

ATTITUDE TOWARDS PURCHASE INTENTION FOR LOCAL BRAND AUTOMOBILES MANUFACTURED LOCALLY: A COMPARATIVE STUDY

ANYANWU HILARY CHINEDU¹, SHARIFAH AZIZAH HARON¹, AHMAD HARIZA HASHIM¹ and JO ANN HO²

¹Department of Resource Management and Consumer Studies, Faculty of Human Ecology, Universiti Putra Malaysia, Serdang Selangor, Malaysia

²School of Business and Economics, Universiti Putra Malaysia, Serdang Selangor, Malaysia

Corresponding author email: chineduhilary@yahoo.com

ABSTRACT

Broader accessibility of foreign products to provincial consumers and its resultant effects on local brand production necessitated calls for consumers' formation of favorable attitudes towards local automobiles manufactured locally in developing countries. While a continuum of studies portrayed consumers from developing countries as people with unfavorable attitudes towards local products due to their lower ethnocentric tendencies, a remarkable shift towards this belief has emerged. About 382 samples of potential consumers of Innoson vehicle manufacturing (IVM), and 373 samples of Proton automobile company collected via mall-intercept was used to compare attitudes towards purchase intention for local brand automobiles manufactured in Nigeria and Malaysia. Results revealed that IVM potential consumers exhibited more favorable attitudes than Proton automobile potential consumers. Structural equation modeling (SEM) using AMOS showed that the two models demonstrated a good fit. However, Proton model showed better fitness indices compared to IVM model. The results further depicted that consumer ethnocentrism has a significant influence on attitude towards purchase intention for local brand automobiles manufactured in Nigeria and Malaysia. Proton model revealed that collectivism significantly influenced attitude towards purchase intention for local brand automobiles manufactured locally, whereas collectivism had no significant influence in IVM model. Therefore, favorable attitudes towards purchase intention for local products are unlikely without consumer ethnocentrism, irrespective of consumers' collectivistic tendencies. Implications of the results are also discussed.

Keywords: Attitude towards purchase intention, collectivism, consumer ethnocentrism, Innoson vehicles, Malaysia, Nigeria, Proton automobiles.

Introduction

In response to a momentous rise in the movement of goods and services into foreign countries, several countries have begun inculcating favorable attitudes towards purchase intention for local brand products produced locally into local consumers. For instance, the buy Malaysian products' campaign (The Ministry of Finance Malaysia, 2019), and buy locally made campaign in Slovakia (Saffu, Walker & Mazurek, 2010).

Hence, local manufacturers/marketers ought to understand and familiarize themselves with the antecedents of attitudes towards purchase intention for local products manufactured locally (Chinedu, Haron, Hashim, & Ho, 2021).

Automobile production/marketing contributed 4.2% to Malaysia's GDP in 2018 (Paultan.org), and 4.3% in 2019 (Malaysia Investment Development Authority, 2020). It added 2.24% to Nigeria's GDP in 2016; and 6.9% to South Africa's GDP in 2017 (Sunday Magazine, 2019). These significant contributions to the GDP of the above-mentioned countries speak volumes on the importance of exhibiting a favorable attitude towards purchase intention for local brand automobiles produced locally.

Research shows that consumer ethnocentrism influences attitude towards purchase intention for local products (Karoui & Khemakhem, 2019; Yildiz, Heitz-Spahn & Belaud, 2018); collectivism also affects attitude towards purchase intention for local products (Sreen, Purbey, & Sadarangani, 2018; Schrank & Running, 2016). Therefore, it is believed to be the same in automobile sector.

However, while reviewing extant literature on attitude towards purchase intention for local brand vehicles made locally, consumer ethnocentrism and collectivism, three issues were identified: lack of empirical studies on attitude towards purchase intention for local brand automobiles manufactured in Africa; dearth of studies comparing attitude towards purchase intention for local brand automobiles manufactured locally in developing countries; and absence of studies that compared the influences of consumer ethnocentrism and collectivism on local brand automobiles manufactured locally across national borders. While the study sought to offer an insight on attitude towards purchase intention for local brand automobiles manufactured in Nigeria, a comparison is essential because it reminds researchers that social phenomena are not fixed or natural (Bloemraad, 2013), and is necessary for generalizing a research finding. A comparison is necessary for proper evaluation of value change over time.

1.1 Attitude and Consumer Ethnocentrism

From an ethnographic and marketing point of view, Perner (2010) postulated that attitude is a combination of a consumer's beliefs, feelings, and instincts to a behavior over some products in a marketplace. These combinations are not exhaustive towards purchase intention for local brand automobiles or products per se manufactured locally without consumer ethnocentrism. This is because consumers' intrinsic interests concerning local brand automobiles manufactured locally are tied to their ethnocentric tendencies. Hence, in Shimp and Sharma (1987) seminal work on scale development for measuring individual ethnocentrism, they concluded that consumer ethnocentrism encompasses "the beliefs held by consumers about the appropriateness and morality of purchasing foreign-made products" (Shimp & Sharma, 1987, p.280). In essence, where a consumer's belief on the appropriateness and morality of purchasing a local product is

hinged on sustaining local economy, he/she will exhibit a favorable attitude towards purchasing local brand products (automobiles) manufactured locally. Existing literature on ethnocentrism has shown that this variable affects the attitude of consumers towards local products (Shimp & Sharma, 1987).

Consumer ethnocentrism (CE) is a major factor that can affect a consumer's decision of whether to buy domestic or foreign products (Karoui & Khemakhem, 2019). In a comparative study that investigated the impacts of CE on local brand cosmetics preference between Taiwan, Korea, and Japan, it was found that CE significantly impacted local cosmetics preference among consumers in the three countries (Shu, Stronbeck & Hsieh, 2013). Consumer ethnocentrism "indicates a general proclivity of buyers to shun all imported products irrespective of price or quality considerations due to nationalistic reasons" (Shankarmahesh, 2006, p. 147). Thus, consumer ethnocentrism transcends personal interests to ensure a favorable attitude towards purchase intention for local products.

However, the usefulness of consumer ethnocentrism on attitudes towards purchase intention for local products manufactured locally in developing countries is in contention. While studies (Good & Huddleston, 1995; Okechuku, 1994) contend that consumer ethnocentrism is a prevalent phenomenon in highly developed countries, research (Agbonifoh & Elimimian, 1999; Bahaee & Pisani, 2009) from some developing countries have expressed doubt over the impact of CE in developing countries. Therefore, it is hypothesized that:

H₁ Consumer ethnocentrism significantly influences attitude towards purchase intention for local brand automobiles manufactured in Nigeria.

H₂ Consumer ethnocentrism significantly influences attitude towards purchase intention for local brand automobiles manufactured in Malaysia.

1.2 Attitude and Collectivism

Collectivism is one of the multiple dimensions of culture (Hofstede, 1991). LeFebvre and Franke (2013) noted that collectivism-individualism is the only dimension of cultural value that appeared in the five major cultural value frameworks (Kluckhohn and Strodtbeck framework, Hofstede's model, the Schwartz Value Survey, Trompenaars's value dimensions, and the Global Leadership and Organizational Behavior Effectiveness (GLOBE)) reviewed by Thomas in 2008. The collectivism-individualism dimension expresses the relative importance of individual versus group interests (Hofstede, 1991). Collectivism is adopted from this dimension because of its significant relationship with attitude (Cf. Sreen et al., 2018; Chen, Wang & Tang, 2014), and has been conceptualized both as a societal-level variable (House, Wright & Aditya, 1997) and an individual-level variable (Husted & Allen 2008). Following the controversies that have not been resolved in respect to IDV-COLL dimension (Cf. Oyserman, Coon, &

Kemmelmeier, 2002; Schimmack, Oishi & Diener, 2005), the study addressed collectivism as an individual-level variable for two reasons: first, to compare a contextual change from Hofstede's rating of both Nigeria and Malaysia collectivism-individualism dimension of cultural value. Second, to understand the psychological connotation of individual yearnings for togetherness with attitude development.

Nigeria and Malaysia, with scores of 30 and 26 respectively for the individualism-collectivism dimension of cultural value are considered as collectivistic societies (Hofstede insights). In line with this classification, Nigerians and Malaysians are expected to foster strong relationships where everyone takes responsibility for fellow members of their group. Theoretically, this is attainable, especially if collectivism is conceptualized as a societal-level construct. However, we argue that conceptualization of collectivism from the individual lens (individual level) in non-western countries has the potency to neutralize or even reverse in-group beliefs. This is because cultural elements change slowly (Triandis, Bontempo, Villareal, Asai, & Lucca, 1988), hence, societies are becoming very complex in the wake of several circumstances (such as dwindling economy, a decline in the gross national product, lack of functional national industries, and no consumer-centric policies by national governments). Given this, we posit that contextual changes and dearth of essential facilities for consumers tend to reverse their collectivistic tendencies due to its conceptualization nature; thereafter, impact consumers' attitude development.

Research has shown that collectivists prioritize the realization of in-group members' prospects (Shavitt & Barnes, 2020; Hofstede, 2011). Collectivism positively emboldens consumers' attitudes towards locally manufactured high-involvement products due to its underlying beliefs (Chinedu, Haron, Hashim, & Ho, 2020). Consumers that highly adhere to collectivistic tendencies are likely to engage in a purchase behavior/ intention due to their favorable attitudes (Nguyen, Lobo & Greenland, 2017). Consequent to the above, collectivism catalyzes consumers' attitude development towards purchase intention for local products. In line with Hofstede's (2011) assertion that "collectivists are of the notion that harmony should be maintained in order to actualize a progressive in-group and contravention of in-group norms leads to shame", collectivism underscores the expediency of belief structure among in-group members. This pragmatic stout belief structure among consumers can trigger favorable attitudes towards purchase intention.

There is a direct significant relationship between collectivism and attitude Sreen et al. (2018). Interestingly, extant studies have established a consensus on the causal relationship between these two variables. This further poses an inquiry into the process through which collectivism is causal to attitude towards purchase intention for local brand automobiles manufactured locally. Relying on past studies (Fishbein & Ajzen, 1975; Bagozzi, Gopinath, & Nyer, 1999), collectivism (cultural values) affects attitude towards purchase intention for local products (automobiles) manufactured locally

through consumers' psychosomatic state. This process is initiated when a consumer calls to mind the importance and benefits of exhibiting a favorable attitude towards purchase intention for local brand automobiles manufactured locally.

Given the preponderance of studies that concurred with Bagozzi et al. (1999)'s assertion that cognitive evaluations precede emotional responses, and Fishbein and Ajzen (1975) proposition of behavioral beliefs as determinants of attitudes towards behavioral intention, we submit that collectivistic consumers ponder over issues that are central to them and their group members before decision making. In the context of local brand automobiles, the issues transcend individual desires such as price, color, and technological sophistication of a vehicle. However, the extent of collectivistic consumers' psychosomatic state in relation to attitude towards local brand automobiles manufactured locally is contingent on the intensity of in-group beliefs. Hence, it is hypothesized that:

H₃ Collectivism significantly influences attitude towards purchase intention for local brand automobiles manufactured in Nigeria.

H₄ Collectivism significantly influences attitude towards purchase intention for local brand automobiles manufactured in Malaysia.

2. Design, Data Collection and Sampling

This study employed a comparative research design as depicted in Fig. 1. Comparative research design was adopted to enable development of concepts and generalizations based on identified similarities and/or differences among the social entities being compared, which enhances human understanding and awareness of the intrinsic elements of social structures. Before the collection of data, ethical approval was obtained from Universiti Putra Malaysia's Ethics Committee on studies involving human subjects. Permission was also sought from the management of all the selected malls. Data were collected from potential consumers of Proton automobiles in Klang Valley, Malaysia and Innoson vehicles in Abuja, Nigeria through a mall-intercept survey. Previous consumer researches (Saffu, Walker & Mazurek, 2010; Jin-Lee, Phau & Roy, 2013) have authenticated mall-intercept as a reliable source of primary data collection.

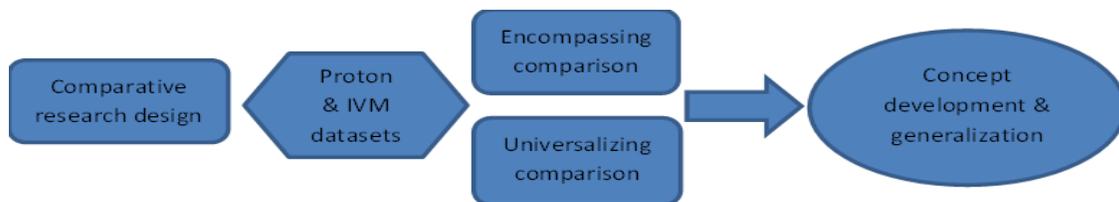


Figure 1: Comparative research design

In cognizance of Proton automobile and Innoson vehicle manufacturing (IVM) Companies' huge number of customers, Cochrane (1977) sample size calculation

formula: $n = (t)^2 \cdot (p)(q) / (d)^2$ was adopted. Thus, 385 potential consumers of Proton automobile Company in Malaysia and 385 potential consumers of IVM Company were targeted in the survey. However, around 97% (373) usable questionnaires were received from potential consumers of Proton automobile, while almost 99% (382) valid responses were collected from potential consumers of IVM through systematic sampling technique. Using this technique, data were collected from every fourth person at the gateways of the malls.

2.1 Operationalization and Measurement of Variables

Attitude towards purchase intention for local brand automobiles made locally is the summation of a consumer's cognitive, affective, and conative proclivity towards the purchase of automobiles manufactured in a consumer's home country. Attitude was measured with 4 statements adapted from Taylor and Todd (1995), and Kim and Han (2010). Consumer ethnocentrism (CE) is a consumers' willful dissociation in exhibiting a favorable attitude towards buying goods and services of overseas firms while maintaining their likings for domestic brands manufactured locally. CE was measured with 4 items adapted from Shimp and Sharma (1987). Collectivism is the integration of various consumers in a group with shared objective of protecting the group's economy against external business pressures (Chinedu et al., 2021). Collectivism was measured with 4 items adapted from Yoo, Donthu, and Lenartowicz (2011). All the variables (attitude, CE, and collectivism) were measured on a 7-point Likert scale ranging from 1= strongly disagree to 7= strongly agree). 7-point Likert scale enables high variance in a dataset (Chinedu et al., 2021).

The adapted measures were developed in English language, necessitating conversion of the texts to Malaysian language, whereas no translation was required for IVM (Nigerian) respondents. Following the advice of Craig and Douglas (2000) for conducting global consumer study, the measures were translated by two sovereign bilingual translators into *Bahasa Melayu* (Malaysian language). Then, the translated *Bahasa Melayu* measures were back-converted to English language by another two different independent bilingual translators for common meaning in the two versions of the questionnaire (Cui, Lui, Chan, & Joy, 2012). This was also validated by four experts.

2.2 Reliability and Validity

Pooled confirmatory factor analyses (CFA) were performed using 382 samples of IVM potential consumers in Nigeria, and 373 samples of Proton automobile potential consumers in Malaysia to test the measurement model and examine how well the datasets fit the hypothesized measurement structure (Dabholkar, Thorpe & Rentz, 1995). Pooled CFA was necessitated to have homogeneous model identification between IVM potential consumers and Proton automobile potential consumers' datasets. Before conducting the pooled CFA, attempts were made to perform individual

construct CFA which triggered several divergent model misfits between the two datasets. For instance, IVM ethnocentrism individual CFA revealed an offending fit index and irregular factor loadings compared to Proton ethnocentrism individual CFA. This led to the removal of some items but guided by modification indices and loading factors, and thereafter, amalgamation of all the constructs in a pooled manner. The manifest construct mismatch was resolved through pooled CFA; afterwards, the basis for comparison of results was established. Pooled CFA increases the degree of freedom in a model.

The internal consistency of the measurement instruments was evaluated using composite reliability. Results indicated that the composite reliability for each of the variables (attitude, consumer ethnocentrism, and collectivism) in the two datasets was $>.70$, which is sufficient for research purposes (Hair, Black, Babin, & Anderson, 2010).

Convergent validity is achieved if all the standardized factor loadings of an instrument are $\geq .50$ (Hair et al., 2010), and with average variance extracted (AVE) $>.50$ (Fornell & Larcker, 1981). As depicted in Table 1, results showed that the AVE value of each latent construct exceeded $.50$, indicating that the two datasets' convergent validity is satisfactory.

Table 1: Descriptive, reliability, and convergent validity

IVM Nigeria (n=382)				Proton Malaysia (n=373)				
	Factor loadings	Composite reliability	AVE	Mean	Factor loadings	Composite reliability	AVE	Mean
ATTITUDE		.896	.683	20.343		.902	.699	18.383
ATT1	.721				.727			
ATT2	.841				.883			
ATT3	.873				.873			
ATT4	.862				.851			
CE		.855	.599	21.160		.871	.629	16.574
CE1	.645				.705			
CE2	.830				.803			
CE3	.864				.864			
CE4	.739				.793			
COLL		.868	.624	16.788		.842	.575	18.949
COLL1	.692				.732			
COLL2	.869				.858			
COLL3	.863				.798			
COLL4	.719				.626			

Note: ATT= Attitude; CE= Consumer ethnocentrism; COLL= Collectivism; AVE= Average variance extracted

Using the approach suggested by Fornell and Larcker (1981), Table 2 shows the AVE values of the constructs and their corresponding squared inter-construct correlation

values. The results revealed that the inter-construct squared correlation values are less than the AVE values, and thus discriminant validity was achieved for all the construct measures in the two datasets. Finally, fitness indices from the two measurement models showed a valid fit level: Nigeria (RMSEA= .064, CFI= .969, GFI= .944, and TLI= .959), and Malaysia (RMSEA= .061, CFI= .973, GFI= .950, and TLI= .965) as recommended in the literature (cf. Hu & Bentler, 1999). Although the fitness indices obtained from this study were within the acceptable fitness margin, it revealed that Proton model was slightly better than IVM model.

Table 2: AVE (on the diagonal) and Inter-construct Correlation Coefficients (on the off-diagonal) of the Measures

	IVM Nigeria (n=382)			Proton Malaysia (n=373)		
	ATT	CE	COLL	ATT	CE	COLL
ATT	0.683	-		0.699	-	
CE	0.287	0.599	-	0.347	0.629	-
COLL	0.025	0.049	0.624	0.237	0.260	0.575

Note: ATT= Attitude; CE= Consumer ethnocentrism; COLL= Collectivism

3. Attitudinal trends of IVM and Proton Potential Consumers

Results revealed that potential consumers of Proton automobiles displayed positive/favorable attitude (60.3%) towards purchase intention for proton automobiles. As a sign of auspicious tendencies among potential consumers of Proton automobile, just 148 out of 373 sampled potential consumers indicated negative/unfavorable attitude towards purchase intention for Proton automobiles. However, IVM potential consumers surprisingly demonstrated more positive/favorable attitude (73.3%) than Proton potential consumers as depicted in Table 3. Consumers' positive attitude towards purchase intention for local brand automobiles implies outright preference irrespective of product defaults or inadequacies for local brand automobiles, while negative attitude denotes fettered liking for local brand automobiles. Therefore, local brand manufacturers ought to invest more in advertising their products to ensure adequate product information passage to consumers. This is anticipated to reshape negative attitudes towards purchase intention for local brand automobiles.

Table 3: Attitudinal dispositions among IVM and Proton Automobile Consumers

Category	Score range	IVM Nigeria (n=382)				Proton Malaysia (n=373)			
		Freq.	%	Min.	Max.	Freq.	%	Min.	Max.
Negative	4-16	102	26.7	4		148	39.7	4	
Positive	16.1-28	280	73.3		28	225	60.3		28
Total		382	100			373	100		

3.1 Hypotheses Testing

The study hypotheses (H₁ through H₄) were tested by entering consumer ethnocentrism and collectivism as independent variables into a model containing attitude towards purchase intention for local brand automobiles manufactured locally as a dependent variable in both datasets. While the two independent variables (IVs) in IVM model explained 28.9% variance on attitude towards purchase intention for local brand automobiles manufactured locally, it was surprising that the same IVs explained 39.4% (a higher) variance on attitude towards purchase intention for local brand automobiles manufactured locally in Proton model. This is an indication that Proton structural model is better than IVM structural model.

In respect to H₁ and H₂, the study hypothesized that consumer ethnocentrism has a significant influence on attitude towards purchase intention for local brand automobiles manufactured in Nigeria and Malaysia respectively. Consumer ethnocentrism IVM ($\beta = .53, p < .001$), and Proton ($\beta = .46, p < .001$) has a significant positive influence on attitude towards purchase intention for local brand automobiles manufactured in Nigeria and Malaysia respectively. Consequent to this result, H₁ and H₂ are hereby supported; consumer ethnocentrism significantly and positively influences attitude towards purchase intention for local brand automobiles manufactured in Nigeria, and Malaysia respectively. This result is consistent with the studies of Yildiz et al. (2018), and Shu et al. (2013). While Yildiz et al. (2018) found that consumer ethnocentrism (CE) significantly influences attitude towards local products, Shu et al. (2013) established that

CE impacted local brand preference for personal computer notebooks among Taiwanese consumers.

These results imply that attitude towards purchase intention for local brand automobiles manufactured in Nigeria, and Malaysia is certainly dependent on consumer ethnocentrism. In other words, both Nigerian and Malaysian consumers' high ethnocentric tendencies are essential to attitude towards purchase intention for local brand automobiles manufactured locally. It is also an indication that CE is a normative element in consumers' attitude development. Thus, as potential automobile consumers' ethnocentric tendencies increase, their attitude towards purchase intention for local brand automobiles manufactured in Nigeria, and Malaysia tend to be favorable.

Previous studies conducted in developed countries demonstrated that CE begets willingness to purchase local products (Cf. Shimp & Sharma, 1987), and favorable attitude towards local products (Yildiz et al., 2018). However, scholars have consistently maintained that the effects of CE in developed countries will likely contrast in developing countries (Karoui & Khemakhem, 2019). In fact, while Bahae and Pisani (2009) reported that developing countries have a lower level of ethnocentrism, Agbonifoh and Elimimian (1999) suggested that there is no ethnocentrism in developing countries, rather, reverse ethnocentrism. The present result contradicts existing literature on consumer ethnocentrism. In line with this result, it is submitted that product category is instrumental in ascertaining the levels of CE in developing countries. For instance, the mean scores of CE (IVM: 21.16; Proton; 16.57) are high and moderate respectively due to consumers' consideration of the impacts of local brand autos to their country's economy. As a result, CE serves as a viable mechanism in abating the damaging effects of market globalization on local brand automobiles manufactured locally in developing countries. We conclude that consumers' perceived impact of high involvement local brands such as IVM or Proton to their economy increases their CE level and further translates to a favorable attitude towards purchase intention for local brand automobiles.

Table 4 shows the causal effects of the two independent variables on attitude towards purchase intention for local brand automobiles manufactured in Nigeria, and Malaysia respectively. In response to H₃ (collectivism significantly influences attitude towards purchase intention for local brand automobiles manufactured in Nigeria), and H₄ (collectivism significantly influences attitude towards purchase intention for local brand automobiles manufactured in Malaysia); our results showed that collectivism Proton ($\beta = .25, p < .001$) has a significant positive influence on attitude towards purchase intention for local brand automobiles manufactured in Malaysia, whereas collectivism exerted no significant influence on attitude towards purchase intention for local brand automobiles manufactured in Nigeria. Sequel to that, H₃ is rejected. Collectivism does not

significantly influence attitude towards purchase intention for local automobiles manufactured in Nigeria.

Table 4: Summarized influences of collectivism and consumer ethnocentrism on attitude

Constructs	IVM Nigeria (n=382)					Proton Malaysia (n=373)				
	B	SE	Beta	CR	P	B	SE	Beta	CR	P
Collectivism	.030	.040	.040	.764	.445	.275	.066	.252	4.143	***
C. Ethno.	.461	.059	.527	7.864	***	.436	.063	.461	6.925	***
R²= .289					R²= .394					

Note: B= Unstandardized beta; SE= Standard error; CR= Critical ratio; P= Probability value; ***=P<.001

On the other hand, H₄ is supported. Collectivism significantly and positively influences attitude towards purchase intention for local brand vehicles made in Malaysia. This result is in tandem with the study of Schrank and Running (2016) which found a significant influence of collectivism on attitude towards local organic food. This indicates that as Proton potential consumers' collectivistic tendencies increase, their attitude towards purchase intention for local brand cars made in Malaysia will be favorable. Thus, a call for Proton automobile company and any business organization that manufactures local brand products to promote and inculcate collectivistic tendencies into their potential consumers. This will foster a promising attitude towards purchase intention for local brand autos/products made in Malaysia. Our result also reveals that as a developing country, Malaysia's vision of being an industrialized nation is on the right track due to its sound belief structure.

Collectivism's non-significant influence on attitude towards purchase intention for local brand vehicles is a sign of Nigerian consumers' deviation from theory (cf. Hofstede cultural value). This highlights the importance of assessing cultural values on an individual level rather than a societal level. We maintain that consumers' doggedness on cultural beliefs tends to be more glaring when cultural value components are conceptualized and assessed on an individual level. Individual-level conceptualization and assessment unearth the lacuna in certain belief structures among consumers. This resonates Vincent-Osaghae and Ugiagbe (2018) assertion that Nigerian consumers are transiting in terms of personality and beliefs. It reflects a high level of acculturation among Nigerian. Therefore, it is submitted that in the wake of collectivism's inability to significantly influence attitude towards purchase intention for local brand vehicles made in Nigeria, support for local products will likely wane due to individual goals that seem to have surpassed societal interest. Hence, Nigerian consumers' psychological state is indubitably transiting through a horrific era due to national economic uncertainties. This,

however, portends a negative trajectory to the development of favorable attitudes towards purchase intention for local brand autos made in Nigeria.

4. Conclusion

Previous studies revealed that consumer ethnocentrism (CE) and collectivism influence attitude towards purchase intention for local products. This, however, spurred our interest to test this causal relationship across border in the automobile context. Guided by the theory of reasoned action and specifically focusing on a particular component of it (attitude), our results contributed to the literature on the influences of CE and collectivism on attitude towards purchase intention for local brand automobiles manufactured in developing countries. The results of this study showed that both IVM and Proton automobile potential consumers demonstrated favorable attitudes towards purchase intention for local brand autos manufactured locally. IVM and Proton automobile companies should consolidate their inroads in the minds of potential consumers by ensuring production of quality products, proximity of their showrooms, and incorporation of vehicle features that spur consumers.

Our results established that CE significantly and positively influenced attitude towards purchase intention for local brand automobiles manufactured in Nigeria and Malaysia respectively. The researchers suggest that the trend of CE among potential consumers of IVM and Proton automobiles should be sustained to enhance their progress in their respective automobile markets. The significant and positive influence of collectivism on attitude towards purchase intention for local brand automobiles manufactured in Malaysia further underscores Malaysian potential consumers' strong belief structure. Nonetheless, given the importance of the causal relationship between collectivism and attitude towards behavior as shown in the literature (Cf. Sreen et al., 2018), IVM should inculcate strong belief structures into their potential consumers through campaigns designed to educate people on the importance and benefits of supporting societal oriented projects. IVM could further inculcate collectivistic tendencies into their potential consumers through the incorporation of sophisticated auto functions and applications that are capable of decimating potential consumers' acculturation proclivities.

Foreign companies that hope to extend their marketing activities to Malaysia or Nigeria should adopt a cause-related marketing approach to reduce the impacts of consumer ethnocentrism on their products. To penetrate Malaysian markets, overseas companies may partner with local (Malaysian) companies to overcome the influences of collectivism among the target market through the adoption of local icons as their brand logo. In the event of this (partnership with local companies) local consumers shall perceive such company and their products as pro-local (Malaysians' welfare-oriented) aimed at fostering consumers' collective goals and in turn, display favorable attitudes towards purchase intention for their products.

Finally, governments in developing countries should engage in extensive buy local campaigns to promote local products. Thereafter, legislative bodies of developing countries should enact policies that encourage a favorable attitude towards purchase intention for local brand automobiles/products manufactured locally. Hence, it will sustain local brand production, increase the balance of trade, and create jobs for the citizenry.

Limitations of the present study mainly concern the number of indicators (4 items) for each construct. Although this number was specifically used to reduce unengaged tendencies among our respondents during the survey, it seems to be somewhat limited to reach full generalization. Thus, a concern about the robustness of the instruments' content validity. Moreover, this may not comparatively be exhaustive potential consumers' attitudes towards local brand automobiles manufactured in Nigeria and Malaysia respectively; hence, people in remote or semi-urban areas may exhibit a divergent attitude towards purchase intention for local brand autos manufactured locally. Therefore, future studies of attitude towards purchase intention for local brand automobiles/products manufactured locally should utilize more indicators to ensure robust fulfillment of content validity. Potential consumers from villages and semi-urban parts of developing countries should be incorporated to assess attitude towards purchase intention for local products in upcoming studies.

References

1. Agbonifoh, B. A., & Elimimian, J. U. (1999). Attitudes of Developing Countries 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.
2. 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>.
3. 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.
4. 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.
5. 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.
6. Chinedu, A. H., Haron, S. A., Hashim, A. H., & Ho, J. A. (2020). Consumers' Attitudes Towards Locally Manufactured High Involvement Products: A Systematic Review. *Asian Social Science*, 16(12), pp. 80-92.
7. Chinedu, A. H., Haron, S. A., Hashim, A. H., & Ho, J. A. (2021). Consumers' attitudes towards purchase intention for local brand automobiles manufactured in Malaysia. *Management Science Letters* 11(5), pp. 1629-1638. Available at: http://www.growingscience.com/msl/Vol11/msl_2020_427.pdf.
8. Cochran, W. G. (1977). *Sampling techniques* (3rd ed.). New York: John Wiley and Sons.

9. Craig, C. S., & Douglas, S. P. (2000). *International Marketing Research*, 2nd ed., Wiley, New York, NY.
10. 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.
11. 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.
12. Fishbein, M., & Ajzen, I. (1975). *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*, Addison-Wesley Publishing Co., Reading, MA: Addison-Wesley Pub Co.
13. 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.
14. Good, L. K., & Huddleston, P. (1995). Ethnocentrism of Polish and Russian consumers: are feelings and intentions related. *International Marketing Review*, 12(5), pp. 35-48. doi:10.1108/02651339510103047.
15. 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.
16. Hofstede, G. (1991). *Cultures and Organizations: Software of the Mind*. London, UK: McGraw-Hill.
17. Hofstede, G. (2011). Dimensionalizing Cultures: The Hofstede Model in Context. *Online Readings in Psychology and Culture*, 2(1). doi:10.9707/2307-0919.1014.
18. Hofstede Insights: Country comparison. Available at: <https://www.hofstede-insights.com/country-comparison/malaysia,nigeria/>.
19. 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.
20. Hu, L.-t., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling*, 6(1), pp. 1-55. <https://doi.org/10.1080/10705519909540118>.
21. 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.
22. 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.
23. 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.
24. 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.

25. LeFebvre, R., & Franke, V. (2013). Culture Matters: Individualism vs. Collectivism in Conflict Decision-Making. *Societies*, 3(1), pp. 128-146. doi:10.3390/soc3010128.
26. 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/>.
27. Nguyen, T. N., Lobo, A., & Greenland, S. (2017). "The influence of cultural values on green purchase behavior". *Marketing Intelligence & Planning*, 35(3), pp. 377-396. <https://doi.org/10.1108/MIP-08-2016-0131>.
28. Okechuku, C. (1994). The Importance of Product Country of Origin: A Conjoint Analysis of the United States, Canada, Germany and The Netherlands. *European Journal of Marketing*, 28 (4), pp. 5-19.
29. Oyserman, D., Coon, H., & Kemmelmeier, M. (2002). Rethinking individualism and collectivism: Evaluation of theoretical assumptions and meta-analyses. *Psychological Bulletin*, 128, pp. 3-72.
30. Paultan.org. Malaysia automotive industry overview for 2018—export is strongest growth performer, says MARii. Available at: <https://paultan.org/2019/01/18/malaysia-automotive-industry-overview-for-2018-export-is-strongest-growth-performer-says-marii/>.
31. Perner, L. (2010). Consumer behavior: the psychology of marketing. Available at: <http://www.consumerpsychologist.com/>.
32. 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>.
33. Schimmack, U., Oishi, S., & Diener, E. (2005). Individualism: A Valid and Important Dimension of Cultural Differences Between Nations. *Personality and Social Psychology Review*, 9(1), pp. 17-31. doi:10.1207/s15327957pspr0901_2.
34. 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.
35. Shankarmahesh, M. N. (2006). Consumer ethnocentrism: an integrative review of its antecedents and consequences. *International Marketing Review*, 23(2), pp. 146-172. doi:10.1108/02651330610660065.
36. 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.
37. Shimp, T. A., & Sharma, S. (1987). "Consumer ethnocentrism: construction and validation of the CETSCALE". *Journal of Marketing Research*, pp. 280-289. doi:10.2307/3151638.
38. 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.
39. 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.
40. 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/>.

41. The Ministry of Finance Malaysia (2019). The Malaysian Insight-Buy local campaign helps local firms expand their markets. Retrieved February 21, 2020 from: <https://www.treasury.gov.my/index.php/en/gallery-activities/news/item/4868-the-malaysianinsight-buy-local-campaign-helps-local-firms-expand-their-markets-lim.html>.
42. Thomas, D. C. (2008). Comparing Cultures: Systematically Describing Cultural Differences. In *Cross-cultural Management: Essential Concepts*; SAGE Publications, Inc: Thousand Oaks, CA, USA, 2008; pp. 47-69.
43. Triandis, H. C., Bontempo, R., Villareal, M. J., Asai, M., & Lucca, N. (1988). Individualism and collectivism: Cross-cultural perspectives on self-ingroup relationships. *Journal of Personality and Social Psychology*, 54(2), pp. 323-338. <https://doi.org/10.1037/0022-3514.54.2.323>.
44. 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.
45. 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.
46. 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.