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## **BRAND ORIGIN RECOGNITION ACCURACY (BORA) AND ITS ANTECEDENTS: A CASE IN MALAYSIA**

### **Abstract:**

The objectives of this study are to investigate young Malaysians' ability in recognising USA brands, and to determine the antecedents of it. It is proposed that the level of BORA score is influenced by the following antecedent variables - consumer ethnocentrism, consumer animosity, need for cognition, education, international experience, vocation, and gender. Research findings revealed that young Malaysians' ability in recognising USA brands is low, and USA BORA score is influenced by consumer ethnocentrism, need for cognition, education, international experience and gender. This study contributes to the literature and brings some insights to policy makers as well as marketing practitioners.

### **Keywords:**

Brand origin recognition accuracy (BORA), Antecedents, Consequences, Young consumers, Malaysia

**JEL Classification:** M00, M31, M16