

The Effect of Consumer Ethnocentrism on Purchase Intention towards local Leather Shoes

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ADDIS ABAB UNIVERSITY
SCHOOL OF GRADUATE STUDIES
MA PROGRAM

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Approved by *Examiners*

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Letter of Certification

This is to certify that Hanuer Osman carried out his project on the topic entitled **"The Effect of Consumer Ethnocentrism on Purchase Intentions towards Local Leather Shoes".** This work is original in nature and is suitable for submission for the award of Master Art in Marketing Management.

_____

Matiwos Ensermu (PhD)
(The Research Advisor)

Declaration

I, Hanuer Osman, declare that this research entitled ―The Effect of Consumer Ethnocentrism on Purchase Intentions towards Local Leather Shoes – is the outcome of my own effort and study and that all sources of materials used for the study have been duly acknowledged. I have produced it independently except for the guidance and suggestion of the Research Advisor. This study has not been submitted for any degree in this University or any other University. It is offered for the partial fulfillment of the degree of MA in Marketing Management.

By: Hanuer Osman (GSE/0797/04)

Signature_____

Date_____

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ABSTRACTS

The protection of local companies from foreign competition has shifted from tariff to non tariff barriers, of these non-tariff barriers consumer ethnocentrism is one of the most powerful intangible barriers to international trade and its consequences has been studied and confirmed in a number of countries (Shankamahesh, 2006). But this concept got little attention in Ethiopia both by scholars and business peoples. Therefore, the main purpose of this study is to investigate the effect of consumer ethnocentrism on purchase intention towards local leather products. Understanding the relationship between patriotism, nationalism and cultural openness with consumer ethnocentrism is the other key objective of the study. Similarly, the relationship between consumer ethnocentrism and demographic variables was evaluated. The research design is explanatory research which utilized co-relation and regression research methodology. Questionnaires were distributed to 385 consumers and 304 questionnaires was collected and analyzed. The findings from this research inferred that patriotism and nationalism has a significant positive relationship with consumer ethnocentrism. The relationship between cultural openness and consumer ethnocentrism is statistically insignificant. As far as the relationship between consumer ethnocentrism and purchase intention concerned, their relationship is positive and statistically significant. Regarding to the ethnocentric tendencies of Ethiopian consumers, it differs among different demographic factors. The findings of this study reveals the existence of consumers' ethnocentric tendencies in Ethiopia's leather shoe market, thus domestic manufacturers can use a "Made in Ethiopia" marketing campaign to change the general beliefs that foreign products are better than local.

Key Words: Consumer ethnocentrism, Patriotism, Nationalism, Cultural Openness, and Purchase Intention

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Chapter One

1. Introduction

This Chapter describes an introduction of the study. It presents the background of the study, statement of the problem, objective of the study, hypothesis of the study, conceptual model of the study, significance of the study and organization of the project.

1.1 Background of the Study

The growth of international trade and globalization noticeably increased the presence on the market of products of different nations. As a result of severe competition and involvement of foreign organizations, companies become more interested on consolidating their position in the local markets. According to Porter (1990) success in the home market is what makes a firm successful abroad. Though the success of markets mostly depends on company's ability to satisfy their customers in term of delivering products and services, consumer purchase decisions (consumer ethnocentrism) could be a decisive factor to the success of company's strategy both in domestic and foreign markets.

Shimp and Sharma defined Consumer ethnocentrism as the beliefs (knowledge structure and thought process) held by consumer about the appropriateness indeed morality of purchasing foreign made products in place of domestic ones (Shimp and Sharma 1987). Consumer ethnocentrism was developed to predict and explain consumers' use of country of origin information and to understand how such product evaluations can be useful to marketers of both domestic and foreign products. Studies conducted in developed nations shows that consumers in these countries tend to prefer products from their own or other developed countries to those from less developed countries (Wand and lamb, 1983). There is extensive evidence showing that Americans prefer American made products to foreign products (Gallup, 1985). Luque-Martinez, Ibāńez-Zapata and Del Barrio-Garcia (2000) argue that research on the consumer ethnocentrism may be a vital step towards a better understanding of how individual and organizational consumers compare domestic and foreign products, as well as the reasons why patriotic prejudices are developed about foreign products.

The Ethiopian leather industry is a relatively older industry with more than 80 years of involvement in processing leather and producing leather products basing it on domestic livestock resources. Indeed Ethiopia has the largest herd of livestock in the world and the first in Africa. According to 2012 Central Statistics Agency (CSA) report the livestock population is estimated at 53.9 million cattle, 25.5 million sheep, and 24.06 million goats. The livestock population annually produced 75,600 tons of cattle hides, 15,300 tones of sheep skins and 13,800 tones of goat skins (FAO, 2012).

In addition to the large livestock population, the cattle hides are well known internationally for their fine grain pattern and good fiber structure that are ideal for making shoe uppers. The highland sheepskins have got worldwide reputation and great demand in terms of quality, thickness, flexibility, strength, compact structure and clear inner surface on the international leather market (the Ethiopian herald, 2013) as a result shoes which uses such raw materials have been preferred by consumers.

There are around 21 footwear industries in Ethiopia, which provides their products both for local and export markets with a production capacity of 16,450 pairs of shoe per day. They sold 42% and 58 % of their products to local and foreign markets (ELIA-LIDI 2012). Shoes produced by the Ethiopian footwear industries become very popular both in terms of quality and prices but other factors that could be taken by consumers on their purchase decisions has to be studied, of this factors Consumer Ethnocentrism will be the focus of this study.

Conducting research to investigate the relationship between consumer ethnocentrism and purchase intention towards local products in Ethiopian (The oldest independent nation in Africa, who are patriot to defend their borders from enemies) is crucial. Taking in to consideration the above facts the purpose of this study was to investigate the effect of Patriotism, Nationalism and Cultural openness on consumer ethnocentrism and purchase intention towards local leather products.

1.2 Statement of the problem

With globalization and the elimination of tariff barriers, local markets increasingly exposed to products from different origins. The protection of local companies from foreign competition has shifted from tariff to non tariff barriers, of these non-tariff barriers consumer ethnocentrism is one of the most powerful intangible barriers to international trade and its consequences has been studied and confirmed in a number of countries (Shankamahesh, 2006). Therefore, understanding the impact of consumer ethnocentrism on purchase intention towards local products will facilitates marketing responses and it helps local companies to resist market competitions. Unfortunately this concept got little attention in Ethiopian both by scholars and business peoples.

Different types of shoes from different countries are available on the Ethiopian foot wear markets. When Ethiopia joins the World Trade Organization (WTO) the entrance of foreign companies will increase significantly and this will force local companies to search for unique strategic competitive means. In addition to others competition means the ‘’made- in home’’ campaign would be an important option. To do this research on consumer ethnocentrism and intention to buy local products will be a prerequisite. Therefore, there is need to gain more understanding in the area of consumer ethnocentrism.

Researches which have been done on different nation shows consumer preference for purchasing products could be influenced by their nationalism, patriotism, and openness to foreign cultures however, to the knowledge of researcher not much of formal research had been done in Ethiopia to investigate the relationship between consumer ethnocentrism and purchase intention taking socio- psychological characteristics as a variables.

The issues of nationalism, patriotism and openness to foreign culture have been researched and considered as antecedents to consumer ethnocentric tendencies. Similarly, Homburg and Giering, (2001) argued that incorporating demographic consumer characteristics into studies of consumer behavior increases its relevance for managers and practitioners.

Therefore studying the effect of Patriotism, Nationalism and Cultural openness on consumer ethnocentrism and purchase intention towards local leather products is critical.

1.3 Objective of the Study

General Objective

The general objective of the study was to investigate the effect of Patriotism, Nationalism and Cultural openness on consumer ethnocentrism and purchase intention towards local leather products.

Specific objectives

- To examine the relationship between patriotism and consumer ethnocentrism.
- To investigate the relationship between nationalism and consumer ethnocentrism.
- To identify the relationship between Cultural openness and consumer ethnocentrism.
- To investigate the relationship between consumer ethnocentrism and demographic variables (Age, Sex, Income and Education).
- To investigate the relationship between consumer ethnocentrism and purchase intentions towards domestic leather products.

1.4 Research Questions

- What is the relationship between patriotism, Nationalism, Cultural Openness and Consumer ethnocentrism?
- What is the between Consumer Ethnocentrism tendencies level and demographic variables?
- What is the effect of consumer ethnocentrism on purchase intentions towards local leather products?

1.5 Hypothesis of the study

Based on the review of existing literature and problems identified the hypotheses of the study were:

$H1_0$: There is no positive relationship between Patriotism and ethnocentric tendencies towards local leather products.

$H1_1$: There is a positive relationship between Patriotism and ethnocentric tendencies towards local leather products.

$H2_0$: There is no positive relationship between Nationalism and ethnocentric tendencies towards local leather products.

$H2_1$: There is a positive relationship between Nationalism and ethnocentric tendencies towards local leather products.

$H3_0$: There is no negative relationship between Cultural openness to foreign culture and ethnocentric tendencies towards local leather products.

$H3_1$: There is a negative relationship between Cultural openness to foreign culture and ethnocentric tendencies towards local leather products.

$H4_0$: There is no significant difference in ethnocentric tendencies towards local leather products with in different age group.

$H4_1$: There is significant difference in ethnocentric tendencies towards local leather products with in different age group.

$H5_0$: There is no significant difference between Income and ethnocentric tendencies towards local leather products.

$H5_1$: There is a significant difference between Income and ethnocentric tendencies towards local leather products.

$H6_0$: There is no significant difference between Gender and ethnocentric tendencies towards local leather products.

$H6_1$: There is a significant relationship between Gender and ethnocentric tendencies towards local leather products.

$H7_0$: There is no significance difference in ethnocentric tendencies towards leather products between different education levels.

$H7_1$: There is a significance difference in ethnocentric tendencies towards leather products between different education levels.

$H8_0$: There is no a positive relationship between consumer ethnocentrism and purchase intention towards local leather products.

$H8_1$: There is a positive relationship between consumer ethnocentrism and purchase intention towards local leather products.

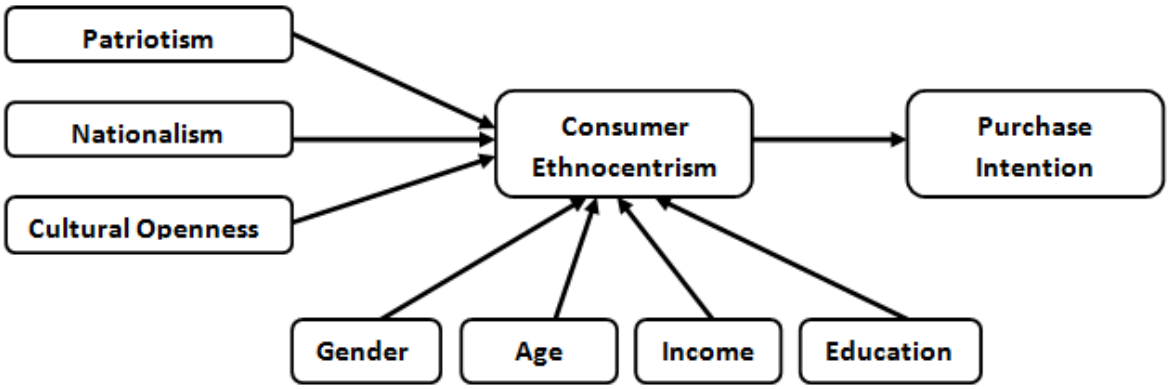


Figure: 1.1 Research Frame Work

Source: Based on Conceptual model of Sharma et al. (Sharma et al., 1995)

1.5 The Significant of the study

For the researcher, the paper is important and requirement for the partial fulfillment of Masters of Art in Marketing Management. It helps the researcher to implement the theoretical knowledge to the practical scenario and helps to acquire broader knowledge about the subject matter under the study.

The finding of the study is useful for local companies on their formulation of marketing strategies to protect and defend their business from stiff foreign company's competition and also the output of the study can be taken as a base to launch a made-in home campaign strategy. In addition to the above benefits the study will contribute more in awareness creation concerning the issue and it will be a base for future researches.

1.6 Organization of the study

The project work was organized in the following steps:

Chapter one: Introduction- included background of the study, statement of the problem, general and specific objectives, significance of the study, delimitation.

Chapter two: Review of literature comprises consumer ethnocentrism, the relationship between consumer ethnocentrism and demographic variables, the relationship between patriotism, nationalism, cultural openness and ethnocentrism, the relationship between consumer ethnocentrism and purchase intention towards domestic products.

Chapter three: Research methodology -consists of research design, sources of data collection, sample size and sampling procedures, method of data collection and data analysis

Chapter four: findings from the survey result are discussed.

Chapter five: in this chapter general conclusions are drawn, possible recommendations to the problems are suggested. In addition major limitation of the study and indication of further studies in the area are drawn.

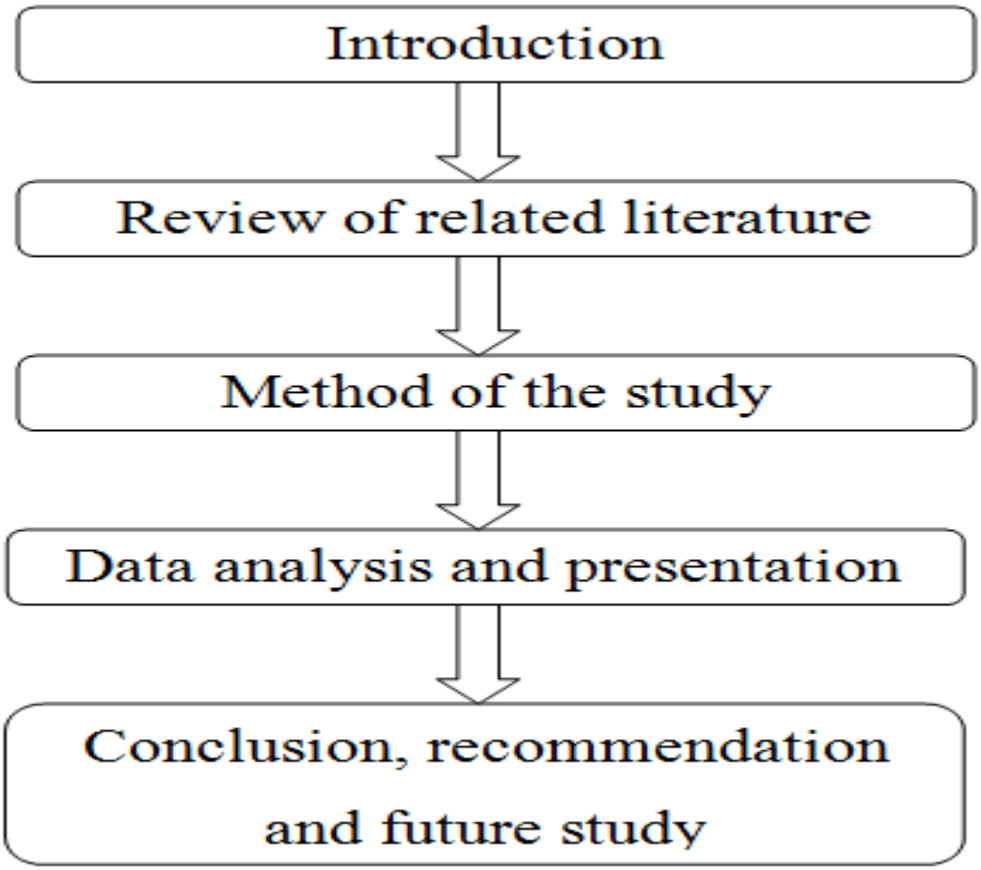


Figure 1.2 Structure and organization of the project

Chapter Two

2. Review of Related Literature

After an extensive review of different literatures the definition of all variables, their measurement instrument, and the finding of different studies in different countries were presented in this chapter.

2.1 Consumer Ethnocentrism

2.1.1 Ethnocentrism

The term “ethnocentrism” was introduced to the world in the beginning of 19th century as a sociological phenomenon. Therefore, Ethnocentrism was generally a sociological concept which is commonly used in circles where ethnicity, inter-ethnic relations, and similar social issues are of concern. The usual definition of the term is "thinking one's own group's ways are superior to others" or "judging other groups as inferior to one's own". "Ethnic" refers to cultural heritage, and "centrism" refers to the central starting point... so "ethnocentrism" basically refers to judging other groups from our own cultural point of view (Barger: 2004).

Sumner (2004) defined ethnocentrism as a ‘’view of thing in which one’s own group is the center of everything and all others are scaled and rated with reference to it…’’. It can also be referred to as a group level version of individual prejudice (Cox: 1994).

Ethnocentrism represents the tendency for individuals to view their group as the center of everything, to see and judge other groups from their own perspective, rejecting those individuals and ideas that are culturally different, while blindly accepting those that are similar (Shimp, Sharma, 1987). Therefore the group, an individual belongs to, determines the standard of scaling and rating other groups as well as the willingness to associate with them.

Sumner (1906) assumes that ethnocentrism is characterized by the two-dimensional structure. On one hand, it is an unfavorable attitude toward non members of “our” group. On the other hand, it is accompanied by a positive, friendly attitude toward individuals belonging to the same group as we do. In consequence of the bias, individuals formulate or

maintain already existing stereotypes, or create their own belief about the natural superiority of their group over others. Kwak, Jaju and Larsen (2006) point out that an ethnocentric individual strongly supports the traditions, symbols, icons, and products of his or her own culture and that such a person simultaneously dislikes the traditions, symbols, icons and products of other cultures.

2.1.2 Consumer Ethnocentrism

Shimp and Shamia (1987) apply ethnocentrism to the study of marketing and consumer behavior and have coined the term "consumer ethnocentric tendencies" to represent beliefs (knowledge structure and thought process) held by consumer about the appropriateness indeed morality of purchasing foreign made products in place of domestic ones. According to the concept, highly ethnocentric consumers may think that buying foreign made products hurts the economy of their country, causing unemployment, and is unpatriotic. Conversely, those who do not reveal ethnocentric tendencies, think that foreign products should be evaluated on their own merits without consideration to where they were made in.

Shimp and Sharma (1987) described the following points as the characteristics of consumer ethnocentrism:

- It results from the love and concern for one's own country and the fear of losing control of one's economic interests as a result of the harmful effects that imports may have on one-self and countrymen.
- It contains the intention or willingness not to purchase foreign products.
- It refers to personal prejudices against imports
- It is a general tendency as opposed to a specific attitude.
- It is inelastic with respect to price or other product related attributes.
- It is assumed to be socialized during childhood like other behavioral patterns.

Balabanies and Diamantopoulous (2004) associate consumer ethnocentrism as the general preference to buy domestically produced products and the negative attitude towards products originated from particular foreign countries. Thus, consumer ethnocentrism refers to the perception that imports might harm the national economy as they represent the potential

competition to local business and employments (Cumberland, el al 2010, Evanschitzky et al. 2008, and Sharma, Shimp & Shin 1995). Similarly, this negative biases against foreign imported goods lead to a purchase unwillingness of foreign made product.

Consumer ethnocentrism is a three-factorial phenomenon. First, it is manifested in the sense of attachment to the group (country), and the fear of losing control over it, or results of harmful effects on economic interests. Second, it is an intention or willingness not to purchase non-domestic goods. Finally, it is a prejudice of an individual against imported products, despite the assumption that the overall level of consumer ethnocentrism in a social system is the sum of individual tendencies (Sharma et al. 1994).

According to the authors (Sharma et al., 1994), consumer ethnocentrism on one hand leads to overestimation of domestic production, and at the same time underestimation of the foreign production. On the other hand, it is a kind of moral obligation to purchase and prefer only domestic goods. Consumer ethnocentric tendencies do not develop in isolation; they are part of a combination of socio-psychological and demographic stimuli (Shimp, et al., 1994). Consumer ethnocentrism is the focal construct, related to demographic variables (Age, sex income etc) and other social-psychological constructs (openness to foreign cultures, patriotism and nationalism).

2.1.3 Consumer Ethnocentrism Measurement

Many scholars have attempted to find out the best way to measure the amount of ethnocentrism perceived between individuals and nation's etc. Consumer ethnocentrism scale (CETSCALE) which is developed by Shimp and Sharma based on a socio-psychological literatures considered as the first ever to accurately measure consumer ethnocentrism in America. Shimpa and Sharma characterizes this scale as a measure of ''ethnocentric tendency'' rather than ''attitude'' because the latter term suggest a greater degree of object specificity than the CETSCALE is intended to capture (Shimp and Sharma: 1995).

CETSCALE is designed to measure consumers' ethnocentric tendencies related to purchasing foreign versus American products. It consists of 17 items scored on seven-point Likert-type formats and represents an accepted means of measuring consumer ethnocentrism across cultures/nations. In their study, Shimp and Sharma (1987) suggested several potential applications of the scale to population groups in countries which are not similar to the USA.

Similarly a study which is conducted by Netemeyer et al. (1991) showed strong support for the validity of the scale across four different countries, France, Germany, Japan and the USA with an alpha levels ranging from 0.91 to 0.95 across the four countries studied.

The analysis which is carried out on Spain consumers concludes that the 17 item CETSCALE is a reliable and valid measurement of consumers' ethnocentric tendencies with an alpha value of 0.9891 (Teodoro Luque-MartõÂnez el al: 1998). CETSCALE also found to be reliable to measure consumer ethnocentric tendencies in developing countries, (Sorush Sepehr & Azar Kaffashpoor: (2012) and V.S Mangnale, R.M Potluri and Habtamu Degofu: (2011).

Over time, shorter versions of the CETSCALE, based on the original 17-item scale, were developed. Shimp and Sharma (1987) introduced a 10-item version of the CETSCALE. According to Pentz (2011) this version was also used by authors such as Nielsen and Spence (1997); Steenkamp and Baumgartner (1998); Lindquist, Vida, Plank and Fairhurst (2001); Douglas and Nijssen (2003); Bawa (2004:45) and Evanschitzky, Wagenheim, Woisetschläger and Blut (2008).

Both 17 and 10 item CETSCALE is found to be a reliable scale to measure the beliefs held by Ethiopian consumers about the appropriateness, indeed morality of purchasing foreign products in place of domestic products with a Cronback's alpha level of 0.847 for the product market and 0.877 for the service market. According to the find of V.S Mangnale, R.M Potluri and Habtamu Degofu, (2011) Ethiopian consumers can be considered to have medium level of ethnocentrism. Similarly Daniel Altah (2013) used the revised 10 item CETSCALE and found that Ethiopian consumers are not less ethnocentric or highly ethnocentric.

Table 2.1 Reliability of CETSCALE

Author/s	Country	Cronbach's alpha
V.S Mangnale, R.M Potluri and Habtamu Degofu, (2011)	Ethiopia	0.847 - 0.877
Daniel Altah (2013)	Ethiopia	0.874
Shimp and Sharma (1987)	USA	0.94 - 0.96.
Sharma et al. (1995)	Korea	0.91
Good and Huddleston (1995)	Poland, and Russia	0.91 - 0.95
Caruana (1996)	Malta	0.64
Javalgi et al (2005)	France	0.92
Yeong et al., (2007)	Malaysia	0.95
Kaynak and Kara, (2002)	Turkey	0.93
Mensah et.al., (2011)	Ghana	0.881
Pentz (2011)	South Africa	0.901 - 0.947

Source: Organized from different past literature.

2.2 Consumer Ethnocentrism and Demographic Variables

2.2.1 Age and Ethnocentrism

According to the finding of Mangnale el al. (2011) Ethiopian consumers, there were no significant differences in ethnocentrism by age. However, Because of the conservative nature of older people, they tend to be more ethnocentric than younger people, and are less favorably disposed towards foreign goods (Balabanis et al., 2002). Similarly, previous studies have support for the idea that older people show more consumer ethnocentric tendencies than younger people (Sharma et al., 1995). The result of the studies which are done by Han (1998) in USA and Good and Huddleston (1995) have shown that age was positively related to consumer ethnocentric tendencies (i.e. older people display more consumer ethnocentric tendencies than younger people). On the other hand, Shankarmahesh (2006) argue that younger generations show more cosmopolitanism due to socio-cultural influences and more of them tend to be less ethnocentric.

This argument can be justified by some research findings that demonstrate a low score in the CETSCALE for younger customer groups in comparison to elders (e.g. Good & Huddleston, 1995; Klein and Ettenson, 1999; Caruana, 1996; Watson & Wright, 2000; Lee et al. 2003; Javalgi et al. 2005; Chryssochoidis et al. 2007). However some studies (e.g. Bawa, 2004, Sharma et al., 1995; Festervand et al., 1985) did not find a significant relationship between age groups and the degree of CE.

2.2.2 Gender and Ethnocentrism

Gender is an important demographic factor in analyzing the behavioral aspects of customers (Shiffman and Kanuk, 2007). There seems to be consensus among a number of researchers that gender does influence consumer ethnocentrism and that women generally have higher ethnocentric scores than men. Han (1988) claimed that women are more patriotic customers than men and tend to unfavorably evaluate imported products. Similarly, the following researchers Balabanis et al., (2002), Javalgi, et al. (2005), Sharma, Shimp, & Shin, (1995) support the finding of Han. However, there is no consensus among previous researchers regarding the relationship between gender and CE (Javalgi et al. 2005).

Regarding to the Ethiopian consumers women scored higher than men on ethnocentrism (Mangnale el al. 2011).

2.2.3 Education and Ethnocentrism

Education help people to reduce their conservative tendencies (Ray, 1990) as a result education level of customers will negatively correlate with consumer ethnocentrism. Therefore, the results of some prior studies seem to concur that there is a negative correlation between consumers‟ education levels and consumer ethnocentrism: the more highly consumers are educated, the less ethnocentric they become. Some of the underlying reasons for this phenomenon are educated consumers tend to be less conservative, are less likely to have ethnic prejudices or be patriotic, and are more likely to favor imported over domestic products (Javalgi et al., 2005). Aligning with this argument McLain and Sternquist (1991) noted that less educated customers are more ethnocentric and have less favorability to purchase foreign brands (Wall and Heslop 1986).

In contrary to the above finding in Ethiopian, there is no significant difference in ethnocentrism by consumers' educational level (Mangnale el al. 2011).

2.2.4 Income and Ethnocentrism

From a demographic perspective, income or economic circumstances of a customer becomes an important personal factor which influences the customers buying decision process (Kotler, 2000). The results of a number of previous studies seem to confirm a negative correlation between consumers‟ income levels and consumer ethnocentrism: consumers with higher incomes appear to be less ethnocentric.

Sharma et al. (1995) proposed that as their incomes increase, people tend to travel overseas and try more products, which may result in a more cosmopolitan views and an increased openness to products of foreign origin. However, there is a degree of inconsistency among results of different studies.

A number of studies (Han, 1988; Good and Huddleston, 1995; Javalgi et al., 2005 and Nguyen et al., 2008) did, however, not find significant evidence that the level of consumer income is negatively related to ethnocentric tendencies.

In Ethiopian, Mangnale el al. (2011) found that there is no significant relationship between consumer ethnocentrism and their income level.

2.3 Consumer ethnocentrism and socio-psychological variables

2.3.1 Patriotism

Albarq and Nik Mat (1995) and Sharma et al. (1995) define patriotism as love for or devotion to one's country. Patriotism can also be defined as "strong feelings of attachment and loyalty to one's own country, but without corresponding hostility towards other nations" (Balabanis et al. 2001). Sharma (1995) put forward the argument that patriotism is positively related with consumer ethnocentrism. Both ethnocentrism and patriotism focus on loyalty, but with different consequences (Carvalho: 2005). Ethnocentrism is "a feeling of superiority to other nations and protective behavior towards the home nation" (Carvalho: 2005), which emphasizes on "love, supportive and protective" feelings that consumers have towards their own nation as a result ethnocentric consumers tend to overestimate and support domestic products and underestimate and avoid purchasing foreign products with a belief that buying imported products would hurt domestic jobs, and destroy the domestic economy (Shimp and Sharma, 1987; and Sharma et al., 1995). Patriotism, however, can be expressed as a "love and support" to consumer's own nation, without "protective or defensive" feelings towards other groups. Therefore, consumers who exhibit higher levels of patriotism do not necessarily oppose other countries (Heaven, Rajab, and Ray: 1985) nor are against purchasing foreign products.

In addition to what is referred above, Huddy and Khatib (2007) have oprationalized patriotism into three different aspects; constructive patriotism, symbolic patriotism and uncritical patriotism. They have defined constructive patriotism as "an attachment to country characterized by support for questioning and criticism of current group practices that are intended to result in positive change". Symbolic patriotism refers to "a relatively conceptual or affective attachment to the nation and its core values". Uncritical patriotism is "rigid and inflexible attachment to country". Therefore symbolic and uncritical patriotism can be considered as blind patriotism of consumers. According Schatz et.al, (1999) blind patriotism is "an attachment to country characterized by unquestioning positive evaluation, staunch allegiance, and intolerance of criticism". Therefore the relationship between consumer patriotism and CET can be varied as mentioned in the aforesaid three different aspects of the patriotism.

Empirical support for a positive relationship between patriotism and CET is provided by studies, such as Han (1988), Sharma et al. (1995) and Klein and Ettenson (1999). Balabanis et al. (2001) found that patriotism had a positive effect on ethnocentrism in the Turkish. There is empirical evidence to the contrary, For example, Bannister and Saunders (1978) concluded that "the patriotism of British respondents does not extend, with any degree of conviction, into consumer goods markets." Similarly, Fraering (2007) found that American business students do not necessarily associate patriotism with purchasing domestic products. Therefore we can conclude that the effect of patriotism on ethnocentrism may vary from country to country.

Regarding to the measurement of patriotism, Sharma el al, (1995) developed eight items scale based on the scale which is initially developed by Lecinson's (1950) scale but the 12-item scale developed by Kosterman & Feshbach (1989) has been widely used by previous researchers in behavioral sciences. However, in this research patriotism will be measured by a modified five item scale adopted from Wint, Gregory, and Di Mascio (2008) who intern adopted it from Kosterman and Feshbach's (1989).

2.3.2 Nationalism

Nationalism which will develop as a result of national identification and attachment produce evaluative judgments about one's own country and those of others. Kosterman and Feshbach (1989) associate nationalism with the perception of national superiority, an orientation toward national dominance, and a downward comparison of other nations and they drew a conceptual distinction between patriotism and nationalism by stating that unlike patriotism, nationalism reflects a perception of national superiority and an orientation towards national dominance. Akhter (2007) also found that during evaluative judgments both nationalism and patriotism will be considered but nationalism includes a negative evaluative bias against other countries. Granzin and Painter (2001) argue that nationalism places the home country status first.

According to Sharma et al. (1995), in cases where foreign countries become a threat to the national economy; people become more nationalistic as well as more ethnocentric. Furthermore, Kosterman and Feshbach (1989) noted that nationalism is closely associated

with CET. Similarly, previous studies have found that nationalism is an important predictor of consumer ethnocentrism (Lee, Hong & Lee, 2003 and Vida, Dmitrovič & Obadia, 2008).

Many scholars has been trying to introduce a better scale to measure nationalism of people, most of the researchers in consumer behavior (e.g. Balabanis et. al., 2001, Lee et. al., 2003) have frequently adapted to 8-item scale developed by Kosterman and Feshbach (1989).

Table 2.2 Nationalism scale by Kosterman and Feshbach (1989)

No	Questions
1	In view of America‟s moral and material superiority, it is only right that we should have the biggest say in deciding United Nations policy.
2	The important thing for the U.S. foreign aid program is to see to it that the U.S. gains a political advantage (excluded by Balabanis et al.)
3	The first duty of every young American is to honor the national American history and heritage.
4	Other countries should try to make their government as much like ours as possible.
5	Generally, the more influence America has on other nations, the better off they are.
6	Foreign nations have done some very fine things but it takes America to do things in a big way.
7	It is important that the U.S. win in international sporting competitions like the Olympics.
8	It is really not important that the U.S. be number one in whatever it does.

As the nature of Ethiopia differs from U.S.A the author of this study has removed the first and the second question from Kosterman and Feshbach scale. Similarly by Balabanis et al. (1989) excluded question number two to measure nationalism in Turkey/Czech.

2.2.3 Cultural openness

Cultural openness is defined as awareness, understanding and acceptance of other cultures and it is determined by willingness to interact with people from other cultures and experience some of their artifacts (Sharma et al., 1995). Shankarmahesh (2006) has defined cultural openness as "the opportunity and willingness of people in one culture to interact toward people, values, and artifacts from other cultures". Thus it is simple to generalize that cross-cultural interactions and familiarity with other cultures will mitigate ethnocentric tendencies in general and CET in specific.

Studies conducted by Howard (1998) Sharma et al. (1995) have revealed a negative correlation between cultural openness and consumer ethnocentrism and they have relied heavily on conventional wisdom that "cross-cultural interactions and travel opportunities can broaden one's mind" (Berkowitz, 1962), meaning the opportunity to interact with people from other cultures can lower cultural prejudice. Additionally, Ruyter et. al., (1998) empirically proved that there is a strong negative correlation between cultural openness and CET in Netherland. Furthermore the study by Pentz (2011) on South Africa's consumers show that the higher the levels of cultural openness reported by the respondents, the lower their consumer ethnocentrism would be. On the contrary results of a study by Javalgi et al. (2005) revealed that cultural openness seems to be independent of consumer ethnocentrism among French consumers.

As far as measurement tools of cultural openness are concerned, there is no universally accepted scale for measuring cultural openness. Some scholars like Vida, et al., (2008) have employed some selected items of the cosmopolitanism scale proposed by Yoon, Cannon and Yaprak, (1996) and they have found high reliability of those scales as sighted by Wanninayake Mudiyanselage (2013). Therefore, on this study cultural openness will be measured using five questions that are selected from cosmopolitanism scale.

2.3 Purchase Intention

Purchase intention represents motivational components of a behavior (Shim, Eastlick, Lotz, & Warrington, 2001), and is the plan to buy products for future. Intentions are assumed to capture the motivational factors that influence a behavior (Ajzen, 1991). Behaviors are more likely to result from intention when people believe they have the resources to perform the behavior and believe they are likely to be successful in performing the behavior.

The relationship between purchase intention and actual purchase has generally proven to be positive and significant but some researchers have noticed that the strength of the relationship varies. Although intention is often used as a proxy for actual purchase, intention may not directly lead to actual purchase. Young et al. (1998) indicated that a measurement error in measuring intention, behavior change between the time intent, systematic biases, the effect of respondent characteristics, and the effect of measuring intention on behavior all cause imperfect measures of behavior. Generally we can conclude that consumers may say they prefer to buy local products, but then they may not reflect these preferences in their behavior.

This study will focus on consumer purchase intention towards local products not the actual purchase. Study found out that the more ethnocentric a consumer is, the more the consumer will be opposed to the importation of foreign goods (Javalgi et al., 2005) or the consumer will be more interested on his/her intention to buy local products. For example, consumers in developed countries tend to prefer their own countries' products (Papadopoulos et al. 1990; and Usunier 1993). In this study a five item scale that were used by Ettenson & Klein (2005) to investigate the willingness of Australian respondents to purchase French products (Ettenson & Klein, 2005) is chosen to measure the purchase intention of Ethiopian consumers towards local leather products.

Chapter Three

3. Research Design and Methodology

This Chapters explains the methodology of the study which includes the research design, participant of the study, sample size determination method, instrument used, data collection procedure, data analysis method and ethical consideration part.

3.1 Design of the Study

The study has an explanatory research design which utilized co-relation and regression analysis to investigating the effect of patriotism, nationalism and cultural openness on consumer ethnocentrism. And also the relationship between consumer ethnocentrism and purchase intention towards local leather products were explored.

3.2 Participants of the study

The populations of the study were all Addis Ababa residents who are buyers (users) of leather shoe products and to increase the representativeness, data was collected from selected big shops and malls. One of the main reason for choosing Addis Ababa as a population of the study was related from the nature of the residences. As the peoples of Addis Ababa come from different regions of Ethiopia, they can represent different culture, religion, political, commercial and economical backgrounds. As a result, the finding of the study can be generalized at country level. Whereas the logic behind selecting leather footwear is that the quality and style of both imported and local footwear products are relatively similar and as a result effect of quality and style on consumer purchase decisions minimized.

3.3 Sample size determination method

The populations of the study were all Addis Ababa residents who are buyers (users) of leather shoe and their specific number is unknown. To determine the sample size for unknown population the following formula, which is based on 95% confidence interval and 5% error term, is recommended by scholars (WWW.businessadvocacy.net.) thus:

$$n_0 = \frac{z2p\,(1-p)}{e^2}$$

$$n_0 = \frac{1.96^2 0.5\,(1-0.5)}{0.05^2}$$

Therefore the sample size of the study was 385.

3.4 Sampling Technique

To select and administer questionnaires consumers were selected using a systematic sampling method. To randomize the selection of respondents every 2nd, 4th and 6th entrant to Getu commercial center, Tana Gebeya and Anbessa Shoe Shops were selected and approached.

3.5 Instruments/ Measurement

In this study a questioner survey instrument was employed as structured questioners are suited for quantitative research design. The questionnaires that were used in this study had a form of fixed-response alternative questions that require the respondent to select from a predetermined set of answers to every question.

There were six parts in the questionnaires. Part one consist questions on demographic variables of the respondents. On Part Two Patriotism were explored and it was measured using questions adopted from Wint, Gregory, and Di Mascio (2008) who intern adopted it from Kosterman and Feshbach's (1988).

Questions on Part Three intended to measure Nationalism and it was done using a Seven Item scale which was developed and used by Balabanis, el al. (2001).

On Part Four cultural openness of the respondents were assessed. Even though, there is no universally accepted scale for measuring cultural openness. Some scholars (e.g. Vida, et al., 2008) have employed some selected items of the cosmopolitanism scale proposed by Yoon, Cannon and Yaprak, (1996) and they have found high reliability of those scales as sighted by Wanninayake Mudiyanselage (2013). Therefore, on this study cultural openness was measured using five questions that were selected from cosmopolitanism scale**.**

Part Five were prepared to examine consumer ethnocentrism and for the sake of simplicity the modified 10–item versions of the CETSCALE was used.

Finally, On Part Six the purchase intention of Ethiopian consumers towards domestic produced leather footwear was measured using a five scales that were used by Ettenson & Klein (2005) to investigate the willingness of Australian respondents to purchase French products (Ettenson & Klein, 2005).

Thus to measure all variables the study utilized a seven point Likert Scale from (1) strongly disagree to (7) strongly agree as it is a widely used rating scale which requires the respondents to indicate a degree of agreement or disagreement with each of a series of statements or questions (Albaum, 1997). The reason for choosing this scale is that it is easy to construct and administer and respondents readily understand how to use the scale (Malhotra and Birks, 2003).

3.6 Procedure

First, all the original English Version questionnaires were translated to Amharic Language and then it was back translated to English to come up with the right Amharic versions. Before the main survey, the questionnaires were tested to identify whether the questionnaires are able to capture the required data and is easily –understandable as well as whether there were any vague and confusing questions in the questionnaire.

The study was followed the following steps to get the desired response rate and to administer the instruments. There are ten sub-cities in Addis Ababa. In order to minimize bias and to increase the representativeness of the sample, the questionnaires will be administered on selected big shops/malls/ in the ten sub-cities. Before distributing the questionnaires to respondents' permission were requested from shop/mall/ administrators. To randomize the selection of respondents every 2^{nd} , 4^{th} and 6^{th} entrant to the shopping mall were approached and if not willing to participate the questionnaire apologize for the delay and goes the next entrant.

Majority of the questionnaires were self administered by a trained and degree holder questionnaire. The reason to use such method was to get easily respondent willingness. In the case of educated participant questionnaires was filled out by the respondent themselves but any question by the respondent was handled by the questionnaire.

3.6.1 Method of selecting shopping malls

In order to select shopping mall where questionnaires distributed and collected, first the number of leather shoe retailer shop in Addis Ababa were gathered from Addis Ababa trade office. As it is clearly shown in the below table the highest number of retailer shoe shop is found in Addis Ketem and Bole sub city. Considering the cost and time limitation and the representative nature of the two sub city Getu Commercial Center from Bole sub city and Tana Gebya and Anbessa shoe shop from Addis ketema sub city were selected.

Table 3.1 Retailer shoe shop in Addis Ababa

No.	Sub City	Number of retailer shoe Shop
1	Ledeta	41
2	Kirkos	150
3	Bole	444
4	Lafto	55
5	Arada	183
6	Akaki	64
7	Addis Ketema	867
8	Kolfie	132
9	Yeka	190
10	Gulelle	41
Total		2167

Source: Addis Ababa City Trade Office internal document (2014)

3.7 Data Analysis

The data analysis part were done using SPSS (Statistical Package for the Social Science) version 16 application program. To test hypothesis one, two and three (the relationship between Patriotism, Nationalism and cultural openness with consumer ethnocentrism) correlation and regression analysis were used. To test hypothesis four, five, six and seven (The difference on consumer ethnocentric tendencies among different demographic variables) ANOVA and independent sample T-test were applied. Finally hypothesis eight (Whether there is a relationship between consumer ethnocentrism and purchase intention towards local leather products) were tested using regression analysis method.

3.8 Ethical Considerations

In order to keep the confidentiality of the data given by respondents, the respondents did not required to write their name and assured that their responses were treated in strict confidentiality. The purposes of the study were disclosed in the introductory part of the questionnaire. Furthermore, the researcher has tried to avoid misleading or deceptive statements in the questionnaire. Lastly, the questionnaires were distributed only to voluntary participants.

Chapter Four

4. Data Analysis and Presentation

Chapter four describes data analysis and interpretation part. It covers the reliability test for the scale used, response rate, descriptive analysis of all variables, One way ANOVA test, independent sample T-test result, the finding of correlation result and regression analysis

4.1 Scale Reliability Test

Scale reliability test is done to check whether a scale applied In this research consistently reflect the subset it measures. The reliability in this study as assessed by cronbach's alpha, which is commonly used as a measure of the internal consistency or reliability of a psychometric test score for a sample of examinees The accepted limit of Cronbach's α is 0.70. In this paper, the Cronbach's α is computed using SPSS package 16.0 (Statistical Package for Social Sciences) and was found to be more than 0.70. the maximum and the minimum α level is 0.892 and 0.734 respectively Therefore data obtained using these scales are highly reliable to do further analysis.

Table 4.1 Reliability Test

Variables	Cronbach's Alpha	N of Items
Patriotism	0.892	5
Nationalism	0.741	6
Cultural Openness	0.734	5
Consumer ethnocentrism	0.876	10
Purchase Intention	0.877	5

Source: Survey data (2014)

4.2 Response Rate

Out of the total 385 set of questionnaires 308 questionnaires were returned, yielding 80% response rate. However, 4 questionnaires were not completed as a result the number of questionnaires for data analysis was 304 which represent 79% response rate. The response rate was high because for the majority of respondent the researcher used self-administered method.

4.3 Characteristics of Respondent

Table 4.2 describes the demographic characteristics of the respondents. Detail description of the respondent presented below the table.

Table 4.2 Respondent Characteristics

Item		Frequency	Percent	Valid Percent
Age	18 - 26	91	29.93	29.93
	27-35	96	31.58	31.58
	36-45	47	15.46	15.46
	More than 46	70	23.03	23.03
Gender	Male	160	52.63	52.63
	Female	144	47.37	47.37
Income	Less than 1200 birr	61	20.07	20.07
	1201 - 2000 birr	80	26.32	26.32
	2001- 3000 birr	47	15.46	15.46
	3001 - 4000 birr	64	21.05	21.05
	Greater than 4000 birr	52	17.11	17.11
Education	Elementary	20	6.58	6.58
	Secondary	84	27.63	27.63
	Diploma	116	38.16	38.16
	Degree	72	23.68	23.68
	Second Degree and above	12	3.95	3.95

Source: Survey data (2014)

As it shown in table 4.2 the majority of the respondents were male (52.63%) whereas females took 47.37 % of the respondent. 61.51% of the respondent are between 18-37 years old. Very young people (18-26 years old) cover 29.93 % of the sample, and age group between 27 and 35 years old consisted 46% of the total sample. 23.03 % of the respondents are above 46 years of old.

Regarding to income of the respondent, 46.39% of the respondents have an income of below 2000 Birr /month while 17.11% of them earned more than 4000 Birr /month.

As far as education level of the respondent concerned 6.58% of them completed elementary education. The majority of the respondents are diploma and first degree owners which covers 38.16 % and 23.68% respectively. 3.95% of the respondents had second degree or above. Generally majority of the respondents are educated peoples.

4.4 Consumer Ethnocentrism

CETSCALE which is developed by Shimp and Sharma (1987) is the most popular and accurately measurement for consumer ethnocentrism. Original it was a 17-item scale and gradually reduced to 10-item version. Both 17 and 10 -item scales have been tested and found to be reliable in different countries. For sack of simplicity the modified 10–item versions of the CETSCALE used in this study. The finding of the study presented below.

Table 4.3 Mean score and Standard deviation for Consumer Ethnocentrism

S. No	Consumer Ethnocentrism	N	Mean	Std. Deviation
1	Only those products that are unavailable in Ethiopia should be imported.	304	5.52	2.025
2	Ethiopian products first, last, and foremost.	304	4.45	1.897
3	Purchasing foreign-made products is un-Ethiopian.	304	2.52	1.605
4	It is not right to purchase foreign products, because it puts Ethiopians out of jobs.	304	3.97	1.833
5	A real Ethiopian should always buy Ethiopian-made products.	304	3.17	1.704
6	We should purchase products manufactured in Ethiopia instead of letting other countries get rich off us.	304	3.95	1.735
7	Ethiopians should not buy foreign products, because this hurts Ethiopian business and causes unemployment.	304	3.28	1.575
8	It may cost me in the long-run but I prefer to support Ethiopian products.	304	5.03	1.864
9	We should buy from foreign countries only those products that we cannot obtain within our own country.	304	4.88	1.98
10	Ethiopian consumers who purchase products made in other countries are responsible for putting their fellow Ethiopian out of work.	304	3.55	1.936

Source: Survey data (2014)

As it is described in the above table item number 1 (Only those products that are unavailable in Ethiopia should be imported, X=5.52), Item number 8 (It may cost me in the long-run but I prefer to support Ethiopian products, X=5.03) and Item number 9 (We should buy from foreign countries only those products that we cannot obtain within our

own country, X=4.88) has the highest score, which implied that Ethiopian consumers believed that only those product that are not available in Ethiopia should be imported and they also believed that foreign countries product that cannot be obtained within Ethiopia should be bought by Ethiopian consumers. The other thing, which is supported by the finding of this study, is that Ethiopians are willing to incur cost in the long run which comes as a result of preferring to support Ethiopian made products.

Ethiopian consumers don't put other Ethiopian consumers who bought foreign made product responsible for hurting Ethiopian business, causing unemployment and letting others nation to be reach. Since the mean score for item number 3 (Purchasing foreign-made products is un-Ethiopian, X= 2.52) and item number 5 (A real Ethiopian should always buy Ethiopian-made products, X=3.17) has the lowest mean score respectively as a result we can conclude that Ethiopian consumers disagree with the idea that purchasing foreign-made product is un-Ethiopian and also they believed that a real Ethiopian can purchase foreign made products.

Table 4.4 Statistical Description for Consumer Ethnocentrism

Consumer ethnocentrism Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
40.32	146.441	12.101	10

Source: Survey data (2014)

Finally as shown in the above table the overall mean score for ethnocentrism is 40.32 which is near to the mid-point of the ten items CETSCALE against the 7 point likert-scale mean of consumer ethnocentrism i.e. 35. Therefore, it can be concluded that the ethnocentric tendencies of Ethiopian consumers is moderate. Ethiopian consumers agreed with the idea of importing products which are not available in Ethiopia and they also support local products by paying additional money if they got their preference.

4.5 Consumer Ethnocentrism and Demographic variables

In order to test which demographic factors influence ethnocentric tendencies of Ethiopian consumers, an analysis of variance (ANOVA) and Independent Sample T-test was conducted for each variable. The mean scores for ethnocentrism were compared between the levels of education, age group, levels of income and gender. The results are shown in the following table.

4.5.1 One way ANOVA / Age and consumer ethnocentrism

To test null hypothesis 4 which is ‘’There is no significant relationship between age and ethnocentric tendencies towards local leather products’’ one way ANOVA was done and the mean score between age group was compared.

Table 4.5.1 One way ANOVA/ Age and ethnocentrism

Variable		Mean	One Way ANOVA result	
			F-Value	Sig (P-Value)
Age	18 - 26	3.76	4.071	0.007
	27-35	4.13		
	36-45	4.14		
	More than 46	4.18		

Source: Survey data (2014)

As it is shown on table 4.8.1 ethnocentric tendencies of Ethiopian consumers had a positive and significant relationship with age. Therefore, null hypothesis 4 is rejected.

Based on the above finding, we can infer that older peoples tend to be more ethnocentric than younger people. This is consistent with previous researchers result (e.g. Good & Huddleston, 1995; Klein and Ettenson, 1999; Caruana, 1996; Watson & Wright, 2000; Lee et al. 2003; Javalgi et al. 2005; Chryssochoidis et al. 2007). But it is against the finding of Mangnale el al. (2011) and Daniel Aletah (2013).

4.5.2 One way ANOVA for Income on ethnocentrism

One way ANOVA analysis was done to test null hypothesis 6 (There is no significant relationship between age and ethnocentric tendencies towards local leather products).

Table 4.5.2 One way ANOVA/ Income and ethnocentrism

Variable		Mean	One Way ANOVA result	
			F-Value	Sig (P-Value)
Income	Less than 1200 birr	3.79	5.083	0.001
	1201 - 2000 birr	4.34		
	2001- 3000 birr	3.75		
	3001 - 4000 birr	4.15		
	Greater than 4000 birr	3.95		

Source: Survey data (2014)

According to table 4.5.2 the result of one way ANOVA test shows that there is a significant (P= 0.001) difference on mean score on different income level. Therefore null hypothesis 5 is rejected. They finding of this study is supported by scholars like Shimpa (1995), however studies (Han, 1988; Good and Huddleston, 1995) did not find significant evidence that the level of consumer income is negatively related to ethnocentric tendencies

4.5.3 Independent Sample T-test for Gender on ethnocentrism

Independent sample t-test is a statistical technique that is used to analyze the mean comparison of two independent groups. When samples are taken from two different populations, then the mean of the sample may differ. In this case, independent sample t-test is used to draw conclusions about the means of two populations, and used to tell whether or not they are similar. Therefore, independent sample T-test was used to test null hypothesis 6 (There is significant relationship between Income and ethnocentric tendencies towards local leather products.).

Table 4.5.3 Independent Sample T-test for Gender on ethnocentrism

Variable		Mean	Levene's Test for Equality of Variances t	
			F-Value	Sig (P-Value)
Gender	Male	4.17	13.369	0.000
	Female	3.88		

Source: Survey data (2014)

As it is shown in the above table, the result of T-test shows that there is a significant difference between male and female Ethiopian consumers on their ethnocentric tendencies Mangnale el al. (2011).

4.5.4 One way ANOVA for Education and ethnocentrism

As far as the relationship between education and consumer ethnocentrism concerned, one way ANOVA was done and statistical finding of the study presented on table 4.45.4.

Table 4.5.4 One way ANOVA for Education and ethnocentrism

Variable		Mean	One Way ANOVA result	
			F-Value	Sig (P-Value)
Education	Elementary	5.00	9.579	0.000
	Secondary	4.14		
	Diploma	3.76		
	Degree	4.10		
	Second Degree and above	3.39		

Source: Survey data (2014)

As it is shown in the above table, there is a significant (Sig= 0.000) difference in consumer ethnocentrism tendencies between different education level. Therefore, null hypothesis 7 is rejected.

4.6 Patriotism

The below table describes the score of patriotism and each specific items used to measure patriotism. The mean, standard deviation, and the interpretation of mean score of each item are presented below.

Table 4.6 Mean score and Standard deviation for Patriotism

S. No	Patriotism	N	Mean	Std. Deviation
1	I love my country.	304	6.21	0.893
2	I am proud to be an Ethiopian.	304	5.62	1.229
3	I feel Great Pride in this land that is our Ethiopia.	304	5.22	1.412
4	Although at times I may not agree with the government, my commitment to Ethiopia always remains strong.	304	5.2	1.496
5	In a sense, I am emotionally attached to my country and emotionally affected by its action.	304	4.55	1.769

Source: Survey data (2014)

As presented in table 4, Ethiopians loves their country and they are proud of being an Ethiopian with a mean score of 6.21 and 5.62 respectively. The score for ‘’in a sense, I am emotionally attached to my country and emotionally affected by its action’’ is the lowest of the five questions used to measure patriotism (X=4.55). This reflects that even if Ethiopians loves their country their attachment with their country is not emotional and they do not emotionally affected by their country’s action and decisions.

The finding of this survey shows that at time respondent may not agree with the government their commitment to their nation remains moderately strong, meaning to some extent respondents commitment to their nation is moderately affected when they are against their current government.

Since patriotism measured using five scales against a 7 point likert-scale method, the respondent response or their possible response value would fall between 5 and 35. The totally mean score of the finding of this study is 26.79 which is near to the upper limit. Therefore, Ethiopians are patriot.

4.7 Nationalism

On the following table the score of nationalism and items used to evaluate nationalism presented. The mean, standard deviation, and the description of mean score for every item discussed.

Table 4.4 Mean score and Standard deviation for Nationalism

S. No	Nationalism	N	Mean	Std. Deviation
1	The first duty of every young Ethiopian is to honor the national Ethiopian history and heritage.	304	6.23	1.22
2	Other countries should try to make their government as much like our as possible.	304	3.47	2.15
3	Foreign nations have done some very fine things but it takes Ethiopian to do things in a big way.	304	6.03	1.50
4	It is important that the Ethiopian win in international sporting competitions like the Olympics.	304	6.49	0.98
5	It is really important that Ethiopian be number one in whatever it does.	304	5.68	1.42
6	Generally, the more influence Ethiopian has on other nations the better off they are.	304	4.65	1.67

Source: Survey data (2014)

Considering the mean value of each variables item number 4 (It is important that the Ethiopian win in international sporting competitions like the Olympics, X=6.49), item number 1 (The first duty of every young Ethiopian is to honor the national Ethiopian history and heritage, X=6.23) and Item number 3 (Foreign nations have done some very fine things but it takes Ethiopian to do things in a big way, X=6.03) has the highest scores. Meaning Ethiopians believed that their representative should win in the international sport competition and it is the young Ethiopian responsibility to honor the national Ethiopian history and heritage. Similarly most of Ethiopian thought that Ethiopian should be number one in whatever they do and participate. Item number 5 (It is really important that Ethiopian be number one in whatever it does, X=5.68) and 6 (Generally, the more influence Ethiopian has on other nations, X=4.65) has a moderating mean score. But many Ethiopians do not recommend other nations to imitate their government style (X=3.47).

Since the total mean score for nationalism is 32.55 which are relatively well above the midpoint of the total mean score i.e. 42, therefore, we can conclude that the national felling of participant of this research is high.

4.8 Cultural Openness

There is no universally accepted scale for measuring cultural openness but Some scholars (e.g. Vida, et al., 2008) have employed some selected items of the cosmopolitanism scale proposed by Yoon, Cannon and Yaprak, (1996) and they have found it high reliability as sighted by Wanninayake Mudiyanselage (2013). Therefore, on this study cultural openness was measured using five scales that were selected from cosmopolitanism scale. The following table describes the mean and standard deviation of cultural openness.

Table 4.8 Mean score and Standard deviation for Cultural Openness

S.No	Cultural Openness	N	Mean	Std. Deviation
1	I am interested in learning more about people who live in other countries.	304	5.09	1.003
2	I enjoy being with people from other countries to learn about their unique views and approaches	304	5.03	1.245
3	I like to try restaurants that offer food that is different from my culture.	304	3.93	1.672
4	I find people from other cultures have abilities to change my preferences	304	3.88	1.567
5	Coming into contact with people of other cultures has greatly benefited me.	304	4.68	1.737

Source: Survey data (2014)

As it is presented in table 4.8, item number 1(I am interested in learning more about people who live in other countries, X=5.09), item number 2 (I enjoy being with people from other countries to learn about their unique views and approaches, X=5.03) and item number (Coming into contact with people of other cultures has greatly benefited me, X=4.68) has the highest mean score. This implies that Ethiopian consumers believed that they are interested to learn more about other peoples who live in other countries and had different culture by living with these peoples and they also believed that being with peoples of other

culture has benefited them.

Relatively Ethiopian consumers do not like to try restaurants that offer foreign culture food (X=3.93). The mean score for Item number 4 (I find people from other cultures have abilities to change my preferences X=3.88) is the lowest of all items which implied that Ethiopian consumers purchase decision and preference will not be affected by any contact with peoples of others culture.

The overall mean score for cultural openness is 22.62 which are well above the midpoint i.e. 12.5. Therefore we can conclude that Ethiopian consumers are open for foreign cultures.

4.9 Purchase Intention

The below table illustrate the mean, and standard deviation score of purchase intention.

Table 4.9 Mean score and Standard deviation for Purchase Intention

S. No	Purchase Intention	N	Mean	Std. Deviation
1	I would buy leather footwear that was made in Ethiopia.	304	5.97	1.794
2	I would feel guilty if I bought imported leather footwear.	304	3.92	1.573
3	If buying footwear, I will buy Ethiopian made leather footwear.	304	4.87	1.727
4	Whenever available, I would prefer to buy products made in Ethiopia.	304	6.48	1.79
5	I do like the idea of owning Ethiopian leather footwear.	304	6.24	1.777

Source: Survey data (2014)

As shown in table 4.9 the highest mean score which is X=6.48 is observed on item 4 (Whenever available, I would prefer to buy products made in Ethiopia). This implies that Ethiopian consumers prefer Ethiopian made leather shoes whenever they got their choice.

The second highest mean score observed on item 5 with an X=6.24 (I do like the idea of owning Ethiopian leather footwear). This means that Ethiopian consumers had an idea of owning Ethiopian made leather shoes.

The minimum mean score which is below the neutral value was observed on item 2 (I would feel guilty if I bought imported leather footwear, X=3.92). This refers that, Ethiopian consumers buys foreign made leather shoes when it is their preference and they don't feel guilty when they bought foreign made products.

Purchase intention was measured by five scales against a seven point likert scale, so the minimum and maximum total mean score would be 5 and 35 respectively. As shown in the below table the total mean score of this study was 27.48 which is far well than the midpoint mean score that is 17.5. Therefore, we can conclude that Ethiopian consumers had a positive purchase intention towards local leather products.

4.10 Relationship between Consumer ethnocentrism and Patriotism, Nationalism, Cultural openness and purchase Intention

Correlation measures the linear relationship between two variables. A correlation coefficient has a value ranging from -1 to 1. Correlation coefficients take values between -1 and 1 ranging from being negatively correlated (-1) to uncorrelated (0) to positively correlated (+). The sign of a correlation coefficient describes the type of relationship. Correlation analysis was undertaken before conducting the regression analysis and the finding of the analysis presented in table 4.10.

Table 4.10 Correlation result of patriotism, Nationalism, cultural openness, purchase intention and consumer ethnocentrism.

		Patriotism	Nationalism	Cultural Openness	Purchase Intention	Consumer Ethnocentrism
Patriotism	Pearson Correlation	1				
	Sig. (2-tailed)					
Nationalism	Pearson Correlation	.820**	1			
	Sig. (2-tailed)	.000				
Cultural Openness	Pearson Correlation	-.073	-.084	1		
	Sig. (2-tailed)	.202	.143			
Purchase Intention	Pearson Correlation	.806**	.890**	-.107	1	
	Sig. (2-tailed)	.000	.000	.063		
Consumer Ethnocentrism	Pearson Correlation	.489**	.555**	-.082	.497**	1
	Sig. (2-tailed)	.000	.000	.155	.000	

**. Correlation is significant at the 0.01 level (2 tailed).

Source: Survey data (2014)

As it's shown in the above table the Pearson correlation coefficient indicate that there is a positive significant relationship between Patriotism and consumer ethnocentrism. Similarly, nationalism has positive significant relationship with consumer ethnocentrism. But, there is a weak and statistically insignificant relationship between consumer ethnocentrism and cultural openness. As far as the relationship between consumer ethnocentrism and purchase intention concerned, purchase intention has a positive and significant relationship with consumer ethnocentrism.

4.11 Regression Analysis

A linear regression analyses were done by putting patriotism, nationalism and cultural openness as independent variable and making consumer ethnocentrism as a dependent variable. The goal of this analysis was to know the level to which consumer ethnocentrism affected by patriotism, nationalism and cultural openness by considering R square value, beta coefficient and P-value for the significant of the relation. Mathematical representation:

Y=a+B1x1+B2x2+B3x3

Where,

Y= consumer ethnocentrism

X1= Patriotism

X2= Nationalism

X3= Cultural Openness

Table 4.11.1 Linear regression analysis result Consumer ethnocentrism as a dependant variable and patriotism, nationalism and cultural openness as independent variables.

Variables	R square	Adjusted R square	Beta Coefficient	P-Value
Patriotism	0.239	0.236	0.489	0.000
Nationalism	0.308	0.306	0.555	0.000
Cultural Openness	0.007	0.003	-0.082	0.155

Source: Survey data (2014)

As it is shown in the above table patriotism and nationalism have a positive significant relationship with consumer ethnocentrism. Their R square value is 0.239 and 0.308 respectively with a significant level of 0.000. Thus, null hypothesis 1 (There is no positive relationship between Patriotism and ethnocentric tendencies towards leather local products) and 2 (There is no positive relationship between Nationalism and ethnocentric tendencies towards local leather products) are rejected. This is consistent with the previous findings example, Han (1988), Sharma et al. (1995), Klein and Ettenson (1999) and

Balabanis et al. (2001) found that patriotism had a positive effect on ethnocentrism. Similarly, Kosterman and Feshbach (1989), Lee, Hong & Lee, (2003) and Vida, Dmitrovič & Obadia, (2008) found that nationalism is closely associated with CET.

There is a negative relationship between cultural openness and consumer ethnocentrism but their relationship is statistically insignificant. As a result the null hypothesis 3 (There is no negative significant relationship between Cultural openness to foreign culture and ethnocentric tendencies towards local leather products) is failed to reject. Even if Ethiopian consumers were highly exposed and open for foreign culture, they believed that their purchase preference do not affect by their contact with foreign peoples.

In order to identify the unique contribution of each variable in predicting the dependent variables a multi collinearity analysis were done. Multicollinearity exists when Tolerance is below 0.1; and VIF is greater than 10 or an average much greater than 1. However, table 4.11.2 shows that there is no multicollinearity problem between variables.

Table 4.11.2 Mulicollinearity Diagnostic test.

Variables	Collinearity Statistics	
	Tolerance	VIF
Patriotism	0.254	4.497
Nationalism	0.281	4.485
Cultural Openness	0.993	1.007

a. Dependent Variable: Consumer Ethnocentrism

Table 4.11.3 Multiple regression analysis result Consumer ethnocentrism as a dependant variable and patriotism, nationalism and cultural openness as independent variables.

Model Summary						
Model	R	R Square	Adjusted R Square	df1	df2	Sig. F Change
1	.559a	0.312	0.305	3	300	0.000

The above table shows that independent variables describe the dependent variable which is consumer ethnocentrism by 31.2 percent.

Similarly, a simple regression analysis was done to know the effect of consumer ethnocentrism on purchase intention towards local leather products and the result of this analysis is present on table 4.11.3.

Table 4.11.3 linear regression analysis result: Consumer ethnocentrism as independent variable and Purchase Intention as independent variables.

Variables	R square	Adjusted R square	Beta Coefficient	P-Value
Consumer Ethnocentrism	.497	.247	.497	.000

Source: Survey data (2014)

The R square value is 0.247 and the significant level is 0.000 thus, we can infer that there is a significant positive relationship between consumer ethnocentrism and purchase intention. Therefore, the null hypothesis 8 (There is no a positive relationship between consumer ethnocentrism and purchase intention towards local leather products) is rejected.

4.13 Summary of Hypothesis Test

The following table shows hypothesis of the study, method used to test proposed hypothesis and its outcome.

Table 4.13 Summary of hypothesis test.

Hypothesis	Description	Analysis Method	Remark
$H1_0$	There is no significant positive relationship between Patriotism and ethnocentric tendencies towards leather local products.	Regression	Rejected
$H2_0$	There is no significant positive relationship between Nationalism and ethnocentric tendencies towards local leather products.	Regression	Rejected
$H3_0$	There is no significant negative relationship between Cultural openness to foreign culture and ethnocentric tendencies towards local leather products.	Regression	Failed to Rejected
$H4_0$	There is no significant relationship between age and ethnocentric tendencies towards local leather products.	One way ANOVA	Rejected
$H5_0$	There is no significant relationship between Income and ethnocentric tendencies towards local leather products.	One way ANOVA	Rejected
$H6_0$	There is no significant relationship between Gender and ethnocentric tendencies towards local leather products.	Independent sample T-test	Rejected
$H7_0$	There is a no significant relationship between education and ethnocentric tendencies towards leather products.	One way ANOVA	Rejected
$H8_0$	There is no significant positive relationship between consumer ethnocentrism and purchase intention towards local leather products.	Regression	Rejected

Chapter Five

5. Major Finding, Conclusion and Recommendation

This chapter mainly contains major finding of the study, Conclusion, recommendation and limitation and implications for further research.

5.1 Major Findings and Conclusions

5.1.1 Major Findings

This study aims to investigate the effect of consumer ethnocentrism on purchase intention towards local leather shoe products. Socio psychological variables; patriotism, nationalism and cultural openness were taken as antecedent of ethnocentrism and their effect on consumer ethnocentrism was evaluated similarly, demographic variables (income, gender, education and age) were taken to test whether there is a difference on consumer ethnocentrism tendencies among different demographic variables. To achieve these objectives a conceptual model were adopted from Sharma et al. (Sharma et al., 1995). By reviewing the current literature hypothesis were developed, tested and the following major findings obtained:

Majority of the Ethiopian consumers believed that only those product that are not available in Ethiopia should be imported, products that cannot be obtained within Ethiopia should be bought by Ethiopian and they are willing to incur cost in the long run which comes as a result of preferring to support Ethiopian made products. But they don't put others who bought foreign made product responsible for hurting Ethiopian business, and causing unemployment.

The finding of the study describes that the ethnocentric tendencies of Ethiopian consumers is moderate. The result of an analysis of variance (ANOVA) and Independent Sample T-test shows that there is a significant difference in consumer ethnocentric tendencies among different age, sex, education and income groups of respondents.

Another major find of this study is that Ethiopians are highly patriot and their national feeling is high; these is expected because Ethiopia is the only country in Africa which is never colonized by any country and its history reveals that are very strong and patriot to defend their nation from any foreign enemies.

As far as the cultural openness of Ethiopian consumer concerned, they are open for foreign cultures. They are interested to learn more about other peoples who live in other countries but their purchase decision and preference will not be affected by their contact with peoples of others culture.

The result also demonstrated that Ethiopian consumers prefers Ethiopian made leather shoes whenever they got their choice however, they don't feel guilty when they bought foreign made products.

5.1.2 Conclusion

From the analysis of the data collected, it can be concluded that:

- Patriotism and nationalism have a positive and significant impact on consumer ethnocentrism, meaning those who exhibit strong national feeling and patriots are more ethnocentric than who are not. This result is supported by the finding of Han (1988), Sharma et al. (1995), Klein and Ettenson (1999), Balabanis et al. (2001) and, Kosterman and Feshbach (1989).
- There is sufficient statistical evidence to support a significant difference among different Age, Gender, Education and Income group of respondent on their ethnocentric tendencies.
- Even if there is a negative relationship between cultural openness and consumer ethnocentrism, their relationship is statistically insignificant. This is against the finding of literature. The reason for this insignificant relationship is that majority of the respondent believed that their exposure for foreign culture do not have a significant impact on their purchase preference.
- There is a positive and significant relationship between consumer ethnocentrism and purchase intention. This implies that those consumers who have strong ethnocentric tendency prefer local made products against foreign made once.

5.2 Recommendation

The following recommendations are drown from the analysis and conclusions made:

- The findings of this research indicate the existence of consumers' ethnocentric tendencies in Ethiopia's leather shoe market. This finding encourages domestic manufacturers to use "Made in Ethiopia" marketing campaign. By doing this they can utilize this favorable attitude of consumers into actual purchasing of local made leather shoes.
- In addition to improving the quality and style of domestic shoes local marketers should consider ethnocentrism while preparing different promotional complain, if they did it well they can change the beliefs that foreign products are better than local one which is held by low ethnocentric consumers.
- As consumer ethnocentrism is often seen as an important informal barriers in today's global marketplace (Shankarmahesh, 2006), Ethiopian local companies should use it in their marketing strategy formulation to shape consumers attitude while making comparisons between domestic and foreign products. These help local companies to protect themselves from foreign companies' competition.
- Ethiopian local companies' manager needs to understand the ethnocentric nature of their customers and they should take highly ethnocentric customers as their target group and addressing them through an appropriate marketing mix strategy should be their major goal.
- Since the national feeling of Ethiopian consumer is high domestic companies should work more on sponsoring events which are related to the local traditions. Because this will help local companies both to create a favorable image and for positioning their brand in the mind of their customers.

5.3 Limitation and Implications for further research

The main limitations of this study were constraints of resource and time as a result of this, the study considered only selected socio-psychological variable which are patriotism, nationalism and cultural openness, meaning others socio-psychological variables, political and economical antecedents of ethnocentrism were not considered. Similarly income, sex, age and education are the only demographic variables which were included on the study. Another major limitation of this study was related to the sample of the study because sample was taken only from shoe markets in Addis Ababa City.

The researcher suggests the following further research arias:

- Additional researches should be done by taking samples drown from differ part of Ethiopia.
- Future researchers should work their study by including additional variable like political and economical antecedents of ethnocentrism.
- Furthermore, one of the finding of this study which related to the relationship between cultural openness and consumer ethnocentrism statistically insignificant is against literature but it is true for the sample used in this research. What the researcher wants to recommend that to check it further study should be done by taking sample from different part of Ethiopia.

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APPENDIX

1. Statistical Output

Appendices 1 .1 Patriotism Reliability statistics

Case Processing Summary			
		N	%
Cases	Valid	304	100
	Excludeda	0	0
	Total	304	100

a. Listwise deletion based on all variables in the procedure

Reliability Statistics	
Cronbach's Alpha	N of Items
0.892	5

Appendices 1 .2 Nationalism Reliability statistics

Case Processing Summary			
		N	%
Cases	Valid	304	100
	Excludeda	0	0
	Total	304	100

a. Listwise deletion based on all variables in the procedure

Reliability Statistics	
Cronbach's Alpha	N of Items
0.741	6

Appendices 1 .3 Cultural Openness Reliability statistics

Case Processing Summary			
		N	%
Cases	Valid	304	100
	Excluded	0	0
	Total	304	100

a. List wise deletion based on all variables in the procedure

Reliability Statistics	
Cronbach's Alpha	N of Items
0.734	5

Appendices 1 .4 Consumer Ethnocentrism Reliability statistics

Case Processing Summary			
		N	%
Cases	Valid	304	100
	Excludeda	0	0
	Total	304	100

a. List wise deletion based on all variables in the procedure

Reliability Statistics	
Cronbach's Alpha	N of Items
0.859	10

Appendices 1 .5 Purchase Intention Reliability statistics

Case Processing Summary			
		N	%
Cases	Valid	304	100
	Excluded	0	0
	Total	304	100

a. List wise deletion based on all variables in the procedure

Reliability Statistics	
Cronbach's Alpha	N of Items
0.877	5

Appendices 1 .6 One way ANOVA for age and consumer ethnocentrism

ANOVA

Consumer Ethnocentrism

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.965	3	3.322	4.071	.007
Within Groups	244.788	300	.816		
Total	254.753	303			

Descriptive

Consumer Ethnocentrism

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
18 - 26	91	3.76	.761	.080	3.60	3.91	2	5
27-35	96	4.13	.952	.097	3.93	4.32	2	6
36-45	47	4.14	.905	.132	3.88	4.41	3	6
more than 46	70	4.18	.999	.119	3.94	4.42	3	6
Total	304	4.03	.917	.053	3.93	4.13	2	6

Appendices 1 .7 One way ANOVA for Income and consumer ethnocentrism

ANOVA

Consumer Ethnocentrism

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	16.221	4	4.055	5.083	.001
Within Groups	238.533	299	.798		
Total	254.753	303			

Descriptive

Consumer Ethnocentrism

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
less than 1200 birr	61	3.79	.811	.104	3.58	4.00	2	5
1201 - 2000 birr	80	4.34	.934	.104	4.13	4.55	3	6
2001- 3000 birr	47	3.75	.715	.104	3.54	3.96	3	5
3001 - 4000 birr	64	4.15	1.071	.134	3.88	4.42	2	6
greater than 4000 birr	52	3.95	.821	.114	3.72	4.17	2	6
Total	304	4.03	.917	.053	3.93	4.13	2	6

Appendices 1 .8 Independent sample T-test for Gender and consumer ethnocentrism

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Consumer Ethnocentrism	Male	160	4.17	.995	.079
	Female	144	3.88	.798	.066

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Consumer Ethnocentrism	Equal variances assumed	13.369	0.000	2.774	302.000	0.006	0.289	0.104	0.084	0.494
	Equal variances not assumed			2.806	298.128	0.005	0.289	0.103	0.086	0.492

Appendices 1 .9 One way ANOVA for Education and consumer ethnocentrism

ANOVA

Consumer Ethnocentrism

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	28.938	4	7.235	9.579	.000
Within Groups	225.815	299	.755		
Total	254.753	303			

Descriptive

Consumer Ethnocentrism	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Elementary	20	5.00	.258	.058	4.88	5.13	5	5
Secondary	84	4.14	.957	.104	3.93	4.34	2	6
Diploma	116	3.76	.760	.071	3.62	3.90	2	6
Degree	72	4.10	1.058	.125	3.85	4.34	3	6
Second Degree and above	12	3.93	.473	.137	3.62	4.23	3	4
Total	304	4.03	.917	.053	3.93	4.13	2	6

Appendices 1 .10, Correlation result of patriotism, Nationalism, cultural openness, purchase intention and consumer ethnocentrism.

		Patriotism	Nationalism	Cultural Openness	Purchase Intent	Consumer Ethnocentrism
Patriotism	Pearson Correlation	1	.820**	-.073	.806**	.489**
	Sig. (2-tailed)		.000	.202	.000	.000
	N	304	304	304	304	304
Nationalism	Pearson Correlation	.820**	1	-.084	.890**	.555**
	Sig. (2-tailed)	.000		.143	.000	.000
	N	304	304	304	304	304
Cultural Openness	Pearson Correlation	-.073	-.084	1	-.107	-.082
	Sig. (2-tailed)	.202	.143		.063	.155
	N	304	304	304	304	304
Purchase Intent	Pearson Correlation	.806**	.890**	-.107	1	.497**
	Sig. (2-tailed)	.000	.000	.063		.000
	N	304	304	304	304	304
Consumer Ethnocentrism	Pearson Correlation	.489**	.555**	-.082	.497**	1
	Sig. (2-tailed)	.000	.000	.155	.000	
	N	304	304	304	304	304

**. Correlation is significant at the 0.01 level (2-tailed).

Appendices 1 .11, Regression result: patriotism as independent and consumer ethnocentrism as dependent.

Descriptive Statistics

	Mean	Std. Deviation	N
Consumer Ethnocentrism	4.03	.917	304
Patriotism	5.3585	.95148	304

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	Patriotism[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Consumer Ethnocentrism

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.489[a]	.239	.236	.801	.239	94.692	1	302	.000

a. Predictors: (Constant), Patriotism

Coefficients[a]

Model		Un-standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.508	.263		5.728	.000
	Patriotism	.471	.048	.489	9.731	.000

a. Dependent Variable: Consumer Ethnocentrism

b.

Appendices 1 .12, Regression result: Nationalism as independent and consumer ethnocentrism as dependent.

Descriptive Statistics

	Mean	Std. Deviation	N
Consumer Ethnocentrism	4.03	.917	304
Nationalism	5.4254	.92447	304

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	Nationalism[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Consumer Ethnocentrism

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.555[a]	.308	.306	.764	.308	134.375	1	302	.000

a. Predictors: (Constant), Nationalism

Coefficients[a]

Model		Un-standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.045	.261		4.000	.000
	Nationalism	.550	.047	.555	11.592	.000

a. Dependent Variable: Consumer Ethnocentrism

Appendices 1 .13, Regression result: Cultural Openness as independent and consumer ethnocentrism as dependent.

Descriptive Statistics

	Mean	Std. Deviation	N
Consumer Ethnocentrism	4.03	.917	304
Cultural Openness	3.75	.972	304

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	Cultural Openness[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Consumer Ethnocentrism

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.082[a]	.007	.003	.915	.007	2.033	1	302	.155

a. Predictors: (Constant), Cultural Openness

Coefficients[a]

Model		Un-standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.321	.210		20.607	.000
	Cultural Openness	-.077	.054	-.082	-1.426	.155

a. Dependent Variable: Consumer Ethnocentrism

Appendices 1 .14, Regression result: Consumer Ethnocentrism as independent and Purchase intention as dependent.

Descriptive Statistics

	Mean	Std. Deviation	N
Purchase Intent	5.4965	.89502	304
Consumer Ethnocentrism	4.03	.917	304

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	Consumer Etnocentrism[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Purchase Intent

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.497[a]	.247	.244	.77806	.247	98.940	1	302	.000

a. Predictors: (Constant), Consumer Ethnocentrism

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.542	.202		17.576	.000
	Consumer Ethnocentrism	.485	.049	.497	9.947	.000

a. Dependent Variable: Purchase Intent

2. Questionnaires

Letter of Consent to participate in research

Dear Sir/Madam

My name is Hanuer Osman. I am a post-graduate Student at Addis Ababa university school of commerce and Currently, I am doing research on the title "The effect of Consumer Ethnocentrism on Purchase Intention towards local leather shoe products'' for the partial fulfillment of Masters of Art Degree in Marketing Management and you are requested to participate in this research by filling the following questionnaires.

The finding of the study would be very important for academician, managers and investors etc. Therefore, your response is highly valuable and there are no identified risks from participation in this study and participation is completely voluntarily.

The report of the study will only be communicated in aggregate form to protect the identity of the respondents and the finding of the study will be used only for academic purpose. If you wish to get the summarized finding of the study please write your email address below through which you want to be communicated.

For any further information the researcher may be reached on the following addresses.

Hanuer Osman Adem

Cell Phone: 0911510355

Email: **hanuer.osman@ethiotelecom.et**

Thank you for your kind cooperation and precious time.

Part One

Demographic Questions

1. Age

   A. 18-26 B.27-35 C. 36-45 D. above 46

2. Gender

   A. male B. female

3. Level of education

   A. No formal education B. Primary education C. Secondary education D. Diploma E. Degree F. Second Degree and above

4. Income

   A. Below 1200 B. 1201 - 2000 C. 2001-3000 D. 3001- 4000 E. above 4000

Part Two

Patriotism

	Patriotism	Level of Perception						
		Strongly Disagree	Disagree	Somewhat disagree	Neither Agree, Nor Disagree	Somewhat Agree	Agree	Strongly Agree
1	I love my country.	1	2	3	4	5	6	7
2	I am proud to be an Ethiopian.	1	2	3	4	5	6	7
3	I feel Great Pride in this land that is our Ethiopia.	1	2	3	4	5	6	7
4	Although at times I may not agree with the government, my commitment to Ethiopia always remains strong.	1	2	3	4	5	6	7
5	In a sense, I am emotionally attached to my country and emotionally affected by its action.	1	2	3	4	5	6	7

Part Three

Nationalism

	Nationalism	Level of Perception						
		Strongly Disagree	Disagree	Somewhat disagree	Neither Agree, Nor Disagree	Somewhat Agree	Agree	Strongly Agree
1	The first duty of every young Ethiopian is to honor the national Ethiopian history and heritage.	1	2	3	4	5	6	7
2	Other countries should try to make their government as much like our as possible.	1	2	3	4	5	6	7
3	Generally, the more influence Ethiopian has on other nations the better off they are.	1	2	3	4	5	6	7
4	Foreign nations have done some very fine things but it takes Ethiopian to do things in a big way.	1	2	3	4	5	6	7
5	It is important that the Ethiopian win in international sporting competitions like the Olympics.	1	2	3	4	5	6	7
6	It is really important that the Ethiopian be number one in whatever it does.	1	2	3	4	5	6	7

Part Four

Cultural Openness

	Cultural Openness	Level of Perception						
		Strongly Disagree	Disagree	Somewhat disagree	Neither Agree, Nor Disagree	Somewhat Agree	Agree	Strongly Agree
1	I am interested in learning more about people who live in other countries.	1	2	3	4	5	6	7
2	I enjoy being with people from other countries to learn about their unique views and approaches	1	2	3	4	5	6	7
3	I like to try restaurants that offer food that is different from my culture.	1	2	3	4	5	6	7
4	I find people from other cultures have abilities to change my preferences	1	2	3	4	5	6	7
5	Coming into contact with people of other cultures has greatly benefited me.	1	2	3	4	5	6	7

Part Five

Consumer Ethnocentrism

Consumer Ethnocentrism		Level of Perception						
		Strongly Disagree	Disagree	Somewhat disagree	Neither Agree, Nor Disagree	Somewhat Agree	Agree	Strongly Agree
1	Only those products that are unavailable in Ethiopia should be imported.	1	2	3	4	5	6	7
2	Ethiopian products first, last, and foremost.	1	2	3	4	5	6	7
3	Purchasing foreign-made products is un-Ethiopian.	1	2	3	4	5	6	7
4	It is not right to purchase foreign products, because it puts Ethiopians out of jobs.	1	2	3	4	5	6	7
5	A real Ethiopian should always buy Ethiopian-made products.	1	2	3	4	5	6	7
6	We should purchase products manufactured in Ethiopia instead of letting other countries get rich off us.	1	2	3	4	5	6	7
7	Ethiopians should not buy foreign products, because this hurts Ethiopian business and causes unemployment.	1	2	3	4	5	6	7
8	It may cost me in the long-run but I prefer to support Ethiopian products.	1	2	3	4	5	6	7
9	We should buy from foreign countries only those products that we cannot obtain within our own country.	1	2	3	4	5	6	7
10	Ethiopian consumers who purchase products made in other countries are responsible for putting their fellow Ethiopian out of work.	1	2	3	4	5	6	7

Part Six

Purchase Intention

	Purchase intention towards local products	Level of Perception						
		Strongly Disagree	Disagree	Somewhat disagree	Neither Agree, Nor Disagree	Somewhat Agree	Agree	Strongly Agree
1	I would buy leather footwear that was made in Ethiopia.	1	2	3	4	5	6	7
2	I would feel guilty if I bought imported leather footwear.	1	2	3	4	5	6	7
3	If buying footwear, I will buy Ethiopian made leather footwear.	1	2	3	4	5	6	7
4	Whenever available, I would prefer to buy products made in Ethiopia.	1	2	3	4	5	6	7
5	I do like the idea of owning Ethiopian leather footwear.	1	2	3	4	5	6	7

በምርምር ጥናት ላይ ለሚደረግ ተሳትፎ ፍቃደኝነትን ስለመጠየቅ

እኔ ሐኑር ኡስማን አደም በአዲስ አበባ ዩኒቨርሲቲ የንግድ ስራ ትምህርት ቤት የ2ኛ ዲግሪ ተማሪ ስሆን የማስተርስ ዲግሪዬን በማርኬቲንግ ማኔጅመንት ለማግኘት በአሁኑ ወቅት ***"በሀገር ምርት መኩራት የሀገር ምርትን የመግዛት ሀሳብ ላይ ያለው ተጽዕኖ"*** (The Consumer Ethnocentrism on Purchase intention towards local leather products) በሚል ርዕስ ምርምሬን በማከናወን ላይ እገኛለሁ፡፡ ስለሆነም በዚህ ምርምር ላይ የሚከተለውን መጠይቅ በመሙላት እንድትሳተፉ ጥያቄዬን አቀርባለሁ፡፡ የጥናቱ ሪፖርት በጥቅሉ የምላሽ ሰጪዎችን ማንነት በማይገልፅ ሁኔታ የሚቀርብ ሲሆን የጥናቱ ውጤት ለትምህርታዊ አገልግሎት ብቻ ይውላል፤ ስለሆነም በጥናቱ መሳተፍ ምንም ዓይነት ጉዳት የለውም፡፡

ለማንኛውም ጉዳይ ተመራማሪውን በሚከተለው አድራሻ ማግኘት ይችላሉ፡፡

ሐኑር ኡስማን አደም

ስልክ፡ 0911 51 03 55

ክፍል አንድ
ስለ ምላሽ ሰጪዎች መረጃ

1. ዕድሜ
   ሀ. 18-26 ለ.27-35 ሐ. 36-45 መ. 46 በላይ
2. ፆታ
   ሀ. ሴት ለ. ወንድ
3. የትምህርት ደረጃ
   ሀ. መደበኛ ትምህርት ያልወሰደ ለ. የመጀመሪያ ደረጃ ሐ. ሁለተኛ ደረጃ መ. ዲፕሎማ ሠ. ድግሪ ረ. ሁለተኛ ድግሪና በላይ
4. ገቢ
   ሀ.1200 በታች ለ.1201-2000 ሐ. 2001-3000 መ. 3001- 4000 ሰ. 4000 በላይ

ከዚህ በታች ያሉ ጥያቄዎች ሀገር ወዳድነትን፤ ብሄራዊ ስሜትን፤ለውጭ ባህል ክፍት መሆንን፤ በሀገር ውስጥ ምርት ስለመኩራት እና የሀገር ውስጥ ምርት የመግዛት ፍላጎትን በተመለከተ ከጥናቱ ተሳታፊዎች መረጃ ለመሰብሰብ የተዘጋጁ ናቸው፡፡ ''7 '' ትን ማክበብ በተገለፀው ሀሳብ በጣም እንደሚስማሙ ያመለክታል፡፡ በአንጻሩ ''1 '' ን ማክበብ በሀሳቡ በጣም እንደማይስማሙ ያመለክታል፡ ስለሆነም ጥያቄዎችን በጥንቃቄ በመመለስ እንዲተባበሩኝ በድጋሚ እጠይቃለሁ፡፡

ክፍል ሁለት
ሀገር ወዳድነት

ተ.ቁ	**ሀገር ወዳድነት**	በጣም አልስማማም	አልስማማም	በመጠኑ አልስማማም	መለስ	በመጠኑ እስማማለሁ	እስማማለሁ	በጣም እስማማለሁ
1	ሀገሬን እወዳለሁ፡፡	1	2	3	4	5	6	7
2	በኢትዮጵያዊነቴ እኮራለሁ፡፡	1	2	3	4	5	6	7
3	በዚህች የኢትዮጵያ ምድር ከፍተኛ ክብር ይሰማኛል፡፡	1	2	3	4	5	6	7
4	ከመንግስት ጋር በማልስማማበት ጊዜ እንኳ ከሀገሬ ጋር ያለኝ ቁርኝት ጠንካራ ነው፡፡	1	2	3	4	5	6	7
5	ከሃገሬ ጋር ያለኝ ትስስር ስሜታዊ በመሆኑ ሀገሬ የምትወስነው ውሳኔ ስሜታዊ ያደርገኛል፡፡	1	2	3	4	5	6	7

ክፍል ሦስት

ብሄራዊ ስሜት

ተ.ቁ	ብሄራዊ ስሜት	ፈጽሞአልስማማም	አልስማማም	ፈጽሞአልስማማ ትንሽ	መካከል	ትንሽ ተስማማ	እስማማለሁ	በጣምአልስማማ ፈጽሞ
1	የማንኛውም ኢትዮጵያዊ ወጣት የመጀመሪያ ሀላፊነት የሀገሩን ብሄራዊ ታሪክ እና ቅርስ ማክበር ነው፡፡	1	2	3	4	5	6	7
2	ሌሎች ሀገሮች ያላቸውን የመንግስት አወቃቀር በቻሉት መጠን እንደ እኛ ማድረግ ይኖርባቸዋል፡፡	1	2	3	4	5	6	7
3	ኢትዮጵያ በሌሎች ሀገሮች ላይ የምታሳርፈው ተጽዕኖ ሀገራቱ ጥሩ እንዲሆኑ ያደርጋቸዋል፡፡	1	2	3	4	5	6	7
4	ሌሎች ሀገሮች ነገሮችን ጥሩ አድርገው መስራታቸው ኢትዮጵያ የተሻለ እንድትሰራ ያደርጋታል፡፡	1	2	3	4	5	6	7
5	ኢትዮጵያውያኖች በአለም-ዓቀፍ የስፖርት ውድድሮች ላይ አሸናፊ መሆናቸው አስፈላጊ ነው፡፡	1	2	3	4	5	6	7
6	ኢትዮጵያውያኖች በሚሰሩት ስራ ሁላ አንደኛ መሆናቸው አስፈላጊ ነው፡፡	1	2	3	4	5	6	7

ክፍል አራት

ለውጭ ባህል ክፍት መሆን

ተ.ቁ	ለውጭ ባህል ክፍት መሆን	ፈጽሞአልስማማ ፈጽሞ	አልስማማም	ፈጽሞአልስማማ ትንሽ	መካከል	ትንሽ ተስማማ	እስማማለሁ	በጣምአልስማማ ፈጽሞ
1	በሌሎች ሃገራት ስለሚኖሩ ሰዎች የማወቅ ፍላጎት አለኝ፡፡	1	2	3	4	5	6	7
2	ከሌሎች ሃገራት ህዝቦች ጋር በመሆን ልዩ የሆነ አመለካከታቸውን ማወቅ ያስደስተኛል፡፡	1	2	3	4	5	6	7
3	ከባህሌ የተለየ ምግብ የሚያዘጋጁ ሬስቶራንቶችን መጠቀም እወዳለሁ፡፡	1	2	3	4	5	6	7
4	ከሌሎች ባህል የተገኙ ሰዎች ምርጫዎን የመቀየር አቅም እንዳላቸው ተረድቻለሁ፡፡	1	2	3	4	5	6	7
5	የተለየ ባህል ካላቸው ህዝቦች ጋር ግንኙነት መፍጠር በከፍተኛ ደረጃ ይጠቅመኛል፡፡	1	2	3	4	5	6	7

ክፍል አምስት

በሀገር ውስጥ ምርት ስለመኩራት

ተ.ቁ	በሀገር ውስጥ ምርት ስለመኩራት	በጣም አልስማማም	አልስማማም	በመጠኑ አልስማማም	መሀል	በመጠኑ እስማማለሁ	እስማማለሁ	በጣም እስማማለሁ
1	በኢትዮጵያ የማይገኙ ምርቶች ብቻ ከውጭ መግባት አለባቸው፡፡	1	2	3	4	5	6	7
2	በኢትዮጵያ የሚመረት ዕቃ የመጀመሪያም የመጨረሻም ምርጫየ ነው፡፡	1	2	3	4	5	6	7
3	ከኢትዮጵያ ውጭ የተመረቱ ዕቃዎችን መግዛት ኢትዮጵያዊነት አይደለም፡፡	1	2	3	4	5	6	7
4	የውጭ ዕቃ መግዛት ኢትዮጵያውያን ሰራተኞችን ስራ አጥ ስለሚያደርግ ትክክል አይደለም፡፡	1	2	3	4	5	6	7
5	ትክክለኛ ኢትዮጵያዊ ሁሌም የኢትዮጵያ ምርቶችን ብቻ መግዛት አለበት፡፡	1	2	3	4	5	6	7
6	ሌሎች ሃገራት በእኛ ተጠቃሚ ከሚሆኑ፤ የሀገር ውስጥ ዕቃ ብቻ መግዛት አለብን፡፡	1	2	3	4	5	6	7
7	ኢትዮጵያዊ የውጭ ምርቶችን መግዛት የለበትም፤ ምክንያቱም ይህ ተግባር የኢትዮጵያውያን ቢዝነስ በመጉዳት ስራ አጥነትን ሰለሚያመጣ፡፡	1	2	3	4	5	6	7
8	ምንም እንኳ ወደፊት ሊጎዳኝ ቢችልም የኢትዮጵያን ምርት መደገፍ እመርጣለሁ፡፡	1	2	3	4	5	6	7
9	በሃገራችን የማናገኘውን ምርት ብቻ ከውጭ ሃገራት መግዛት ይኖርብናል፡፡	1	2	3	4	5	6	7
10	የውጭ ምርቶችን የሚገዙ ኢትዮጵያውያን ስራ አጥ ለሚሆኑ ወገኖቻቸው ተጠያቂ ናቸው፡፡	1	2	3	4	5	6	7

ክፍል ስድስት

የሀገር ምርት የመግዛት ፍላጎት

ተ.ቁ	የሀገር ምርት የመግዛት ፍላጎት	በጣም አልስማማም	አልስማማም	በመጠኑ አልስማማም	መሀል	በመጠኑ እስማማለሁ	እስማማለሁ	በጣም እስማማለሁ
1	በኢትዮጵያ የተሰራ የቆዳ ጫማ እገዛለሁ፡፡	1	2	3	4	5	6	7
2	የውጭ ሀገር ቆዳ ጫማ ብገዛ የጥፋተኝነት ስሜት ይሰማኛል፡፡	1	2	3	4	5	6	7
3	የቆዳ ጫማ ከገዛሁኝ በኢትዮጵያ የተመረተ እገዛለሁ፡፡	1	2	3	4	5	6	7
4	የማግኘቱ እድል ካለኝ በኢትዮጵያ የተመረተ ቆዳ ጫማ እመርጣለሁ፡፡	1	2	3	4	5	6	7
5	በኢትዮጵያ የተመረተ ቆዳ ጫማ ባለቤት የመሆን ሃሳቡ ደስ ይለኛል፡፡	1	2	3	4	5	6	7

የጥናቱን ውጤት በአጭሩ የሚገልጽ መረጃ ማግኘት ከፈለጉ አባክዎን የኢሜይል አድራሻውን ያስቀምጡ፡፡