

The background of the cover is a collage of images. At the top, there are snippets of Malaysian newspapers, including one with the word 'Malaysia' and another with 'BERAS CINA DAP'. Below these, a large banner reads 'CINA BAP PENDATANG PENIAGA ELOK INI MELAK'. To the right of the banner, there is a text snippet in Indonesian: 'dengan produk/barang CINA DAP ini. Antara yang cuba digunakan adalah penggunaan tuli penggunaan lambang masjid, simbol? islamik yang berkaitan.' At the bottom right, there is a Facebook link: 'facebook.com/BoikotBarang'. The bottom half of the cover is dominated by a large, intense fire, with flames rising from the bottom left corner.

Malays'

CONSUMER RACISM, ETHNOCENTRISM
AND ANIMOSITY

Samshul Amry Abdul Latif



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CONSUMER RACISM, ETHNOCENTRISM AND ANIMOSITY

The purpose of this research is to examine the effects of three exogenous constructs; consumer racism, ethnic-based consumer ethnocentrism and ethnic-based consumer animosity towards Malay consumers' product judgment and willingness to buy Chinese products. First, this chapter discusses the results from the main samples and analyzes the relationship results between each exogenous and endogenous constructs. This is then followed with further discussion based on the heterogeneity characteristic of the samples particularly the rural versus urban factor. After that, the implication towards and real-world application is considered.

Samshul Amry Abdul Latif is currently attached to Tourism Planning and Hospitality Management Programme under the Kulliyah of Languages and Management, International Islamic University Malaysia. His research interests include consumer behavior, consumer boycott, consumer racism, consumer ethnocentrism and consumer animosity. He published his research in several international journals such as Asia Pacific Journal of Marketing and Logistics and Journal of Islamic Marketing among others. His article was awarded as Highly Commended in Journal of Islamic Marketing in 2017. He actively reviews international journal articles and case studies including Emerald Emerging Market Case Studies, The CASE Journal, International Journal of Islamic and Middle Eastern Finance and Management. Among many of his passions are arts and music.

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