a supreme position in a society's culture (Umar, 2014), and consist of six dimensions: Power Distance Index (high versus low), Individualism versus Collectivism, Masculinity versus Femininity, Uncertainty Avoidance Index (high versus low), Long-term versus Short-term Orientation, and Indulgence versus Self-restraint (Hofstede, 2011).

Operational: Cultural values refer to the sacred heritage of a group of people that helps them to maintain their ancestral ideals and realize their quest for economic relevance through collectivism.

### **Collectivism**

Conceptual: Collectivism refers to the extent to which people in a society are combined into groups (Hofstede, 2011).

Operational: Collectivism is the incorporation of different consumers into a particular group with a common goal. The study measures collectivism with five (5) items adapted from Yoo, Donthu, and Lenartowicz (2011) on a seven-point Likert scale.

### **Consumer ethnocentrism (CE)**

Conceptual: CE is a general tendency of buyers to eschew all imported products irrespective of price or quality considerations due to nationalistic reasons (Shankarmahesh, 2006).

Operational: Consumer ethnocentrism (CE) refers to consumers' willful prejudice in purchasing foreign products while maintaining their preferences for local products. The study measures CE with five (5) items adapted from Consumer Ethnocentric Tendencies Scale by Shimp and Sharma (1987) on a seven-point Likert scale.

## **1.9 Organization of the Thesis**

The present study “Comparison of Purchase Intention for Local Brand Automobiles Manufactured in Nigeria and Malaysia” spans into five chapters, including the current chapter. The current chapter gives a general introduction to the thesis. The second chapter reviews literatures related to the main variables of the study. Also, the second chapter incorporates some theories used as the theoretical background of the study and the research framework. The third chapter highlights the methodology of the study, while the fourth chapter emphasizes the study’s results. Finally, the last chapter abridges the main conclusions and recommendations for further studies.

## REFERENCES

- Abou-Zeid, M., & Ben-Akiva, M. (2011). The effect of social comparisons on commute well-being. *Transp. Res. Part A* 45(4), pp. 345-361. doi:10.1016/j.tra.2011.01.011.
- Abuja Facts (2015). Top 5 Cities To Do Business In Nigeria. ABUJA Is 2nd.
- Adeoye, B., & Tomei, L. (2014). Effects of information capitalism and globalization on teaching and learning. Available at: <https://www.amazon.com/Information-Capitalism-Globalization-Teaching-Learning/dp/1466661623>.
- Acharya, C., & Elliott, G. (2003). Consumer ethnocentrism, perceived product quality and choice: An empirical investigation. *Journal of International Consumer Marketing*, 15(4), 87-115.
- Adetunde, C. O., Derby, C. N., & Imhonopi, D. (2018). Retirement Benefits and the Transitional Experiences of Retired Civil Servants in Kwara State, Nigeria. 31st IBIMA Conference, Milan, Italy. Available at: <https://ibima.org/accepted-paper/retirement-benefits-and-the-transitional-experiences-of-retired-civil-servants-in-kwara-state-nigeria/>.
- Adnan, N., Nordin, Md. S., Hadi Amini, M., & Langove, N. (2018). What make consumer sign up to PHEVs? Predicting Malaysian consumer behavior in adoption of PHEVs. *Transportation Research Part A: Policy and Practice*, 113, pp. 259-278. doi:10.1016/j.tra.2018.04.007.
- African Business (2015). Roll-out for first made-in-Nigeria cars. Available at: <http://africanbusinessmagazine.com/uncategorised/roll-first-made-nigeria-cars/#sthashb.7eQPsXg.dpuf>.
- Afroz, R., Masud, M. M., Akhtar, R., Islam, M. A., & Duasa, J. B. (2015). Consumer purchase intention towards environmentally friendly vehicles: an empirical investigation in Kuala Lumpur, Malaysia. *Environmental Science and Pollution Research*, 22(20), pp. 16153-16163. doi:10.1007/s11356-015-4841-8.
- Agbo, C. O. A. (2011). "A Critical Evaluation of Motor Vehicles Manufacturing in Nigeria". *Nigerian Journal of Technology* 30(1), pp. 8-16.
- Agbonifoh, B. A., & Elimimian, J. U. (1999). Attitudes of Developing Counties Towards "Country-of-Origin" Products in an Era of Multiple Brands. *Journal of International Consumer Marketing*, 11(4), pp. 97-116. doi:10.1300/j046v11n04\_06.
- Ahearne, M., Bhattacharya, C. B., & Gruen, T. (2005). Antecedents and Consequences of Customer-Company Identification: Expanding the Role of Relationship Marketing. *Journal of Applied Psychology*, 90(3), pp. 574-585. <https://doi.org/10.1037/0021-9010.90.3.574>.



- Ajayi, V. O. (2017). Primary Sources of Data and Secondary Sources of Data. Benue State University, Makurdi, Nigeria. DOI:10.13140/RG.2.2.24292.68481.
- Ajzen, I. (2006). Behavioral Interventions Based on the Theory of Planned Behavior. Available at: [https://www.researchgate.net/publication/245582784\\_Behavioral\\_Interventions\\_Based\\_on\\_the\\_Theory\\_of\\_Planned\\_Behavior/citations](https://www.researchgate.net/publication/245582784_Behavioral_Interventions_Based_on_the_Theory_of_Planned_Behavior/citations).
- Ajzen, I. (2002). Perceived behavioral control, self-efficacy, locus of control, and the theory of planned behavior. *Journal of Applied Social Psychology*, 32, pp. 665-683. DOI:10.1111/jasp.2002.32.issue-4.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), pp. 179-211. doi:10.1016/0749-5978(91)90020-t.
- Ajzen, I. (2013). Theory of Planned Behavior Questionnaire. Measurement Instrument Database for the Social Science. Available at: [http://www.midss.org/sites/default/files/tpb.questionnaire\\_sample.pdf](http://www.midss.org/sites/default/files/tpb.questionnaire_sample.pdf).
- Ajzen, I., & Driver, B. L. (1992). Application of the theory of planned behavior to leisure choice. *Journal of Leisure Research*, 24, pp. 207-24.
- Akanbi, O. A., Amiri, I. S., & Fazeldehkordi, E (2015). A Machine-Learning Approach to Phishing Detection and Defense. eBook ISBN: 9780128029466.
- Al-Amin, A. Q., Ambrose, A. F., Masud, M. M., & Azam, M. N. (2016). People purchase intention towards hydrogen fuel cell vehicles: An experiential enquiry in Malaysia. *International Journal of Hydrogen Energy*, 41(4), pp. 2117-2127. doi:10.1016/j.ijhydene.2015.11.146.
- Alba, J. W., & Hutchinson, J. W. (2000). "Knowledge Calibration: What Consumers Know and What They Think They Know". *Journal of Consumer Research*, 27 (9), pp. 123-56.
- Albert, O. (2018). "The Dominance of Foreign Capital and its Impact on Indigenous Technology Development in the Production of Liquefied Natural Gas in Nigeria". *Review of African Political Economy* 45 (157), pp. 478-490.
- Albert, S., & Whetten, D. A. (1985). "Organizational Identity". *Research in Organizational Behavior*, 7, pp. 263-95.
- Allison, P. D. (2002). Missing data; (Vol. 136). Thousand Oak, CA Sage.
- Al-Mamun, A., Nawi, N. C., Hayat, N., & Zainol, N. R. (2020). Predicting the Purchase Intention and Behavior towards Green Skincare Products among Malaysian Consumers. *Sustainability*, 12, 10663. Doi:10.3390/su122410663.

- Alzahrani, K., Hall-Phillips, A., & Zeng, A. Z. (2017). Applying the theory of reasoned action to understanding consumers' intention to adopt hybrid electric vehicles in Saudi Arabia. *Transportation*. doi:10.1007/s11116-017-9801-3.
- Amir, A., & Asad, M. (2018). Consumer's Purchase Intentions towards Automobiles in Pakistan. *Open Journal of Business and Management*, 6, pp. 202-213. Available at: [https://www.scirp.org/pdf/OJBM\\_2018012914361135.pdf](https://www.scirp.org/pdf/OJBM_2018012914361135.pdf).
- Anazawa, M. (2021). 'The Automotive Industry in Malaysia'. IN SCHRÖDER, M., F.IWASAKI AND H. KOBAYASHI (EDS.) Promotion of Electromobility in ASEAN: States, Carmakers, and International Production Networks. ERIA Research Project Report FY2021 no.03, Jakarta: ERIA, pp.61-86. Available at: [https://www.eria.org/uploads/media/Research-Project-Report/2021-03-Promotion-Electromobility-ASEAN/7\\_ch.3-Automotive-Industry-Malaysia.pdf](https://www.eria.org/uploads/media/Research-Project-Report/2021-03-Promotion-Electromobility-ASEAN/7_ch.3-Automotive-Industry-Malaysia.pdf).
- Antia, O. R. U. (2005). Akwa Ibom Cultural Heritage: Its Incursion by Western Culture and its Renaissance. Uyo: Abbny Publishers.
- Armitage, C. J., & Conner, M. (2001). Efficacy of the theory of planned behavior: a meta-analytic review. *Br. J. Soc. Psychol.* 40 (Pt 4), pp. 471-499.
- Ashforth, B. E. (1998). "Becoming How Does the Process of Identification Unfold?" in Identity in Organizations: Developing Theory Through Conversations, David A. Whetten and Paul C. Godfrey, eds. Thousand Oaks, CA: Sage Publications, pp. 213-22.
- Ashforth, B. E., & Mael, F. (1989). "Social Identity Theory and the Organization". *Academy of Management Review*, 14(1), pp. 20-39.
- Asiegbu, I. F., Powei, D. M., & Iruka, C. H. (2012). Consumer Attitude: Some Reflections on Its Concept, Trilogy, Relationship with Consumer Behavior, and Marketing Implications. *European Journal of Business and Management*, 4(13), pp. 38-51.
- Asogwa, C. E., Okeke, S. V., Gever, V. C., & Ezeah, G. (2020). Gender Disparities in the Influence of Social Media Advertisements on Buying Decision in Nigeria. *Communicatio*, 46(3), pp. 87-105. DOI: 10.1080/02500167.2020.1825100.
- Assael, H. (2004). Consumer behavior: A strategic approach, Boston: Houghton Mifflin Company.
- Asshidin, N. H. N., Abidin, N., & Borhan, H. B. (2016). Perceived Quality and Emotional Value that Influence Consumer's Purchase Intention towards American and Local Products. *Procedia Economics and Finance*, 35, pp. 639-643. doi:10.1016/s2212-5671(16)00078-2.



- Aydin, G., & Ulengin, B. (2015). Effect of Consumer-Based Brand Equity on Purchase Intention: Considering Socioeconomic Status and Gender as Moderating Effects. *Journal of Euromarketing*, 24, pp. 107-119.
- Bae, B. (2011). Structural Equation Modeling with AMOS 19: Principles and Practice; Cheongram Book: Seoul, Korea.
- Bagozzi, R. P. (1992). The Self-Regulation of Attitudes, Intentions, and Behavior. *Social Psychology Quarterly*, 55(2), pp. 178-204. Available at: <http://www.jstor.org/stable/2786945>.
- Bagozzi, R. P., Gopinath, M., & Nyer, P. U. (1999). The role of emotions in marketing. *Journal of the Academy of Marketing Science*, 27(2), pp. 184-206. <http://dx.doi.org/10.1177/0092070399272005>.
- Bahae, M., & Pisani, M. J. (2009). Are Iranian consumers poised to buy American in a hostile bilateral environment? *Business Horizons*, 52(3), pp. 223-232.
- Balabanis, G., & Diamantopoulos, A. (2004). Domestic country bias, country of origin effects, and consumer ethnocentrism: A multidimensional unfolding approach. *Journal of the Academy of Marketing Science*, 32(1), pp. 80-95.
- BBC News (2007). Murray Senan: "Life of poverty in Abuja's wealth". Available at: [News.bbc.co.uk](http://News.bbc.co.uk).
- Bedi, R. S. (2009). Save money, buy Malaysian. The Star Online. Available at: <http://thestar.com.my/news/story.asp?file=/2009/2/1/focus/3160846&sec=focus>.
- Beldad, A. & Hegner, S. (2018). Determinants of Fair-Trade Product Purchase Intention of Dutch Consumers According to the Extended Theory of Planned Behavior. *Journal of Consumer Policy*, 41(3), pp. 191-210. <https://doi.org/10.1007/s10603-018-9384-1>.
- Belgiawan, P. F., Schmocker, J.-D., Abou-Zeid, M., Walker, J., & Fujii, S. (2017). Modeling social norms: Case study of students' car purchase intentions. *Travel Behavior and Society*, 7, pp. 12-25. doi:10.1016/j.tbs.2016.11.003.
- Bentler, P. M. (1990). Comparative fit indexes in structural models. *Psychological Bulletin*, 107(2), pp. 238-246. <https://doi.org/10.1037/0033-2909.107.2.238>.
- Bentler, P. M., & Bonett, D. G. (1980). Significance tests and goodness of fit in the analysis of covariance structures. *Psychological Bulletin*, 88(3), pp. 588-606. <https://doi.org/10.1037/0033-2909.88.3.588>.
- Bergami, M., & Bagozzi, R. (2000). 'Self-Categorization, Affective Commitment and Group Self-Esteem as Distinct Aspects of Social Identity in the Organization'. *The British Journal of Social Psychology* 39, pp. 555-577. doi:10.1348/014466600164633.

- Berry, J. W. (1980). "Introduction to methodology", in Triandis, H.C. and Berry, J.W. (Eds), *The Handbook of Cross-cultural Psychology*, 2, Allyn and Bacon, Boston, MA, pp. 1-29.
- Bestoyin, K. O. (2015). Democracy and Development: A Comparative Analysis of Nigeria and Malaysia. *American Journal of Humanities and Social Sciences*, 3(4), pp. 70-82. DOI: 10.11634/232907811503690.
- Bhattacharya, C. B., & Sen, S. (2003). "Consumer-company identification: a framework for understanding consumers' relationships with companies". *Journal of Marketing*, 67, pp. 76-88. Available at: <https://www.jstor.org/stable/30040524>.
- Bigne-Alcaniz, E., Curras-Perez, R., Ruiz-Mafe, C., & Sanz-Blas, S. (2010). Consumer behavioral intentions in cause-related marketing. The role of identification and social cause involvement. *International Review on Public and Nonprofit Marketing*, 7(2), pp. 127-143. doi:10.1007/s12208-010-0053-6.
- Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2006). *Consumer behavior*, 10th ed. Mason, USA: Thompson South-Western.
- Blythe, Jim (2008). *Essentials of Marketing* (4th ed.). Pearson Education. ISBN 978-0-273- 71736-2.
- Bloemraad, I. (2013). The promise and pitfalls of comparative research design in the study of migration. *Migration Studies*, 1(1), pp. 27-46. doi:10.1093/migration/mns035.
- Bollen, K. A. (1989). Wiley series in probability and mathematical statistics. Applied probability and statistics section. Structural equations with latent variables. <https://doi.org/10.1002/9781118619179>.
- Bond, M. H. (2002). "Reclaiming the individual from Hofstede's ecological analysis-A 20-year odyssey: Comment on Oyserman et al. (2002)". *Psychological Bulletin* 128(1), pp. 73-77.
- Bowen, H. (1953). *Social Responsibilities of the Businessman*, Harper, New York, NY.
- Brandstatter, V., & Gollwitzer, P. M. (1994). Research on motivation: A review of the eighties and early nineties. *The German Journal of Psychology*, 18, pp. 181-232.
- Brewer, M. B. (1991). "The Social Self: On Being the Same and Different at the Same Time". *Personality and Social Psychology Bulletin*, 17(5), pp. 475-82.
- Brown, T. J., & Dacin, P. A (1997). The company and the product: Corporate associations and consumer product responses. *Journal of Marketing*, 6(1), pp. 68-84.

- BusinessDay (2018). How & where to buy cheap cars in Nigeria. Available at: <https://businessday.ng/uncategorized/article/buy-cheap-cars-nigeria/>.
- Byrne, B. M. (2010). Multivariate applications series. Structural Equation Modeling with AMOS: Basic concepts, application and programing (2<sup>nd</sup> ed). Routledge/Taylor & Francis Group.
- Byrne, B. M. (2001). Multivariate applications book series. Structural equation modeling with AMOS: Basic concepts, applications, and programming. Lawrence Erlbaum Associates Publishers.
- Calvo-Porrall, C., & Levy-Mangin, J.-P. (2019). Profiling shopping mall customers during hard times. *Journal of Retailing and Consumer Services*, 48, pp. 238-246. doi:10.1016/j.jretconser.2019.02.
- Caro L. M., & Garcia, J. A. M. (2007). Cognitive-affective model consumer satisfaction. An exploratory study within the framework of a sporting event. *Journal of Business Research*, 60, pp. 108-114.
- Carroll, A. B. (1999). "Corporate social responsibility: evolution of a definitional construct", *Business and Society*, 38, pp. 268-95.
- Center for Automotive Research (2017). Contribution of the Automotive Industry to the Economies of all Fifty State and the United States. Available at: <https://www.cargroup.org/publication/contribution-of-the-automotive-industry-to-the-economies-of-all-fifty-state-and-the-united-states/>.
- Chaudhari, A., & Holbrook, M. B (2001). "The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty". *Journal of Marketing*, 65 (April), pp. 81-93.
- Chang, C. (2007). The relative effectiveness of comparative and noncomparative advertising: Evidence for gender differences in information- processing strategies. *Journal of Advertising*, 36(1), pp. 21-35.
- Chang, W. J., Liao, S. H. & Wu, T.-T (2017). Relationships among Organizational Culture, Knowledge Sharing, and Innovation Capability: A Case of the Automobile Industry in Taiwan. *Knowledge Management Research & Practice*, 15, pp. 471-490. <https://doi.org/10.1057/s41275-016-0042-6>.
- Chen, C.-H., Huang, M.-H., Huang, P.-F., & Chen, C.-Y. (2018). Investigation into the Relationships Among Sponsorship, Identification and Purchase Intention. *Advances in Intelligent Systems and Computing*, pp. 720-729. doi:10.1007/978-3-319-61542-4\_72.
- Chen, J., Wang, L., & Tang, N. (2014). HALF THE SKY: The Moderating Role of Cultural Collectivism in Job Turnover Among Chinese Female Workers. *Journal of Business Ethics*, 133(3), pp. 487-498. doi:10.1007/s10551-014-2395-1.

- Chen, M. F. (2007). "Consumer attitudes and purchase intentions in relation to organic foods in Taiwan: moderating effects of food-related personality traits", *Food Quality and Preference*, 18(7), pp. 1008-1021.
- Chi, K. H., Yeh, R. H., & Yang, T. Y. (2009). The Impact of Brand Awareness on Consumer Purchase Intention: The Mediating Effect of Perceived Quality and Brand Loyalty. *The Journal of International Management Studies*, 4(1), pp. 135-144.
- Christ, F. (2005). *Marketing communications engagement, strategies and practice*, fourth edition.
- Cochran, W. G. (1977). *Sampling techniques* (3rd ed.). New York: John Wiley and Sons.
- Cohen, J. (1992). Statistical Power Analysis. *Current Directions in Psychological Science*, 1(3), pp. 98-101. <http://dx.doi.org/10.1111/1467-8721.ep10768783>.
- Commisceo Global. Malaysia-Language, Culture, Customs and Etiquette. Available at: <https://www.commisceo-global.com/resources/country-guides/malaysiaguide#:~:text=Malaysia%20is%20a%20multi%2Dcultural,each%20group%20are%20public%20holidays>.
- Comparehero.my (2019). Compare Malaysia's Best Personal Loans in 2019: The Factors Banks Consider When You Apply For A Personal Loan. Available at: <https://www.comparehero.my/personal-loan>.
- Compeau, L. D., Grewal, D., & Monroe, K. B. (1998). Role of prior affect and sensory cues on consumers' affective and cognitive responses and overall perceptions of quality. *Journal of Business Research*, 42, pp. 295-308.
- Conner, M., & Armitage, C. (1998). Extending the theory of planned behavior: A review and avenue for further research. *Journal of Applied Social Psychology*, 28(15), pp. 1429-1464.
- Cook, B. G., & Cook, L. (2008). *Research design: Qualitative, quantitative, and mixed methods Approaches* (3rd ed.).
- Cooper, D. R., & Schindler, P. S. (2003). *Business Research Methods* (8 th ed.) McGraw Hill: New York.
- Craig, C. S., & Douglas, S. P. (2000), *International Marketing Research*, 2nd ed., Wiley, New York, NY.
- Creswell, J. W. (2003). *Research design: qualitative, quantitative, and mixed approaches* (2nd Ed.). Thousand Oaks, CA: Sage Publications, Inc.
- Cui, G., Lui, H., Chan, T., & Joy, A. (2012). Decomposition of cross-country differences in consumer attitudes toward marketing. *Journal of Consumer Marketing*, 29(3), pp. 214-224. doi:10.1108/07363761211221747.

- Curras-Perez, R., Bigne-Alcaniz, E., & Alvarado-Herrera, A. (2009). The Role of Self-Definitional Principles in Consumer Identification with a Socially Responsible Company. *Journal of Business Ethics*, 89(4), pp. 547-564. doi:10.1007/s10551-008-0016-6.
- Dabholkar, P. A., Thorpe, D. I., & Rentz, J. O. (1995). A measure of service quality for retail stores: scale development and validation. *Journal of the Academy of Marketing Science*, 24(1), pp. 3-16. Doi.org/10.1177/009207039602400101.
- Darko, A., Zhang, C. & Chan, A. P. C (2017). Drivers for green building: A review of empirical studies. *Habitat Int.*, 60, pp. 34-49.
- Da-Silva, R. V., & Syed-Alwi S. F. (2006). Cognitive, affective attributes and conative, behavioral responses in retail corporate branding. *Journal of Product & Brand Management*, 15(5), pp. 293-305.
- De-Chernatony, L (2002). Would a brand smell any sweeter by a corporate name? *Corporate Reputation review*, 5(2/3), pp. 114-132.
- Deng, X., & Xu, Y. (2017). Consumers' Responses to Corporate Social Responsibility Initiatives: The Mediating Role of Consumer-Company Identification. *Journal of Business Ethics*, 142(3), pp. 515-526. Doi:10.1007/s10551-015-2742-x.
- Dodd, M. D., & Supa, D. W. (2011). Understanding the effect of corporate social responsibility on consumer purchase intention. *Public Relations Journal*, 5(3), pp. 1-17.
- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effect of price, brand and store information on buyers' product evaluations. *Journal of Marketing Research*, 28(3), pp. 307-319.
- Douglas, S. P., & Craig, C. S. (1997). "The Changing Dynamic of Consumer Behavior: Implications for Cross-Cultural Research". *International Journal of Research in Marketing* 14(4), pp. 379-395.
- Downs, D. S., & Hausenblas, H. A. (2005). The Theories of Reasoned Action and Planned Behavior Applied to Exercise: A Meta-analytic Update. *Journal of Physical Activity and Health*, 2(1), pp. 76-97. doi:10.1123/jpah.2.1.76.
- Duarte, P. A. de O, & Silva, S. C. E. (2018). "The role of consumer-cause identification and attitude in the intention to purchase cause-related products". *International Marketing Review*. <https://doi.org/10.1108/IMR-04-2018-0159>.
- Dube, L., Cervellon, M. C., & Jingyuan, H. (2003). Should consumer attitudes be reduced to their affective and cognitive bases? Validation of a hierarchical model. *International Journal of Research in Marketing*, 20, pp. 259-272.



- Dubois, B., & Paternault, C. (1995). Observations-understanding the world of international luxury brands: the dream formula. *Journal of Advertising Research*, 35(4), pp. 69-76.
- Du, H., Liu, D., Sovacool, B. K., Wang, Y., Ma, S., & Li, R. Y. M. (2018). Who buys New Energy Vehicles in China? Assessing social-psychological predictors of purchasing awareness, intention, and policy. *Transportation Research Part F: Traffic Psychology and Behavior*, 58, pp. 56-69. doi:10.1016/j.trf.2018. 05.008.
- Dupuis, M., Khadeer, S., & Huang, J. (2017). "I Got the Job!": An exploratory study examining the psychological factors related to status updates on facebook. *Computers in Human Behavior*, 73, pp. 132-140. doi:10.1016/j.chb.2017. 03.020.
- Dutton, J. E., & Dukerich, J. M. (1991). "Keeping an Eye on the Mirror: The Role of Image and Identity in Organizational Adaptation." *Academy of Management Journal*, 34(3), pp. 517-54.
- Dutton, J. E., Dukerich, J. M. & Harquail, C. V. (1994). Organizational Images and Member Identification. *Administrative Science Quarterly*, 39 (34), pp. 239-263.
- Eagly, A. H., & Chaiken, S. (2007). The advantages of an inclusive definition of attitude. *Social Cogn*, 25(5), pp. 582-602. doi: 10.1521/soco.2007.25.5.582.
- Earley, P. C. (1993). East meets west meets mid-east: Further explorations of collectivistic and individualistic work groups. *Academy of Management Journal*, 36(2), pp. 319-348.
- Earley, P. C., & Gibson, C. B. (1998). Taking stock in our progress on individualism-collectivism: 100 years of solidarity and community. *Journal of Management*, 24(3), pp. 265-304.
- Edwards, J. R. (2008). To prosper, organizational psychology should overcome methodological barriers to progress. *Journal of Organizational Behavior*, 29, pp. 469-491.
- Einstein, G. O., & McDaniel, M. A. (1996). Retrieval processes in prospective memory: Theoretical approaches and some new empirical findings. In M. Brandimonte, G. O. Einstein, & M. A. McDaniel (Eds.), *Prospective memory: Theory and applications*, pp. 115-141. Available at: <https://psycnet.apa.org/record/2002-02930-005>.
- Emezuru, U. S. (2015). Prospects and challenges of the Nigerian automobile industry. Seminar presentation (MEC 800). Available at: [https://www.researchgate.net/profile/Uzor\\_Emezuru/publication/281371760\\_Prospects\\_and\\_Challenges\\_of\\_the\\_Nigerian\\_automobile\\_industry/links/55e4216108aecb1a7cc9e9be.pdf](https://www.researchgate.net/profile/Uzor_Emezuru/publication/281371760_Prospects_and_Challenges_of_the_Nigerian_automobile_industry/links/55e4216108aecb1a7cc9e9be.pdf)

- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1995). *Consumer behavior* (8th ed.) New York: Dryden Press.
- Farr, A., & Hollis, N (1997). What do you want your brand to be when it grows up? big and strong? *Journal of Advertising Research*, 37(6), pp. 23-36.
- Essoussi, L. H., & Merunka, D. (2007). Consumers' product evaluations in emerging markets: Does country of design, country of manufacture, or brand image matter? *International Marketing Review*, 24, pp. 409-442.
- Etuk, U. A. (2002). *Religion and Cultural Identity*. Ibadan: Hope Publication.
- Exchangerates.org.uk. Available at: <https://www.exchangerates.org.uk/USD-NGN-spot-exchange-rates-history-2020.html>.
- Expatgo (2014). What exactly is Klang Valley? Available at: <https://www.expatgo.com/my/2014/12/17/what-exactly-is-the-klang-valley/>.
- Fatma, M., Rahman, Z., & Khan, I. (2015). The role of CSR as a determinant of consumer responses in financial sector. *DECISION*, 42(4), pp. 393-401. Doi:10.1007/s40622-015- 0108-y.
- Fazio, R. H. (2007). Attitudes as Object-Evaluation Associations of Varying Strength. *Social Cogn.* 25(5), pp. 603-637.
- Finstad, K. (2010). Response Interpolation and Scale Sensitivity: Evidence against 5-Point Scales. *Journal of Usability Studies*, 5 (3), pp. 104-110. Available at: <http://uxpajournal.org/response-interpolation-and-scale-sensitivity-evidence-against-5-point-scales/>.
- Fishbein, M., & Ajzen, I. (1975). *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*. Reading, MA: Addison-Wesley.
- Fishbein, M., & Ajzen, I. (2010). *Predicting and changing behavior: The reasoned action approach*. New York, NY: Psychology Press.
- Fishbein, M., Triandis, H. C., Kanfer, F. H., Becker, M., Middlestadt, S. E., & Eichler, A. (2001). Factors influencing behavior and behavior change. In A. Baum & T. A. Revenson (Eds.), *Handbook of health psychology*, pp. 3-17. Mahwah, NJ: Lawrence Erlbaum Associates.
- Fornell, C. G., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), pp. 39-50.
- Fowler, F. G. & Fowler, H. W (1976). *Pocket Oxford Dictionary*, London: Oxford University Press. ISBN 0-19-861113-7.
- Frankel, J. R., Wallen, N. E., & Hyun, H. H. (2012). *How to design and evaluate research in Education* (8th edition). New York, NY: Mc Graw Hill Companies, Inc.



- George, D., & Mallery, M. (2010). *SPSS for Windows Step by Step: A Simple Guide and Reference*, 17.0 update (10a ed.) Boston: Pearson.
- Ghalandari, K., & Norouzi, A. (2012). The effect of country of origin on purchase intention: The role of product knowledge. *Research Journal of Applied Sciences, Engineering & Technology*, 4, pp. 1166-1171.
- Gilboa, S. (2009). A segmentation study of Israeli mall customers. *Journal of Retailing and Consumer Services*, 16(2), pp. 135-144. doi:10.1016/j.jretconser. 2008.11.
- Gillholm, R., Erdeus, J., & Garling, T. (2000). The Effect of Choice on Intention-behavior Consistency. *Scandinavian Journal of Psychology*, 41(1), pp. 1-8. doi:10.1111/1467-9450.00164.
- Gin, O. K. (2009). *Historical Dictionary of Malaysia*. Scarecrow Press, pp. 157-158. ISBN 978-0810859555.
- Glanz, K., Lewis, F. M., & Rimer, B. K. (1997a). Linking theory, research and practice. In Glanz, K., Lewis, F.M. and Rimer, B.K. (eds), *Health Behavior and Health Education: Theory, Research and Practice*, 2nd edn. Jossey-Bass, San Francisco, CA, pp. 19-35.
- Gollwitzer, P. M. (1990). Action phases and mindsets. In E. T. Higgins & R. M. Sorrentino (Eds.), *Handbook of motivation and cognition*, New York, NY: Guilford 2, pp. 53-92.
- Gottlieb, J., & Sarel, D. (1992). The Influence of Type of Advertisement Price, and Source Credibility on Perceived Quality. *Journal of the Academy of Marketing Science*, 20(3), pp. 253-260.
- Gravetter, F., & Forzano, L (2012). *Selecting Research Participants. Research Methods for the Behavioral Sciences*, 6<sup>th</sup> Edition. pp. 125-139.
- Grewal, D., Gottlieb, J., & Marmorstein, H (1994). The Moderating Effects of Message Familiarity and Source Credibility on the Price-Perceived Risk Relationship. *Journal of Consumer Research*, 21(1), pp. 145-53.
- Hair, J. F., Anderson, R. E., Tatham, R. L., & Black, W. C. (1995). *Multivariate Data Analysis with Readings* (4th ed.). Englewood Cliffs, NJ: Prentice Hall.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate data analysis*, 7th edition Upper saddle River NJ, Pearson Prentice Hall.
- Hamilton, B., & Terblanche-Smit, M. (2018). Consumer intention to purchase green vehicles in the South African market: A theory of planned behavior perspective. *South African Journal of Business Management*, 49(1). doi:10.4102/sajbm.v49i1.190.

- Hamin., & Elliott, G. (2006). A less-developed country perspective of consumer ethnocentrism and "country of origin" effects: Indonesian evidence. *Asia Pacific Journal of Marketing and Logistics* 18(2), pp. 79-92.
- Hannah, R., & Max, R. (2019). "CO<sub>2</sub> and other Greenhouse Gas Emissions". Published online at OurWorldInData.org. Retrieved from: 'https://ourworldindata.org/co2-and-other-greenhouse-gas-emissions'.
- Haque, A., Anwar, N., Yasmin, F., Sarwar, A., Ibrahim, Z., & Momen, A. (2015). Purchase Intention of Foreign Products. *SAGE Open*, 5(2), pp. 1-12. Available at: <http://journals.sagepub.com/doi/pdf/10.1177/2158244015592680>.
- Hashim, M. N., & Razak, R. C. (2004). Consumer Ethnocentrism: The Relationship with Domestic Products Evaluation and Buying Preferences. *International Journal of Management Studies*, 11, pp. 29-44. Available at: <http://e-journal.uum.edu.my/index.php/ijms/article/view/9186/1876>.
- He, J., & Wang, C. L. (2015). Cultural identity and consumer ethnocentrism impacts on preference and purchase of domestic versus import brands: An empirical study in China. *Journal of Business Research*, 68(6), pp. 1225-1233. doi:10.1016/j.jbusres.2014.11.017.
- Hildebrand, D. F. N., Fernandes, D. V. D. H., Veloso, A. R., & Slongo, L. A. (2010). Consumer-company identification: development and validation of a scale. *BAR-Brazilian Administration Review*, 7(3), pp. 276-293. doi:10.1590/s1807-76922010000300005.
- Hirschman, E. C. (1980). Attributes of attributes and layers of meaning. *Advances in Consumer Research*, 7, pp. 7-12.
- Hoffmann, A. O. I., & Ketteler, D. (2015). How Experiences with Trading a Company's Stock Influence Customer Attitudes and Purchasing Behavior. *International Journal of Bank Marketing*, 33, pp. 963-992. <https://doi.org/10.1108/IJBM-11-2014-0163>.
- Hofstede, G., & Bond, M. H. (1988). The Confucius connection: from cultural roots to economic growth. *Organizational Dynamics*, 16, pp. 4-21.
- Hofstede, G. (1991). *Cultures and Organizations: Software of the Mind*. London, UK: McGraw-Hill.
- Hofstede, G. (2001). *Culture's consequences: comparing values, behaviors, institutions, and organizations across nations*. Thousand Oaks, CA: Sage Publications.
- Hofstede, G. (1984). Cultural dimensions in management and planning. *Asia Pacific Journal of Management*, 1(2), pp. 81-99. doi:10.1007/bf01733682.
- Hofstede, G. (1980). *Culture's Consequences: International Differences in Work-Related Values*. Beverly Hills, CA: Sage.

- Hofstede, G. (2011). Dimensionalizing Cultures: The Hofstede Model in Context. *Online Readings in Psychology and Culture*, 2(1). doi:10.9707/2307-0919.1014.
- Hofstede, G., Hofstede, G. J., & Minkov, M. (2010). *Cultures and Organizations: Software of the Mind* (Rev. 3rd ed.). New York: McGraw-Hill. Translations available at: [www.geerthofstede.nl](http://www.geerthofstede.nl) and “our books”.
- Hofstede Insights: Country comparison. Available at: <https://www.hofstede-insights.com/country-comparison/malaysia,nigeria/>.
- Holmes-Smith, P., Coote, L., & Cunningham, E. (2006). *Structural equation modeling: From the fundamentals to advanced topics*. Melbourne: SREAMS.
- House, R. J., Wright, N. S., & Aditya, R. N. (1997). Cross-cultural research on organizational leadership: A critical analysis and a proposed theory. In P. C. Earley & M. Erez (Eds.), *New perspectives in international industrial organizational psychology* pp. 535-625. San Francisco: New Lexington.
- <https://www.worldbank.org/en/country/malaysia/overview>
- Huang, C. C., & Lu, L. C. (2015). Examining the Roles of Collectivism, Attitude Toward Business, and Religious Beliefs on Consumer Ethics in China. *Journal of Business Ethics* 146 (3), pp. 505-514. <https://doi.org/10.1007/s10551-015-2910-z>.
- Huang, Y., & Qian, L. (2018). Consumer preferences for electric vehicles in lower tier cities of China: Evidences from south Jiangsu region. *Transportation Research Part D: Transport and Environment*, 63, pp. 482-497. doi:10.1016/j.trd.2018.06.017.
- Husted, B. W., & Allen, D. B. (2008). Toward a model of cross-cultural business ethics: The impact of individualism and collectivism on the ethical decision-making process. *Journal of Business Ethics*, 82(2), pp. 293-305. doi.org/10.1007/s10551-008-9888-8.
- Idang, G. E. (2007). African culture and values. *Phronimon*, 16(2). Available at: [http://www.scielo.org.za/scielo.php?script=sci\\_arttext&pid=S1561-40182015000200006](http://www.scielo.org.za/scielo.php?script=sci_arttext&pid=S1561-40182015000200006).
- Ikpe, E. (2014). “The Development Planning Era and Developmental Statehood: The Pursuit of Structural Transformation in Nigeria”. *Review of African Political Economy* 41(142), pp. 545-560.
- Imony.my (2015). Top Financial Considerations When Buying A Car; Making the down payment. Available at: <https://www.imoney.my/articles/top-financial-considerations-when-buying-a-car>.

- Innis, D. E., & Londe, B. J. L. (1994). Modeling the Effects of Customer Service Performance on Purchase Intentions in the Channel. *Journal of Marketing Theory and Practice*, 2, pp. 45-60. <https://doi.org/10.1080/10696679.1994.11501650>.
- Innoson group website. Available at: [https://en.wikipedia.org/wiki/Innoson\\_Vehicle\\_Manufacturing](https://en.wikipedia.org/wiki/Innoson_Vehicle_Manufacturing).
- Investopedia.com. Here's How to Get a Car With No Down Payment. Available at: <https://www.investopedia.com/articles/company-insights/083016/heres-how-get-car-no-down-payment.asp>.
- Isa, A. M., Saud, M. B., & Ismail, M. D. (2016). Examining reasons for post-purchase satisfaction in buying local brands: When local meets local. *Asia Pacific Management Review*, 21(1), pp. 48-61. doi:10.1016/j.apmr.2015.10.001.
- Iwao, S., & Triandis, H. C. (1993). 'Validity of Auto and Hetero-stereotypes Among Japanese and American Students'. *Journal of Cross-Cultural Psychology* 24(4), pp. 428-444.
- Jin Lee, W., Phau, I., & Roy, R. (2013). "Bonds" or "Calvin Klein" Down-under. *Journal of Fashion Marketing and Management: An International Journal*, 17(1), pp. 65-84. Doi:10.1108/13612021311305146.
- Jin-Long, L., Ying-Yu, C., Yi-Shiang, D., & Jia-Jen, N. (2013). Gender Differences in the Relationship between Experiential Marketing and Purchase Intention. *The Journal of International Management Studies*, 8(1), pp. 10-19. Available at: <http://www.jimsjournal.org/2%20Liang,%20Jin-Long.pdf>.
- John, A. V., & Brady, M. P. (2011). "Consumer ethnocentrism and attitudes toward South African consumables in Mozambique". *African Journal of Economic and Management Studies*, 2(1), pp. 72-93. <https://doi.org/10.1108/20400701111110786>.
- Johnson, R. E., Rosen, C. C., & Djurdevic, E. (2011). Assessing the impact of common method variance on higher-order multidimensional constructs. *Journal of Applied Psychology*, 96, pp. 744-761.
- Josiassen, A. A., Assaf, G., & Karpen, I. O. (2011). "Consumer ethnocentrism and willingness to buy: Analyzing the role of three demographic consumer characteristics". *International Marketing Review*, 28(6), pp. 627-646. <https://doi.org/10.1108/02651331111181448>.
- JPJ Website. Malaysia Driver License Eligibility Age Requirements. Available at: [http://www.jpj.my/Age\\_Eligibility\\_Driving\\_Test.htm](http://www.jpj.my/Age_Eligibility_Driving_Test.htm).
- Kamaruddin, A. R., & Kamaruddin, K. (2009). Malay culture and consumer decision-making styles: An investigation on religious and ethnic dimensions. *Jurnal Kemusiaan*, 14.

- Kamarudin, A. R., Mokhlis, S., & Othman, Md Nor. (2002). Ethnocentrism Orientation and Choice Decisions of Malaysian Consumers: The Effects of Socio-Cultural and Demographic Factors. *Asia Pacific Management Review*, 7(4), pp. 555-574. Available at: <https://pdfs.semanticscholar.org/33b1/249b7556fb5d6c3d259ebe57aed171207681.pdf>.
- Kang, J., & Hustvedt, G. (2014). Building Trust between Consumers and Corporations: The Role of Consumer Perceptions of Transparency and Social Responsibility. *Journal of Business Ethics*, 125(2), pp. 253-265. <https://doi.org/10.1007/s10551-013-1916-7>.
- Kansal, B. B., & Rao, P. C. K. (2006). "Environmental Factors in Management". Preface to Management (Parragon Books). Ganga Dhar Chaudhary. ISBN 978-81-89091-00-2.
- Karoly, P. (1993). Mechanisms of self-regulation: A systems view. *Annual Review of Psychology*, 44, pp. 23-52.
- Karoui, S., & Khemakhem, R. (2019). Consumer ethnocentrism in developing countries. *European Research on Management and Business Economics*, 25(2), pp. 63-71. Doi:10.1016/j.iedeen.2019.04.002.
- Katz, D. (1960). The Functional Approach to the Study of Attitudes. *Public Opinion Quarterly*, 24 (2, Special Issue: Attitude Change), pp. 163-204. Doi:10.1086/266945.
- Katz, D. (1937). Attitude measurement as a method in social psychology. *Social Forces*, 15(4), pp. 479-482. Available at: <http://www.jstor.org/stable/2571413>.
- Kaur, P., Stoltzfus, J., & Yellapu, V. (2018). Descriptive statistics. *Int J Acad Med*, 4(1), pp. 60-63. Available at: <http://www.ijam-web.org/text.asp?2018/4/1/60/230853>.
- Kenny, D. A. (2018). Moderator Variables: Introduction. Available at: <http://davidakenny.net/cm/moderation.htm>.
- Kern, S. E. (2013). Inferential statistics, power estimates, and study design formalities continue to suppress biomedical innovation. The Sidney Kimmel Comprehensive Cancer Center at Johns Hopkins, Dept. of Oncology, 1650 Orleans St, Baltimore, MD 21287, 410-614-3314, pp.1-18. Available at: <https://arxiv.org/ftp/arxiv/papers/1411/1411.0919.pdf>.
- Khan, A. F. (2015). Assessment of Midlife career Stress on Indian Managers. Ph.D Thesis. Aligarh Muslim University.
- Kim, E., Ham, S., Yang, I. S., & Choi, J. G. (2013). The roles of attitude, subjective norm, and perceived behavioral control in the formation of consumers' behavioral intentions to read menu labels in the restaurant industry.



- International Journal of Hospitality Management*, 35, pp. 203-213. doi:10.1016/j.ijhm.2013.06.008.
- Kim, H. S., & Markus, H. R. (1999). "Deviance or Uniqueness, Harmony or Conformity? A Cultural Analysis". *Journal of Personality and Social Psychology*, 77(4), pp. 785-800. <http://dx.doi.org/10.1037/0022-3514.77.4.785>.
- Kim, H. S., & Sherman, D. K. (2007). "Express Yourself": Culture and the Effect of Self-Expression on Choice". *Journal of Personality and Social Psychology*, 92(1), pp. 1-11. <http://dx.doi.org/10.1037/0022-3514.92.1.1>.
- Kim, M. S., & James, J. (2016). "The theory of planned behavior and intention of purchase sport team licensed merchandise", *Sport, Business and Management: An International Journal*, 6(2), pp.228-243. <https://doi.org/10.1108/SBM-02-2014-0005>.
- Kim, Y., & Han, H. (2010). Intention to pay conventional-hotel prices at a green hotel - a modification of the theory of planned behavior. *Journal of Sustainable Tourism*, 18(8), pp. 997-1014. doi:10.1080/09669582.2010.490300.
- Klein, J. G., Ettenson, R., & Morris, M. D. (1998). The Animosity Model of Foreign Product Purchase: An Empirical Test in the People's Republic of China. *Journal of Marketing*, 62(1), pp. 89-100. doi:10.1177/002224299806200108.
- Knight, F. H. (2013). *The economic organization*. New Brunswick, NJ: Transaction Publishers.
- Koubaa, Y., Ulvoas, G., & Chew, P. (2011). The dual impact of traditional and national cultural values on expatriate ethnic groups' attitudes and willingness to buy. *Asia Pacific Journal of Marketing and Logistics*, 23(5), pp. 626-640. Doi:10.1108/13555851111183066.
- Kramer, R. M. (1991). Intergroup Relations and Organizational Dilemmas: The Role of Categorization Processes. *Research in Organizational Behavior*, 13, pp. 191-207.
- Kuhl, P. K. (1987). Perception of speech and sound in early infancy. In P. Salapatek & L. Cohen (Eds.), *Handbook of infant perception: From perception to cognition*, 2, pp. 275-382. New York: Academic Press.
- Kumar, A., Fairhurst, A., & Kim, Y.-K. (2011). Ethnocentric tendencies of Indian consumers: impact on preference for domestic versus foreign products. *The International Review of Retail, Distribution and Consumer Research*, 21(4), pp. 323-341. doi:10.1080/09593969.2011.595496.
- Kumar, A., Fairhurst, A., & Kim, Y.-K. (2013). The role of personal cultural orientation in consumer ethnocentrism among Indian consumers. *Journal of Indian Business Research*, 5(4), pp. 235-250. doi:10.1108/jibr-02-2013-0018.

- Kunda, Z. (1999). *Social Cognition: Making Sense of People*. Cambridge, MA: MIT Press.
- Lado, N., Cesaroni, F., Maydeu-Olivares, A., & Ho, H. C. (2011). Understanding the role of attitude components in co-branding: an application to high-tech, luxury co-branded products. Working Papers; Business Economic Series, WP. 11-01; ISSN 1989-8843, pp. 1-53. Available at: [https://e-archivo.uc3m.es/bitstream/handle/10016/11846/indemwp11\\_01.pdf](https://e-archivo.uc3m.es/bitstream/handle/10016/11846/indemwp11_01.pdf).
- Lane, B., & Potter, S. (2007). The adoption of cleaner vehicles in the UK: Exploring the consumer attitude–action gap. *Journal of Cleaner Production*, 15(11), pp. 1085-1092.
- Lantz, G., & Loeb, S. (1996). Country of origin and ethnocentrism: an analysis of Canadian and American preferences using social identity theory". *Advances in Consumer Research*, 23, pp. 374-8.
- Lavidge, R., & Steiner, G. (1961). A Model of Predictive Measurements of Advertising Effectiveness. *Journal of Marketing*, 25, pp. 59-62. <http://dx.doi.org/10.2307/1248516>.
- Le, H., Schmidt, F. L., & Putka, D. J. (2009). The multifaceted nature of measurement artifacts and its implications for estimating construct-level relationships. *Organizational Research Methods*, 12, pp. 165-200. doi:10.1177/1094428107302900.
- Lee, Z. C., Tesfayohannes, M., Kuo, M. J. (2020). A Study of the Consumer-Company Identification on Mobile Application's Attributes and Apparel Purchase Intention. *Advances in Business Research*, 10(1), pp. 36-54. Available at: <https://journals.sfu.ca/abr/index.php/abr/article/view/279/173>.
- Leila, H., & Zohra, B. (2018). The Impact of Demographic Factors on the Purchasing Intent of the Local Food Product. *International Journal of Academic Research in Business and Social Sciences*, 8(5), pp. 616-627.
- Leontief, W. (1991). The economy as a circular flow. *Structural Change and Economic Dynamics*, 2(1), pp. 181-212. doi:10.1016/0954-349x(91)90012-h.
- Lew, S., & Sulaiman, Z. (2014). Consumer Purchase Intention toward Products Made in Malaysia vs. Made in China: A Conceptual Paper. *Procedia-Social and Behavioral Sciences*, 130, pp. 37-45. doi:10.1016/j.sbspro.2014.04.005.
- Lewis-Beck, M. S., Bryman, A., & Liao, T. F. (2004). *The SAGE Encyclopedia of Social Science Research Methods: "Comparative Research"*. Sage Publications, Inc, Thousand Oaks. Print ISBN: 9780761923633. doi: <http://dx.doi.org/10.4135/9781412950589>.



- Lichtenstein, D. R., Drumwright, M. E., & Braig, B. M. (2004). "The effect of corporate social responsibility on customer donations to corporate-supported nonprofits". *Journal of Marketing*, 68(4), pp. 16-32.
- Lii, Y. S., & Lee, M. (2012). Doing right leads to doing well: When the type of CSR and reputation interact to affect consumer evaluations of the firm. *Journal of Business Ethics*, 105(1), pp. 69-81. <http://dx.doi.org/10.1007/s10551-011-0948-0>.
- Lin, C.-P., Chen, S.-C., Chiu, C.-K., & Lee, W.-Y. (2011). Understanding Purchase Intention During Product-Harm Crises: Moderating Effects of Perceived Corporate Ability and Corporate Social Responsibility. *Journal of Business Ethics*, 102(3), pp. 455-471. Doi:10.1007/s10551-011-0824-y.
- Lotz, S. L., & Hu, M. Y. (2001). "Diluting negative country of origin stereotypes: a social stereotype approach". *Journal of Marketing Management*, 17(1/2), pp. 105-35.
- Lowyat.net. Malaysia's largest online community. Available at: <https://forum.lowyat.net/topic/4305248/all>.
- Lu, L. C., Chang, W. P., & Chang, H. H. (2014). Consumer attitudes toward blogger's sponsored recommendations and purchase intention: the effect of sponsorship type, product type, and brand awareness. *Computers in Human Behavior*, 34, pp. 258-266. <http://dx.doi.org/10.1016/j.chb.2014.02.007>.
- Lyonski, S., & Durvasula, S. (2013). "Nigeria in transition: acculturation to global consumerculture". *Journal of Consumer Marketing*, 30(6), pp. 493-508. <https://doi.org/10.1108/JCM-07-2013-0626>.
- Madahi, A., & Sukati, I. (2012). The Effect of External Factors on Purchase Intention amongst Young Generation in Malaysia. *International Business Research*, 5(8), pp. 153-159. Available at: <https://www.ccsenet.org/journal/index.php/ibr/article/view/19039>.
- Makanyeza, C. (2014). Measuring Consumer Attitude towards Imported Poultry Meat Products in a Developing Market: An Assessment of Reliability, Validity and Dimensionality of the Tri-Component Attitude Model. *Mediterranean Journal of Social Sciences*, 5(20), pp. 874-881. Doi:10.5901/mjss.2014.v5n20p874.
- Makanyeza, C., & Du Toit, F. (2017). Consumer ethnocentrism in developing countries: Application of a model in Zimbabwe *Acta Commercii*, 17(1), pp. 1-9.
- Malaysia Investment Development Authority (2020). Automotive industry contributed 4.3 pct to GDP in 2019 -MITI. Available at: <https://www.mida.gov.my/home/10097/news/automotive-industry-contributed-4.3-pct-to-gdp-in-2019-%E2%80%94-miti/>.

- Mano, H., & Oliver, R. L. (1993). Assessing the dimensionality and structure of the consumption experience: evaluation, feeling and satisfaction. *Journal of Consumer Research*, 20, pp. 451-466.
- Marin, L., Ruiz, S., & Rubio, A. (2018). The Role of Identification in Consumers' Evaluations of Brand Extensions. *Frontiers in Psychology*, 9. doi:10.3389/fpsyg.2018.02582.
- Marin, L., Ruiz, S., & Rubio, A. (2009). The Role of Identity Salience in the Effects of Corporate Social Responsibility on Consumer Behavior. *Journal of Business Ethics*, 84(1), pp. 65-78. doi:10.1007/s10551-008-9673-8.
- Markus, H. R., & Wurf, E. (1987). The Dynamic Self-Concept: A Social-Psychological Perspective. *Annual Review of Psychology*, 38, pp. 299-337.
- Marsh, H. W., & Hocevar, D. (1985). Application of confirmatory factor analysis to the study of self-concept: First- and higher order factor models and their invariance across groups. *Psychological Bulletin*, 97(3), pp. 562-582. <https://doi.org/10.1037/0033-2909.97.3.562>.
- Marshall, C., & Rossman, G. B. (2014). Designing qualitative research. United States of America: Sage Publications.
- McEachan, R. R. C., Conner, M., Taylor, N. J., & Lawton, R. J. (2011). Prospective prediction of health-related behaviors with the Theory of Planned Behavior: a meta-analysis. *Health Psychology Review*, 5(2), 97-144. doi:10.1080/17437199.2010.521684.
- Medley, B. (2019). Keeping Pace with Changing Consumer Preferences. Supply Chain Brain. Available at: <https://www.supplychainbrain.com/articles/29361-keeping-pace-with-changing-consumer-preferences>.
- Minkov, M. (2007). What makes us different and similar: A new interpretation of the World Values Survey and other cross-cultural data. Sofia, Bulgaria: Klasika i Stil.
- Mirabi, V., Akbariyeh, H., & Tahmasebifard, H. (2015). A study of factors affecting customers purchase intention. Case study; the agencies of Bono Brand Tile In Tehran. *Journal of Multidisciplinary Engineering Science*, 2(1), pp. 267-273.
- Mohamed, M., Higgins, C., Ferguson, M., & Kanaroglou, P. (2016). Identifying and characterizing potential electric vehicle adopters in Canada: A two-stage modeling approach. *Transport Policy*, 52, pp. 100-112. doi:10.1016/j.tranpol.2016.07.006.
- Moon, B. J., & Jain, S. C. (2002). Consumer processing of foreign advertisements: roles of country-of-origin perceptions, consumer ethnocentrism, and country attitude. *International Business Review* 11(2), pp. 117-138.

- Morwitz, V. G., Steckel, J. H., & Gupta, A. (2007). "When Do Purchase Intentions Predict Sales"? *Journal of Forecasting*, 23(3), pp. 347-364. doi:10.1016/j.ijforecast.2007.05.015.
- Moser, C. A., & Kalton, G. (1989). *Survey methods in social investigation*; 2nd edition, Aldershot, Gower.
- Mrpepe.com (2016). Here's how to "pay small small" to own an Innoson vehicle. Available at: <https://www.mrpepe.com/personal-finance/heres-how-to-pay-small-small-to-own-an-innoson-vehicle/>.
- Mulaessa, N., & Wang, H. (2017). The Effect of Corporate Social Responsibility (CSR) Activities on Consumers Purchase Intention in China: Mediating Role of Consumer Support for Responsible Business. *International Journal of Marketing Studies*, 9(1), pp. 73-81. DOI:10.5539/ijms.v9n1p73.
- Mustapha, A. S. (2014). Linguistic Hegemony of the English Language in Nigeria. *Ikala, Revista de Lenguajey Cultura*, 19(1), pp. 83-97. Available at: [http://www.scielo.org.co/scielo.php?script=sci\\_arttext&pid=S0123-34322014000100005](http://www.scielo.org.co/scielo.php?script=sci_arttext&pid=S0123-34322014000100005).
- Narayan, S. (2010). The perils of faking it. Available at: <http://64.74.118.102/2010/02/04214927/>.
- Neuman, W. L. (2006). *Social research methods: Qualitative and quantitative approaches* (6th Ed.) Boston: Allyn and Beacon.
- Nguyen, T. N., Lobo, A., & Greenland, S. (2017). "The influence of cultural values on green purchase behavior". *Marketing Intelligence and Planning*, 35(3), pp. 377-396. <https://doi.org/10.1108/MIP-08-2016-0131>.
- Nigbur, D., Lyons, E., & Uzzell, D. (2010). Attitudes, norms, identity and environmental behavior: using an expanded theory of planned behavior to predict participation in a kerbside recycling programme. *Br. J. Soc. Psychol.* 49(Pt 2), pp. 259-284.
- Nigg, C. R., Geller, K. S., Motl, R. W., Horwath, C. C., Wertin, K. K., & Dishman, R. K. (2011). A research agenda to examine the efficacy and relevance of the Trans-theoretical Model for physical activity behavior. *Psychology of Sport and Exercise*, 12, pp. 7-12. doi:10.1016/j.psychsport.2010.04.004.
- Novack, J. (2010). Internal influences-lifestyle and attitude. Available at: <http://www.marketingteacher.com/lesson-store/lesson-internal-influences-lifestyle-attitude.html>.
- Olinsky, A., Chen, S., & Harlow, L. (2003). The comparative efficacy of imputation methods for missing data in structural equation modeling. *European journal of operational research*, 151, pp. 53-79.

- Oliver, J. D., & Lee, S. H. (2010). "Hybrid car purchase intentions: a cross-cultural analysis". *Journal of Consumer Marketing*, 27(2), pp. 96-103, <https://doi.org/10.1108/07363761011027204>.
- Omeje, K. (2004). "The State, Conflict & Evolving Politics in the Niger Delta, Nigeria". *Review of African Political Economy* 31(101), pp. 425-440.
- Osigwe, C. (2017). "The Grand Conspiracy against Innoson Motors." Premium Times (Abuja), December 26. Available at: <https://www.premiumtimesng.com/promoted/253655-grand-conspiracyinnoson-motors.html>.
- Otway, H. J., & Fishbein, M. (1976). The determinants of attitude formation: an application to nuclear power. Available at: <http://pure.iiasa.ac.at/id/eprint/604/1/RM-76-080.pdf>.
- Ozaki, R., & Sevastyanova, K. (2011). Going hybrid: An analysis of consumer purchase motivations. *Energy Policy*, 39(5), pp. 2217-2227.
- Ozcaglar-Toulouse, N., Shiu, E., & Shaw, D. (2006). In search of fair trade: ethical consumer decision making in France. *International Journal of Consumer Studies*, 30(5), pp. 502-514. <https://doi.org/10.1111/j.1470-6431.2006.00532.x>.
- Pallant, J. (2011). A step-by-step guide to data analysis using SPSS 4th edition.
- Parengkuan, M. W. A. E. (2017). A comparative study between male and female purchase intention toward visual merchandising at Centro by Parkson department store Mantos. *Jurnal Berkala Ilmiah Efisiensi*, 17(1), pp. 9-21.
- Paultan.org. (2011). Proton gives orphans and school kids F1 experience. Available at: <https://paultan.org/2011/04/09/proton-gives-orphans-and-schoolkids-f1-experience/>.
- Paultan.org (2018). Proton records 70,991 units sold in 2017, down 1.8%. Available at: <https://paultan.org/2018/01/08/proton-sales-result-end-2017/>.
- Pavlou, P. A. (2003). Consumer acceptance of electronic commerce: integrating trust and risk with the technology acceptance model. *International Journal of Electronic Commerce*, 7(3), pp. 69-103.
- Pentz, C., Terblanche, N., & Boshoff, C. (2017). Antecedents and consequences of consumer ethnocentrism: evidence from South Africa. *International Journal of Emerging Markets*, 12(2), pp. 199-218. doi:10.1108/ijoem-09-2015-0189.
- Pena-García, N., Gil-Saura, I., Rodríguez-Orejuela, A., & Siqueira-Junior, J. R. (2020). Purchase intention and purchase behavior online: A cross-cultural approach. *Heliyon*, 6(6), e04284, ISSN 2405-8440. Doi.org/10.1016/j.heliyon.2020.e04284.

- Perner, L. (2010). Consumer behavior: the psychology of marketing. Available at: <http://www.consumerpsychologist.com/>.
- Perez, C. R. (2009). Effects of Perceived Identity Based on Corporate Social Responsibility: The Role of Consumer Identification with the Company. *Corporate Reputation Review*, 12(2), pp. 177-191. doi:10.1057/crr.2009.12.
- Peter, J. P., & Olson, J. C. (1999). Consumer Behavior & Marketing Strategy, 5th Ed., McGraw Hill, USA.
- Pierre, C., Morwitz, V. G., & Reinartz, W. J. (2005). Do intentions really predict behavior? Self-generated validity effects in survey research. *Journal of Marketing*, 69(2), pp. 1-14.
- PM Newspaper (2020). Outrage as lawmakers reject made-in-Nigeria SUVs. Available at: <https://www.pmnewsnigeria.com/2020/02/06/outrage-as-lawmakers-reject-made-in-nigeria-suvs/>.
- Podsakoff, P. M., MacKenzie, S. B., Lee, J. Y., & Podsakoff, N. P. (2003). Common method biases in behavioral research: a critical review of the literature and recommended remedies. *Journal of Applied Psychology*, 88, pp. 879-903.
- Podsakoff, P. M., MacKenzie, S. B., & Podsakoff, N. P. (2012). Sources of Method Bias in Social Science Research and Recommendations on How to Control It. *Annual Review of Psychology*, 63(1), pp. 539-569. doi:10.1146/annurev-psych-120710-100452.
- Policy and Legal Advocacy Centre (2006). Legal Notice on Publication of 2006 Census Final Results.
- Pratt, M. G. (2000). "The Good, the Bad, and the Ambivalent: Managing Identification among Amway Distributors". *Administrative Science Quarterly*, 45(3), pp. 456-93.
- Pratt, M. G. (1998). "To Be or Not to Be: Central Questions in Organizational Identification" in Identity in Organizations. Building Theory through Conversations, David A. Whetten and Paul C. Godfrey, eds. Thousand Oaks, CA: Sage Publications, pp. 171-207.
- Premium Times (2017). EFCC, GTBank colluding with foreign automakers to kill Innoson Motors-Innocent Chukwuma. Available at: <https://www.premiumtimesng.com/news/more-news/253694-efcc-gtbank-colluding-foreign-automakers-kill-innoson-motors-innocent-chukwuma.html>.
- Premium Times (2019). FRSC to enforce birth certificate presentation for driver's license. Available at: <https://www.premiumtimesng.com/news/159293-frsc-enforce-birth-certificate-presentation-drivers-licence.html>.



- Pulseng (2016). Available at: <https://www.pulse.ng/news/innoson-motors-sterling-bank-partners-with-local-auto-manufacturer-to-provide-made-in/p61eef7>.
- Punch Newspaper (2020). Reps order 400 exotic cars, reject Nigerian brands. Available at: <https://punchng.com/reps-order-400-exotic-cars-reject-nigerian-brands/>.
- Punj, G. (2011). Effect of consumer beliefs on online purchase behavior: the influence of demographic characteristics and consumption values. *Journal of Interactive Marketing*, 25(3), pp. 134-144.
- Raju, P. S., Lonial, S. C., & Mangold, W. G. (1995). "Differential Effects of Subjective Knowledge, Objective Knowledge, and Usage Experience on Decision Making: An Exploratory Investigation". *Journal of Consumer Psychology*, 4(2), pp. 153-80.
- Ramadania, Gunawan, S., & Rustam, M. (2015). Cultural Similarity, Consumer Ethnocentrism and Product Necessity in Evaluation of Malaysian Products: Indonesian Consumer Perspective. *Procedia-Social and Behavioral Sciences*, 211, pp. 533-540. doi:10.1016/j.sbspro.2015.11.071.
- Ranjbarian, B., Morteza, R., & Mirzaei, A. (2010). Consumer ethnocentrism and buying intentions: An empirical analysis of Iranian consumers. *European Journal of Social Sciences*, 13(3), pp. 371-386.
- Ranjit, K. (2011). Research methodology. A step by step guide for beginners 3<sup>rd</sup> edition Sage Publication limited.
- Ran, Y., & Zhou, H. (2019). How Does Customer-Company Identification Enhance Customer Voice Behavior? A Moderated Mediation Model. *Sustainability*, 11(16), 4311. doi:10.3390/su11164311.
- Rao, H., Davis, G. F., & Ward, A. (2000). Embeddedness, Social Identity and Mobility: Why Firms Leave the NASDAQ and Join the New York Stock Exchange. *Administrative Science Quarterly*, 45(6), pp. 268-292.
- Raygor, A. D. (2016). "The Theory of Planned Behavior: Understanding Consumer Intentions to Purchase Local Food in Iowa". Graduate Theses and Dissertations. 15798. Available at: <https://lib.dr.iastate.edu/etd/15798>.
- Roth, P. L. (1994). Missing data; A conceptual review for applied psychology. *Personal psychology*, 47, pp. 537-560.
- Rubio, A., & Marin, L. (2015). Innovation Management to Market Performance: The Effect of Consumer Identification in the Evaluation of Brand Extensions. *Procedia - Social and Behavioral Sciences*, 181, pp. 269-275. doi:10.1016/j.sbspro.2015.04.888.
- Saffu, K., Walker, J. H., & Mazurek, M. (2010). "The role of consumer ethnocentrism in a buy national campaign in a transitioning country: Some evidence from

- Slovakia". *International Journal of Emerging Markets*, 5(2), pp. 203-226, <https://doi.org/10.1108/17468801011031829>.
- Samiee, S. (1994). "Customer evaluation of products in a global market". *Journal of International Business Studies*, 25(3), pp. 579-604.
- Schiffman, L. G., & Kanuk, L. L. (2004). Consumer behavior, 8th Edition. Upper Saddle River, New Jersey: Pearson Prentice Hall.
- Schiffman, L. G., & Kanuk, L. L. (2010). Consumer behavior, 10th Edition. New York: Pearson, ISBN-13: 9780135053010.
- Schlosser, A. E., White, T. B., & Lloyd, S. M. (2006). Converting Web Site Visitors into Buyers: How Web Site Investment Increases Consumer Trusting Beliefs and Online Purchase Intentions. *Journal of Marketing*, 70(2), pp. 133-148. doi:10.1509/jmkg.70.2.133.
- Schneider, S. C., & Barsoux, J. L. (2003). Managing across cultures. Europe: Prentice Hall.
- Schrank, Z., & Running, K. (2016). Individualist and collectivist consumer motivations in local organic food markets. *Journal of Consumer Culture*, 18(1), pp. 184-201. Doi:10.1177/1469540516659127.
- Scott, S. G., & Lane, V. R. (2000). "A Stakeholder Approach to Organizational Identity". *Academy of Management Review*, 25(1), pp. 43-62.
- Setia, M. S. (2016). Methodology Series Module 5: Sampling Strategies. *Indian journal of dermatology*, 61(5), pp. 505-509. <https://doi.org/10.4103/0019-5154.190118>.
- Shah, H., Aziz, A., Jaffari, A. R., Waris, S., Ejaz, W., Fatima, M., & Sherazi, K. (2012). The Impact of Brands on Consumer Purchase Intentions. *Asian Journal of Business Management* 4(2), pp. 105-110.
- Shan Ding, Q. (2017). Chinese products for Chinese people? Consumer ethnocentrism in China. *International Journal of Retail & Distribution Management*, 45(5), pp. 550-564. Doi:10.1108/ijrdm-11-2016-0212.
- Shankarmahesh, M. N. (2006). Consumer ethnocentrism: An integrative review of its antecedents and consequences. *Journal of International Marketing Review*, 23(2), pp. 146-172.
- Sharma, P. (2014). Consumer ethnocentrism: Reconceptualization and cross-cultural validation. *Journal of International Business Studies*, 46(3), pp. 381-389. doi:10.1057/jibs.2014.42.



- Sharma, P. (2011). Cultural Influences on Consumer Ethnocentrism: A Multi-country Investigation. *Journal of Euromarketing* 19(2&3), pp. 175-196. DOI: 10.9768/0019.02-3.175.
- Sharma, P. (2011). Demystifying Cultural Differences in Country-of-Origin Effects: Exploring the Moderating Roles of Product Type, Consumption Context, and Involvement. *Journal of International Consumer Marketing*, 23(5), pp. 344-364. <https://doi.org/10.1080/08961530.2011.602952>.
- Sharma, P. (2010). Measuring personal cultural orientations: Scale development and validation. *Journal of the Academy of Marketing Science* 38(6), pp. 787-806. DOI:10.1007/s11747-009-0184-7.
- Sharma, S., Shimp, T., & Shin, J. (1995). Consumer ethnocentrism: A test of antecedents and moderators. *Journal of the Academy of Marketing Science*, 23(1), pp. 26-37.
- Shavitt, S., & Barnes, A. J. (2020). Culture and the Consumer Journey. *Journal of Retailing*, 96(1), pp. 40-54. doi:10.1016/j.jretai.2019.11.009.
- Shimp, T. A., & Sharma, S. (1987). "Consumer ethnocentrism: construction and validation of the CETSCALE". *Journal of marketing research*, pp. 280-289.
- Shorten, A., & Moorley, C. (2014). Selecting the sample. *Evidence Based Nursing*, 17(2), pp. 32-33. doi:10.1136/eb-2014-101747.
- Shu, S. T., Strombeck, S., & Hsieh, C. L. (2013). Consumer ethnocentrism, self-image congruence and local brand preference: A cross-national examination. *Asia Pacific Management Review*, 18(1), pp. 43-61. DOI: 10.6126/APMR.2013.18.1.03.
- Siamagka, N. T., & Balabanis, G. (2015). Revisiting Consumer Ethnocentrism: Review, Reconceptualization, and Empirical Testing. *Journal of International Marketing*, 23(3), pp. 66-86. doi: 10.1509/jim.14.0085.
- Sidgwick, H. (1907). *Methods of ethics* (7th ed.). Macmillan and Company, London.
- Smith, A., & Reynolds, N. (2009). Affect and cognition as predictors of behavioral intentions towards services. *International Marketing Review*, 26(6), pp. 580-600.
- Smith, H. W. (1991). *Strategies of social research* 3rd edition, Orlando, FL, Holt, Rinehart And Winston.
- Smith, J. R., & McSweeney, A. (2007). Charitable giving: The effectiveness of a revised theory of planned behavior model in predicting donating intentions and behavior. *Journal of Community & Applied Psychology*, 17, pp. 363-386.

- Sohail, M. S., & Sahin, O. G. (2010). Country-of-origin effects on consumers' evaluations of automobiles: Perspectives from a developing nation. *Journal of International Consumer Marketing*, 22, pp. 245-257.
- Solomon, M. (2008). Consumer behavior buying, having, and being (8th ed.). Upper Saddle River, NJ: Pearson Prentice Hall.
- Spears, N., & Singh, S. N. (2004). Measuring Attitude toward the Brand and Purchase Intentions. *Journal of Current Issues & Research in Advertising*, 26(2), pp. 53-66. DOI: 10.1080/10641734.2004.10505164.
- Spector, P. E., Rosen, C. C., Richardson, H. A., Williams, L. J., & Johnson, R. E. (2019). A new perspective on method variance: A measure-centric approach. *Journal of Management*, 45(3), pp. 855-880.
- Sreen, N., Purbey, S., & Sadarangani, P. (2018). Impact of culture, behavior, and gender on green purchase intention. *Journal of Retailing and Consumer Services*, 41, pp. 177-189. doi:10.1016/j.jretconser.2017.12.002.
- Statista (2019). Number of cars sold worldwide from 1990 to 2019 (in million units). Available at: <https://www.statista.com/statistics/200002/international-car-sales-since-1990/>.
- Sunday Magazine (2019). Industrializing Nigeria through auto industry: A dream in limbo. Available at: <https://guardian.ng/saturday-magazine/cover/industrialising-nigeria-through-auto-industry-a-dream-in-limbo/>.
- Syed, S. A., & Nazura M. S. (2011). "Applying the Theory of Planned Behavior (TPB) in halal food purchasing". *International Journal of Commerce and Management*, 21(1), pp.8-20. doi.org/10.1108/10569211111111676.
- Tabachnick, B. G., & Fidell, L. S. (2007). Using multivariate statistics (5th ed.). Allyn & Bacon/Pearson Education.
- Tajfel, H., & Turner, J. C. (1979). An integrative theory of intergroup conflict. In W. G. Austin, & S. Worchel (Eds.): *The social psychology of intergroup relations*, pp. 33-37. Monterey, CA: Brooks/Cole.
- Tajfel, H., & Turner, J. C. (1985). "The Social Identity Theory of Intergroup Behavior" in *Psychology of Intergroup Relations*. Steven Worchel and William G. Austin, eds. Chicago: Nelson-Hall, pp. 6-24.
- Taylor, S., & Todd, P. (1995). An Integrated Model of Waste Management Behavior. *Environment and Behavior*, 27(5), pp. 603-630. doi:10.1177/0013916595275001.
- Teo, P.C., Mohamad, O., & Ramayah, T. (2011). Testing the dimensionality of Consumer Ethnocentrism Scale (CETSCALE) among a young Malaysian

consumer market segment. *African Journal of Business Management*, 5 (7), pp. 2805-2816.

The Douglas Review (2017). Innoson: A Promising African Automaker. Available at: <http://thedouglasreview.com/featured/innoson-a-promising-african-automaker/>.

The Guardian Newspaper (2020). Labor to prioritize implementation of minimum wage in 2020. Available at: <https://guardian.ng/news/labour-to-prioritise-implementation-of-minimum-wage-in-2020/>.

The Rakyat Post (2015). Malaysia's retirement age stays at 60. Available at: <https://www.therakyatpost.com/2015/03/09/malysias-retirement-age-stays-at-60/>.

The Star (2020). New minimum wage gazette. Available at: <https://www.thestar.com.my/news/nation/2020/01/14/new-minimum-wage-gazetted>.

The Star (2016). Survey: Regional consumers prefer local brands. Available at: <https://www.thestar.com.my/business/business-news/2016/05/14/survey-regional-consumers-prefer-local-brands>.

The Star (2017). The driving force behind Proton. Available at: <https://www.thestar.com.my/business/business-news/2017/05/27/the-driving-force-behind-proton/>.

The Straits Times Singapore. "Klang Valley size". Available at: [https://en.wikipedia-on-ipfs.org/wiki/Greater\\_Kuala\\_Lumpur.html#cite\\_note-1](https://en.wikipedia-on-ipfs.org/wiki/Greater_Kuala_Lumpur.html#cite_note-1)

The Wall Street Journal (2011). In Nigeria, Used Cars Are a Road to Status. Available at: <https://www.wsj.com/articles/SB10001424052748704515904576076622892749928>.

Tilly, C. (1984). Big structures, large processes, huge comparisons. Russell Sage Foundation.

Triandis, H. C. (2000). Culture and Conflict. *International Journal of Psychology*, 35(2), pp. 145-152. doi:10.1080/002075900399448.

Triandis, H. C. (2012). "Culture and Conflict," in *Intercultural Communication: A Reader*, Samovar Larry A., Porter Richard E. and McDaniel Edwin R. eds (13th ed.). Boston, MA: Wadsworth, pp. 34-45.

Triandis, H. C. (2001). Individualism-collectivism and personality. *Journal of Personality*, 69, pp. 907-924.

Tukey, J. (1977). *Exploratory Data Analysis*, Addison Wesley.

- Tylor, E. B. (1871). *Primitive Culture: Researches into the Development of Mythology, Philosophy, Religion, Art, and Custom*. Cambridge University Press, 2, DOI: <https://doi.org/10.1017/CBO9780511705960>.
- Ugwueze, M. I., Ezeibe, C. C., & Onuoha, J. I. (2020). The political economy of automobile development in Nigeria. *Review of African Political Economy*, pp. 1-11. doi:10.1080/03056244.2020.1721277.
- UNIDO: United Nations Industrial Development Organizations. What is CSR? Available at: <https://www.unido.org/our-focus/advancing-economic-competitiveness/competitive-trade-capacities-and-corporate-responsibility/corporate-social-responsibility-market-integration/what-csr>.
- United Nations Country classification: Data sources, country classifications and aggregation methodology. Available at: [https://www.un.org/en/development/desa/policy/wesp/wesp\\_current/2014wesp\\_country\\_classification.pdf](https://www.un.org/en/development/desa/policy/wesp/wesp_current/2014wesp_country_classification.pdf)
- United States Environmental Protection Agency. Carbon Pollution from Transportation: EPA Programs to Reduce Carbon Pollution from Transportation. Available at: <https://www.epa.gov/transportation-air-pollution-and-climate-change/carbon-pollution-transportation>.
- Van den Broeck, J., Argeseanu, C. S., Eeckels, R., Herbst, K. (2005). Data Cleaning: Detecting, Diagnosing, and Editing Data Abnormalities. *PLoS Med* 2(10): e267. doi:10.1371/journal.pmed.
- Vanguard Newspaper (2014). CSR: Innoson donates multi-million naira building to UNN. Available at: <https://www.vanguardngr.com/2014/10/csr-innoson-donates-multi-million-naira-building-unn/>.
- Vanguard Newspaper (2016). FG-Innoson pact on youth development. Available at: <https://www.vanguardngr.com/2016/08/fg-innoson-pact-on-youth-development/>.
- Vanguard Newspaper (2016). Producing a wholly made in Nigeria vehicle possible in 5years-Innoson. Available at: <https://www.vanguardngr.com/2016/04/producing-wholly-made-nigeria-vehicle-possible-5years-innoson/>.
- Vanguard Newspaper (2017). Innoson to begin manufacturing of high-end, affordable vehicles in 2018. Available at: <https://www.vanguardngr.com/2017/12/innoson-begin-manufacturing-high-end-affordable-vehicles-2018/>.
- Verlouw, E. (2015). Consumer attitudes to CSR platforms, CSR initiatives, and reactions to CSR-based marketing strategies in Flemish Belgium and the Netherlands: A cross-cultural comparison. Master's Thesis International Business Communication, Faculty of Arts, Radboud University Nijmegen, pp. 1-66. Available at:

[https://theses.ubn.ru.nl/bitstream/handle/123456789/274/Verlouw%20E.M.\\_1.pdf?sequence=1](https://theses.ubn.ru.nl/bitstream/handle/123456789/274/Verlouw%20E.M._1.pdf?sequence=1).

- Vincent-Osaghae, G., & Ugiagbe, E. O. (2018). Millennial Consumer Syndrome in a Developing Nation: Exploring the Attitude of Nigerians to Locally Made Goods. *Mediterranean Journal of Social Sciences*, 9(3), pp. 151-164. Doi: 10.2478/mjss-2018-0057.
- Wad, P., & Govindaraju, V. G. R. C. (2011). Automotive industry in Malaysia: an assessment of its development. *Int. J. Automotive Technology and Management*, 11 (2), pp. 152-171.
- Wafa, S. A., Igau, O. A., & Idrus, R. (2017). The Cultural Values of Malaysian Consumers. *Journal of the Asian Academy of Applied Business*, 4(12), pp. 1-13. Available at: file:///C:/Users/PC/Downloads/1271-Article%20Text-3178-1-10-20180830.pdf.
- Wang, C. L., & Chen, Z. X. (2004). Consumer ethnocentrism and willingness to buy domestic products in a developing country setting: Testing moderating effects. *Journal of Consumer Marketing*, 21(6), pp. 391-400.
- Wang, S., Fan, J., Zhao, D., Yang, S., & Fu, Y. (2014). Predicting consumers' intention to adopt hybrid electric vehicles: using an extended version of the theory of planned behavior model. *Transportation*, 43(1), pp. 123-143. doi:10.1007/s11116-014-9567-9.
- Wang, Y., Wiegnerinck, V., Krikke, H., & Zhang, H. (2013). Understanding the purchase intention towards remanufactured product in closed-loop supply chains. *International Journal of Physical Distribution & Logistics Management*, 43(10), pp. 866-888. Doi:10.1108/ijpdlm-01-2013-0011.
- Webb, T., & Sheeran, P. (2006). Does changing behavioral intentions engender behavior change? A meta-analysis of the experimental evidence. *Psychol Bull* 132(2), pp. 249-268.
- Wekeza, S. V., & Sibanda, M. (2019). Factors Influencing Consumer Purchase Intentions of Organically Grown Products in Shelly Centre, Port Shepstone, South Africa. *International Journal of Environmental Research and Public Health*, 16(956), pp. 1-26.
- Whetten, D. A., & Godfrey, P. C. (1998). Identity in Organizations: Building Strategy Through Conversations. Thousand Oaks, CA: Sage Publications.
- White, K. M., & Hyde, M. K. (2012). The role of self-perceptions in the prediction of household recycling behavior in Australia. *Environment and Behavior*, 44(6), pp. 785-799.
- Williams, L. J., Hartman, N., & Cavazotte, F. (2010). Method Variance and Marker Variables: A Review and Comprehensive CFA Marker Technique.



*Organizational Research Methods*, 13(3), pp. 477-514. Doi:10.1177/1094428110366036.

Wong, C. Y., Polonsky, M. J., & Garma, R. (2008). The impact of consumer ethnocentrism and country of origin sub-components for high involvement products on young Chinese consumers' product assessments. *Asia Pacific Journal of Marketing and Logistics*, 20 (4), pp. 455-478.

Wongpitch, S., Minakan, N., Powpaka, S., & Laohavichien, T. (2016). Effect of corporate social responsibility motives on purchase intention model: An extension. *Kasetsart Journal of Social Sciences*, 37(1), pp. 30-37. doi:10.1016/j.kjss.2016.01.010.

Worldatlas.com. Available at: <https://www.worldatlas.com/articles/what-languages-are-spoken-in-malaysia.html>.

World Population Review (2019). Abuja demographics. Available at: <http://worldpopulationreview.com/world-cities/abuja-population/>.

World Population Review (2021). Kuala Lumpur Population: City Size and PopulationDensity. Available at: <https://worldpopulationreview.com/world-cities/kuala-lumpur-population>.

Wu, P. C. S., Yeh, G. Y., & Hsiao, C. R. (2011). The effect of store image and service quality on brand image and purchase intention for private label brands. *Australasian Marketing Journal*, 19(1), pp. 30-39. <http://dx.doi.org/10.1016/j.ausmj.2010.11.001>.

Wu, W. Y., & Tsai, C. H. (2008). "The empirical study of CRM: Consumer-company identification and purchase intention in the direct selling industry". *International Journal of Commerce and Management*, 17(3), pp.194-210, <https://doi.org/10.1108/10569210710833617>.

Yang, Y. T. (2009). A study of purchase intention behavior to consumers on innovation technology of smart phone in technology acceptance model and theory of reason action. Unpublished master thesis, Nan Hua University, Taiwan.

Yildiz, H., Heitz-Spahn, S., & Belaud, L. (2018). Do ethnocentric consumers really buy local products? *Journal of Retailing and Consumer Services*, 43, pp. 139-148. doi:10.1016/j.jretconser.2018.03.004.

Yoo, B., & Donthu, N. (2005). The effect of personal cultural orientation on consumer ethnocentrism: Evaluations and behaviors of U.S. consumers toward Japanese products. *Journal of International Consumer Marketing* 18(1-2), pp. 7-44.

Yoo, B., Donthu, N., & Lenartowicz, T. (2011). Measuring Hofstede's Five Dimensions of Cultural Values at the Individual Level: Development and Validation of CVSCALE. *Journal of International Consumer Marketing*, 23(3), pp. 193-210. DOI: 10.1080/08961530.2011.578059.

Zeithaml, V. A. (1988). Consumer perceptions of price, quality and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), pp. 2-22. <http://dx.doi.org/10.2307.1251446>.

Zhang, Y. (1996), Chinese consumers' evaluation of foreign products: the influence of culture, product types and product presentation format, *European Journal of Marketing*, 30(12), pp. 50-68.

Zhi, Y. (2018). Top 10 Largest Shoppingmalls in Malaysia. Available at: <https://tallypress.com/fun/top-10-largest-shopping-malls-in-malaysia/>.

