



**Determinants of Consumer Ethnocentrism  
in the Furniture Market in Ethiopia:  
The case of Finfine Furniture Factory PLC (3F)**

**Prepared by: Rahel Eshetu**

**Advisor: Getie Andualem (PhD)**

**A thesis submitted to Addis Ababa University School of  
Commerce of in Partial fulfillment of the requirements for the  
Degree of Master of Art in Marketing Management**

**June, 2017  
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**Prepared by: Rahel Eshetu**

**Approved by Board of Examiners**

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# Statement of Certification

This is to certify that Rahel Eshetu has carried out her research work on the topic entitled “*Determinants of Consumer Ethnocentrism in the Furniture Market in Ethiopia: The case of Finfine Furniture Factory PLC (3F)*” is her original work and is suitable for submission for the award of Masters Degree in Marketing Management.

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**Advisor: Getie Andualem (PhD)**

**June, 2017**

# Declaration

I certify that this research paper entitled “*Determinants of Consumer Ethnocentrism in the Furniture Market in Ethiopia; the case of Finfine Furniture Factory PLC (3F)*” has been written by me. Any help that I have received in my research work and the preparation of the thesis itself has been acknowledged. In addition, I certify that all information sources and literature used are indicated in the thesis.

**By: Rahel Eshetu**

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

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

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**Rahel Eshetu**

## Table of Contents

|  |           |
|--|-----------|
| Acknowledgement.....   | I         |
| Table of Contents .....                                      | II        |
| List of Tables.....  | VI        |
| List of Figures .....  | VIII      |
| Acronyms and Abbreviations.....                              | IX        |
| Abstract .....   | X         |
| <b>Chapter One Introduction.....</b>                         | <b>1</b>  |
| 1.1 Background of the study .....                            | 1         |
| 1.2 Statement of the problem .....                           | 4         |
| 1.3 Basic research questions.....                            | 6         |
| 1.4 Objectives of the study .....                            | 7         |
| 1.4.1 General objectives of th study .....                   | 7         |
| 1.4.2 Reliability Statistics .....                           | 7         |
| 1.5 Significance of the study .....                          | 7         |
| 1.6 Scope/ Delimitation of the Study .....                   | 7         |
| 1.6.1 Geographical scope .....                               | 7         |
| 1.6.2 Theoretical scope.....                                 | 7         |
| 1.6.3 Methodological scope .....                             | 8         |
| 1.7 Limitation of the study .....                            | 8         |
| 1.8 Organization of the Paper.....                           | 9         |
| <b>Chapter Two: Review of related literature.....</b>        | <b>10</b> |
| 2.1 Introduction .....                                       | 10        |
| 2.2 Ethnocentrism.....                                       | 10        |
| 2.2.1 Relationship between Ethnocentrism and marketing ..... | 11        |

|   |           |
|---|-----------|
| 2.2.2 Consumer Ethnocentrism .....                                | 12        |
| 2.3 Consumer ethnocentrims and demographic variables.....         | 15        |
| 2.3.1 Gender and Consumer Ethnocentrism.....                      | 16        |
| 2.3.2 Age and Consumer Ethnocentrism.....                         | 17        |
| 2.3.3 Education and Consumer Ethnocentrism .....                  | 18        |
| 2.3.4 Income and Consumer Ethnocentrism .....                     | 19        |
| 2.4 Consumer ethnocentrims and Socio-psychological variables..... | 20        |
| 2.4.1 Patriotism and Consumer Ethnocentrism .....                 | 21        |
| 2.4.2 Cultural openness and Consumer Ethnocentrism .....          | 23        |
| 2.5 Conceptual Framework .....                                    | 27        |
| <b>Chapter Three: Research Design and Methodology .....</b>       | <b>28</b> |
| 3.1 Introduction .....  | 28        |
| 3.2 Research Approach .....                                       | 28        |
| 3.3 Research Design/ Type.....                                    | 28        |
| 3.4 Sampling Design .....   | 29        |
| 3.4.1 Target Population .....                                     | 29        |
| 3.4.2 Sampling Frame .....  | 29        |
| 3.4.3 Sampling Technique.....                                     | 29        |
| 3.4.4 Sample Size .....   | 30        |
| 3.4.5 Sampling Procedure .....                                    | 31        |
| 3.5 Sources of Data .....   | 31        |
| 3.5.1 Primary Source.....   | 31        |
| 3.5.2 Secondary Source .....                                      | 31        |
| 3.6 Data Collection Methodology .....                             | 31        |
| 3.7 Data Collection Instrument .....                              | 31        |
| 3.8 Data Analysis Method.....                                     | 33        |

|  |           |
|--|-----------|
| 3.9 Validity and Reliability .....   | 33        |
| 3.9.1 Validity.....  | 33        |
| 3.9.2 Reliability .....  | 34        |
| 3.10 Research Ethics .....   | 36        |
| <b>Chapter Four: Data Analysis and Discussion.....</b>                         | <b>37</b> |
| 4.1 Introduction .....   | 37        |
| 4.2 Response Rate .....  | 37        |
| 4.3 Reliability Test .....   | 37        |
| 4.4 Descriptive Analysis for Characteristics of Respondents .....              | 38        |
| 4.4.1 Respondents' Gender .....  | 38        |
| 4.4.2 Respondents' Age .....   | 39        |
| 4.4.3 Respondents' Educational Level.....                                      | 40        |
| 4.4.4 Respondents' Income per Month .....                                      | 41        |
| 4.5 Descriptive Analysis of Variables.....                                     | 41        |
| 4.5.1 Patriotism .....   | 41        |
| 4.5.2 Cultural openness .....  | 43        |
| 4.5.3 Consumer ethnocentrism.....  | 44        |
| 4.6 Analysis of Consumer Ethnocentrism and Demographic Variables .....         | 46        |
| 4.6.1 Independent Samples t Test of Gender and Consumer Ethnocentrism.....     | 47        |
| 4.6.2 One way ANOVA of Age and Consumer Ethnocentrism .....                    | 47        |
| 4.6.3 One way ANOVA of Educational level and Consumer Ethnocentrism .....      | 48        |
| 4.6.4 One way ANOVA of income and Consumer Ethnocentrism .....                 | 49        |
| 4.7 Analysis of Consumer Ethnocentrism and Socio- Psychological Variables..... | 49        |
| 4.7.1 Correlation Test of Patriotism with Consumer Ethnocentrism .....         | 49        |
| 4.7.2 Correlation Test of Cultural Openness with Consumer Ethnocentrism.....   | 50        |
| 4.8 Regression analysis of consumer ethnocentrism and its antecedents .....    | 51        |

|  |           |
|--|-----------|
| 4.8.1 Assumption testing for Regression Analysis .....                     | 51        |
| 4.8.1 Assumption: Multi-Collinearity .....                                 | 52        |
| 4.8.2 Assumption: Normality .....  | 52        |
| 4.8.3 Assumption: Linearity.....   | 52        |
| 4.8.4 Assumption: Homoscedasticity.....                                    | 53        |
| 4.8.2 Multiple linear regression analysis.....                             | 53        |
| 4.9 Discussion .....   | 55        |
| <b>Chapter Five: Major Findings, Conclusions and Recommendations .....</b> | <b>57</b> |
| 5.1 Introduction .....   | 57        |
| 5.2 Major Findings .....   | 57        |
| 5.3 Conclusions .....  | 58        |
| 5.4 Recommendations .....  | 59        |
| 5.5 Implication for Future Study .....                                     | 60        |
| <br>   |           |
| <b>References .....</b>  | <b>61</b> |
| <br>   |           |
| <b>Appendixes .....</b>  | <b>71</b> |
| 1 Statistical Output .....   | 72        |
| 2 Questionnaires .....   | 84        |

## List of Tables

|  |    |
|--|----|
| 2.1 10-Item CETSCALE by Shimp and Sharma, (1987).....  | 15 |
| 2.2 12- Item Patriotism Scale by Kosterman & Freshbach, (1989) .....                                       | 22 |
| 2.3 Cultural Openness Scale by Sharma et al. (1995).....   | 24 |
| 2.4 Summary of Literature Related to Relationship of consumers?<br>Ethnocentrism and its Antecedents ..... | 25 |
| 3.1 Sample size distribution .....   | 30 |
| 3.2 Reliability of CETSCALE .....  | 35 |
| 3.3 Reliability of Patriotism Scale.....   | 35 |
| 3.4 Reliability of Cultural Openness Scale .....   | 35 |
| 4.1 Reliability Statistics.....  | 37 |
| 4.2 Mean score of patriotism.....  | 42 |
| 4.3 Total mean score of patriotism.....  | 42 |
| 4.4 Mean score of cultural openness .....  | 43 |
| 4.5 Total mean score of cultural openness scale .....  | 44 |
| 4.6 Mean score of CETSCALE.....  | 45 |
| 4.7 Total mean score of CETSCALE.....  | 46 |
| 4.8 Independent-samples T test of Gender and consumer ethnocentrism .....                                  | 47 |
| 4.9 One way ANOVA of age and consumer ethnocentrism .....  | 48 |
| 4.10 One way ANOVA of educational level and consumer ethnocentrism.....                                    | 48 |
| 4.11 One way ANOVA of income and consumer ethnocentrism .....  | 49 |
| 4.12 Correlation result of patriotism and consumer ethnocentrism .....                                     | 50 |
| 4.13 Correlation result of cultural openness and consumer ethnocentrism.....                               | 51 |
| 4.14 Multi-collinearity analysis.....  | 52 |
| 4.15 Model summary of multiple regression analysis .....   | 53 |

|   |    |
|---|----|
| 4.16 Anova result for consumer ethnocentrism and its antecedents .....              | 54 |
| 4.17 Multiple regression result of consumer ethnocentrism and its antecedents ..... | 54 |
| 4.18 Summary of Hypothesis result .....   | 56 |

## **List of Figures**

|  |    |
|--|----|
| 1.1 Structure and organization of the study..... | 9  |
| 2.1 Research framework.....                      | 27 |
| 4.1 Gender of respondents.....                   | 38 |
| 4.2 Age of respondents.....                      | 39 |
| 4.3 Educational level of respondents.....        | 40 |
| 4.4 Income per month of respondents .....        | 41 |

## **LIST OF ABBREVIATIONS /ACRONYMS**

ANOVA Analysis of Variance

CET Consumer Ethnocentrism

CETSCALE Consumer Ethnocentric Tendencies Scale

3F Finfine Furniture Factory

ECAFCO Ethiopian Chipwood And Furniture S.C.

## **ABSTRACT**

*Consumer ethnocentrism is one factor that affects consumers' decision to prefer a product that is made locally more than a foreign made product and it also helps companies to prepare their plans and strategies. The main objectives of the study was to investigate the effect of demographic variables called gender, age, income and educational level and socio-psychological factors namely patriotism and cultural openness on consumer ethnocentrism in the furniture market in Ethiopia through a case analysis of Finfine Furniture Factory PLC (3F). The analyses of the demographic variables showed that people with older age, low educational level and low income exhibit a higher level of ethnocentrism however, no significant relationship was found between ethnocentrism and gender. Further, it was found that there is a positive and significant relationship between ethnocentrism and patriotism and a negative significant relationship with cultural openness. It was also shown that Ethiopian consumers are moderately ethnocentric and companies interested in operating in the local furniture market in Ethiopia can segment the market according to the level of ethnocentric tendency of consumers and this helps them in deciding the target market and in developing the appropriate positioning and marketing mix strategies.*

***Key Words: Consumer Ethnocentrism, Demographic Factors, Patriotism and Cultural Openness***

# Chapter One

## 1. Introduction

This chapter describes an introduction of the study and will include background of the study, statement of the problem, basic research questions, general and specific objectives, significance of the study, delimitation/scope of the study, limitation of the study and organization of the paper.

### 1.1 Background of the Study

According to Netemeyer, Durvasula and Lichtenstein (1991), an increased competition between domestic and multinational companies in foreign and domestic market is one of the outcomes of globalization. These days there are different buying options of varieties of products and brands available for consumers.

One outcome of globalization has been increased competition between domestic and multinational firms in both foreign and domestic markets. With the greater availability of foreign brands, consumers in many countries face an ever-increasing variety of buying options. Under this trend of globalization and internationalism toward the world market, intensive competition between different made-in products imported from foreign countries and one's home country made products is therefore, incurred. Such competition normally exists in various marketing aspects such as price, product quality, after-sale service, brand equity, placing channels, or even the country of origin of products (the made-in label). However, from a perspective of home country consumers, consumer ethnocentrism has been previously confirmed to be a key factor to affect their buying preference on foreign made products (Shimp and Sharma, 1987).

The concept of consumer ethnocentrism arose from a more general concept of ethnocentrism conceived by Sumner (1906), who introduced the term, as 'feelings of superiority for one's group and all things related to it (Bawa, 2004).

According to Shimp and Sharma (1987) consumer ethnocentrism is defined 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. Consumer ethnocentrism specifically refers to ethnocentric views held by consumers in one country, the in-group, towards products from another country, the out-group (Shimp & Sharma, 1987).

Consumers may believe that it is not appropriate, and possibly even immoral, to buy products from other countries. Purchasing foreign products may be viewed as improper because it costs domestic jobs and hurts the economy. The purchase of foreign products may even be seen as simply unpatriotic (Klein, 2002; Netemeyer, Durvasula and Lichtenstein, 1991; Sharma, Shimp, & Shin, 1995; Shimp & Sharma, 1987).

For consumers in developed countries, research has consistently found that there is a preference for products manufactured in the home country (Bilkey and Nes, 1982; Rierson, 1967; Samiee, 1994). Some studies suggest that products from countries viewed as culturally similar to the home country, in comparison to products from countries that are viewed as culturally dissimilar, are preferred (Crawford and Lamb, 1981; Heslop et al., 1998; Wang and Lamb, 1983). One variable that may explain both of these relationships is consumer ethnocentrism. In addition to this previous research has revealed that one of the factors that may influence a consumer's decision to buy a domestically produced rather than a foreign-made product is the concept of consumer ethnocentrism (Altintas and Tokol, 2007).

When we are referring to the domestic market of the Ethiopian market, it is composed of different types of industries who are engaged in different kinds of industries and the furniture industry is one of these industries. The furniture industry as general consists of both local (domestic) and imported furniture companies. According to the Ministry of Trade Internal data, 2016 there are around 5,175 furniture importer companies and 662 local furniture manufacturer companies found in Addis Ababa and 6,252 furniture importer companies and 724 local furniture manufacturer companies found in Ethiopia.

Among these local furniture manufacturer companies, Finfine Furniture Factory PLC (3F) is one of the old manufacturers of different types of furniture products.

According to the company's website available at <http://www.ethio3f.com/product.php> and company brochure, Finfine Furniture factory (3F) was established in 1959 E.C by the name of RIBA Ethiopia Joinery Furnishing S.C. but after the highest share of Mr. RIBA was sold to ECAFCO, the company's name was changed to Futura Furniture but then it was detached from ECAFCO and became Finfine Furniture Factory (3F). Its capital at the time of its establishment was 210,000 (Two hundred ten thousand birr only) and the number of employees at that time were 58 of which eight of them were foreigners.

At its initial establishment the company had been a privately owned company was nationalized by the defunct military regime in 1971 E.C. and remained under the full ownership of the government of Ethiopia until it had changed hands in 1988 to the current owner called Ato Endale Yirga Haile. At that time the factory's production per year was birr 2.8 Million.

The company was independently organized as a private limited company on February, 1989 E.C. by share holders Ato Endale Yirga Haile (274 shares) and W/ro Adanech G/Gi Negash (15 shares) with par value of birr 10,000.00 (Ten thousand birr) and with a total initial capital of birr .89 Million contributed in cash.

The established objectives of the company as stated in its memorandum of Association are to engage in:

- Manufacturing of different furniture made of both wood and metal such as dining room furniture, living room furniture, bedroom furniture, spring mattresses, office furniture and the like.
- To sale its products both locally and abroad directly or through agents
- To provide assembling service at different sites.
- To purchase required raw materials both locally and abroad

The company has a vision of to be leading furniture manufacturing company in East Africa and a mission of to develop and utilize internal resources and competencies in order to offer furniture products based on customers' needs and requirements. Its core values are product excellence, quality customer service, professionalism, staff development and safe work place.

The company currently created a job opportunity for 469 permanent and 89 temporary workers and mainly engaged in manufacturing of:

- Dining room furniture
- Living room furniture
- Bed room furniture
- Spring mattresses
- Office furniture
- Construction items like doors, built in cupboard, kitchen cabinets, parquet, staircase, etc)

The company is located in Addis Ababa with the Head office located at Saris Adey Ababa and other 4 branches located at Piassa, Bambis, Salite Mihret and Adama Town. The company owns

two factories located around the area customarily known as Alemgena and the other factory at saris Adey Ababa.

As a local manufacturer, it is vital for the company to be aware of consumer ethnocentrism and its determinants. According to Shimp & Sharma, 1987; Chasin et al., 1988; Han, 1988; Netemeyer et al., 1991; Moon, 1996; Kucukemiroglu, 1999; Watson & Wright, 2000; Kaynak & Kara, 2002; Wang & Chen, 2004; Vida & Reardon, 2008), studying consumer ethnocentrism helps to better understand consumers' behavior.

According to (Mangnale, Potluri and Degefu , 2011) Ethiopian local manufacturers or importers and service providers may use the Consumer Ethnocentric Tendencies Scale (CETSCALE) and find out the tendency of ethnocentrism of their consumers to better understand consumers' tendencies to move their products, to segment and target those consumers with high/low ethnocentric tendencies and this also encourages local manufacturers to use "buy local" campaigns in order to translate this favorable perception of consumers into actual purchasing of domestic products. Therefore the purpose of this study was to analyze ethnocentric tendency present among the Ethiopian consumers of 3F and to examine the influence of its determinants namely demographic variables (gender, age, educational level and income) and socio-psychological variables (patriotism and cultural openness) which have been positioned as antecedents of consumer ethnocentrism.

## **1.2 Statement of the Problem**

As argued by Birhan, (2014) the furniture manufacturing industry in Ethiopia is facing a lot of problems from countries such as China, Vietnam, and Indonesia. China is squeezing some local manufacturers out of the domestic market. As a result, the furniture industry is facing the greatest challenge in history because of the rapidly changing business environment with respect to global competition, market performance, and changing technology. Now Ethiopia shifts to net importer of furniture products due to that the country losses more than 40 million USD each year to import wooden furniture products, mainly from Asian country such as China, Malaysia and Indonesia (Birhan, 2014).

As stated in the introduction there are around 5,175 importer companies found in Addis Ababa whereby the local manufacturers are only 662. There is a huge gap between these figures and it shows that the furniture market is dominated by the imported furniture.

When there is such kind of high competition and cut throat business, marketers try to understand their consumers in better way even though it is an uphill task to swiftly move their products and services. In today's domestic and global organizations, from board member to bottom-level employee, everybody involves in the creation, communication, and distribution of products and services that will satisfy consumer wants and needs, and the development of lifelong relationships with consumers. For this, marketers are attempting to know each and every bit of information in understanding their target market consumers. In this juncture, consumer ethnocentrism has attracted increasing interest among business practitioners during the recent decade to formulate as well as evaluate their plans, policies, programs, strategies, and budgets (Mangnale, Potluri and Degefu, 2011).

Studies made in other countries showed different types of findings regarding the relationship between consumer ethnocentrism and its antecedents. For example if we take a demographic factor age, in studies made in the US (Dornoff, Tankersley and White, 1974 and Han, 1988), Poland (Good & Huddleston, 1995), Turkey (Balabanis et al, 2001) and Ethiopia (Hanuer, 2014) it has been suggested that age has a positive relationship with consumer ethnocentrism. However other studies in US, Korea and Ethiopia (Festervand et al, 1995; Sharma et al., 1995 and Mangnale, Potluri and Degefu, 2011) have shown that there was no relationship between age and consumer ethnocentrism. Regarding income and education, studies in Poland, US, Turkey and Ethiopia (Good & Huddleston, 1995; Han, 1988 and Balabanis et al, 2001) respectively have shown that there is a negative relationship between income and consumer ethnocentrism and between education and consumer ethnocentrism. Studies in Singapore (Tan and Farley, 1987) and in Czech (Balabanis et al, 2001) argued that there is a positive relationship between income and consumer ethnocentrism. In addition a study in the US by Hopkins and Powers (2007) has shown that there is a positive relationship between education and consumer ethnocentrism.

Regarding socio-psychological antecedent patriotism, majority of the studies in US, Korea, US, Turkey/Czech, China and Ethiopia (Han, 1988; Sharma et al, 1995; Klein and Ettenson, 1999; Balabanis et al, 2001; Balestrini & Gamble, 2002 and Hanuer, 2014) respectively have shown that there was a positive relationship between patriotism and consumer ethnocentrism but another study in Britain by Bannister & Saunders (1978) have shown that there was no relationship between patriotism and consumer ethnocentrism. For the other socio-psychological antecedent called cultural openness, there are also controversial findings in different countries like in US by Howard (1989), Korea by Sharma et al (1995), in France by Javalgi and Khare

(2005) which confirmed that there is a negative relationship between cultural openness and consumer ethnocentrism. However other studies in France by Javalgi et al (2005) and Ethiopia by Hanuer (2014) have shown that there is insignificant relationship between the two variables. In addition to this another study by Rosenblatt (1964) has shown that there is a positive relationship between them.

For the above mentioned reasons and as a research regarding consumer ethnocentrism in developing and less developed countries including Ethiopia has received a little attention (Nijssen and Douglas, 2004), the study on the determinants of consumer ethnocentrism in the furniture market in Ethiopia was very important. In addition to this all consumers do not tend to be equally ethnocentric and a number of socio-psychological factors such as patriotism, cultural openness, etc and demographic factors such as age, gender, education and income act as antecedents to consumer ethnocentrism (Shankarmahesh, 2006; Jain and Jain, 2010). According to Homburg and Giering (2001) incorporating demographic characteristics in to studies of consumer behavior increases its relevance for managers and practitioners.

Therefore this study tried to clarify the controversial findings of previous studies mentioned in the previous paragraphs. Moreover past consumer ethnocentrism studies in Ethiopia were done for the general product and service market of Ethiopia by Mangnale, Potluri and Degefu (2011) for the shoe industry by Hanuer (2014) and as this study is on the furniture industry, it is more precise and different from these past studies.

### **1.3 Basis Research Questions**

This study addressed the following research questions.

- How do demographic variables (age, gender, education and income) influence consumer ethnocentrism in the furniture market in Ethiopia?
- How does patriotism affect consumer ethnocentrism in the furniture market in Ethiopia?
- How does cultural openness affect consumer ethnocentrism in the furniture market in Ethiopia?

## **1.4 Objective of the Study**

### **1.4.1. General Objective**

The general objective of the study was to examine the determinants of consumer ethnocentrism in the furniture market in Ethiopia.

### **1.4.2. Specific objectives**

- To examine the influence of demographic variables (age, gender, education and income) on consumer ethnocentrism in the furniture market in Ethiopia.
- To investigate the effect of patriotism on consumer ethnocentrism in the furniture market in Ethiopia.
- To determine the effect of cultural openness on consumer ethnocentrism in the furniture market in Ethiopia.

## **1.5 Significance of the Study**

The study helped the researcher to broaden her knowledge in the subject matter. Moreover studying ethnocentric tendencies of consumers help companies to prepare and evaluate their plans, policies, programs, strategies and budgets. Therefore the study will be helpful for 3F to act accordingly so that it can defend the import competition and promote its locally produced furniture products. The study will also will be useful for future researches that are going to be done in this particular issue and motivate other researchers to perform study on the untouched areas of the study.

## **1.6 Scope/ Delimitation of the study**

### **1.6.1 Geographical Scope**

The study was delimited to the capital city Addis Ababa as it is the place where different nations and nationalities with different background lives and where the company (3F) is also located.

### **1.6.2 Theoretical Scope**

According to Shankarmahesh (2006), there are four broad categories of antecedents, socio-psychological, economic, political and demographic factors. And each category consists of several other variables under them. The socio-psychological antecedents include cultural

openness, patriotism, world mindedness, conservatism, animosity, materialism, salience and dogmatism. The political antecedents include capitalism, stage of economic development, and improving national economy. Political antecedents are comprised of propaganda, history of oppression, out group size and leader manipulation. The last category which is the demographic antecedents includes age, gender, education, income, race and social class.

But the study only focused on two variables (patriotism and cultural openness) from socio-psychological factors and four variables (age, gender, education and income) from the demographic factors due to the fact that demographic variables namely age, gender, education and income are pointed out to be the most commonly used demographic variables in previous ethnocentrism studies (Javalgi et al, 2005). And the socio-psychological variables namely patriotism and cultural openness are selected because Sharma et al. (1995) positioned these variables as principal sources of consumer ethnocentrism. And these scholars are the ones who have invented the CETSCALE for the first time and are used for a base for all ethnocentrism studies.

### **1.6.3 Methodological Scope**

In this study a survey in the form of questionnaires was used. This type of methodology is used because of its low cost, widely spread, free of bias as answers are in respondent's own words and respondents can be reached according to their convenience.

### **1.7 Limitation of the study**

As the study was delimited to the respondents of Addis Ababa and consumers of Finfine Furniture Factory it may limit the representativeness of the research and the sampling technique that was used for this study was a convenience sampling method and such technique has a limitation of biased results.

As one variable studied in the study was patriotism and as the items used for measuring respondents' patriotism tendency were about their feelings of the country and some respondents were thinking that it is political and were refusing to fill the questionnaires but the researcher tried to explain about the general objectives of the study and explained that the study was all about one aspect of consumer behavior, consumer ethnocentrism and could create a clear understanding.

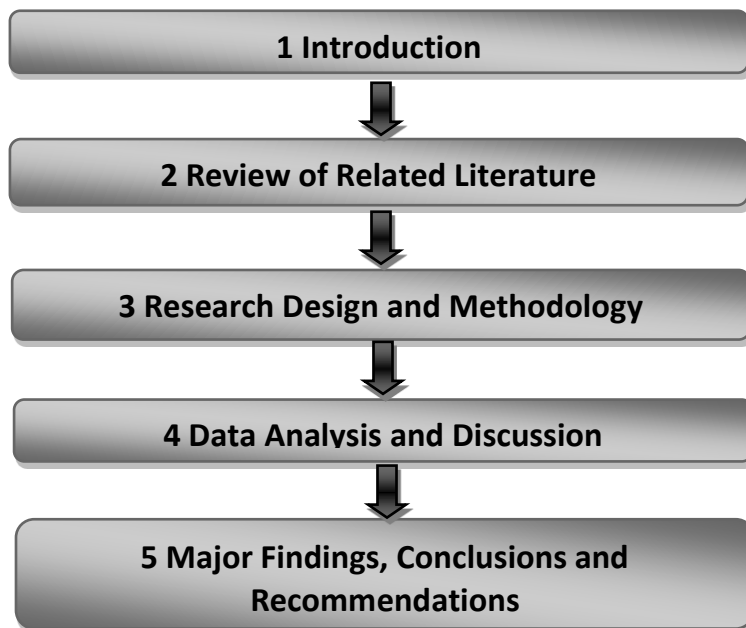
## 1.8 Organization of the study

The project work was organized under 5 chapters. Chapter one comprised introduction, background of the study, statement of the problem, basic research questions, general and specific objectives, significance of the study, delimitation/ scope of the study, limitation of the study and organization of the paper.

Chapter two was review of related literature.

Chapter three was the research methodology that was consisted of introduction, research approach, research design/type, sampling design (target population, sampling frame, sampling technique, sample size and sampling procedure), sources of data (primary and secondary), data collection methodology, data collection instrument, data analysis methods, validity and reliability and research Ethics.

In chapter four, results of analyses and findings that were emerged from the study and discussion are presented and in the final and fifth chapter, summary of the findings are taken from the results, conclusions are drawn from the summary and finally recommendations are forwarded.



**Figure 1.1 Structure and organization of the study**

## **Chapter Two**

### **2. Review of Related Literature**

#### **2.1 Introduction**

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

#### **2. 2 Ethnocentrism**

The concept ethnocentrism was first introduced by an American sociologist called William Graham Sumner in 1906. In the beginning, ethnocentrism was a purely sociological construct, describing in-group vs. out-group conflicts. Sumner defined ethnocentrism as “The view of things in which one’s group is the center of everything, and others are scaled and rated with reference to it. Each group nourishes its own pride and vanity, boasts itself superior, praise its own divinities and looks with contempt/disapprove on outsiders.” (Sumner, 1906).

It has been suggested (Forbes, 1985) that the conception of ethnocentrism has two implications, the first one implies that the groups are naturally antagonistic among them selves and the second one is ethnocentrism produces a series of feelings of loyalty among members of the same group and leads to rejection of the other groups.

According to Booth (1979) and Worchel and Cooper (1979) the concept of ethnocentrism symbolizes a universal tendency to see an individual's own group as the center of the universe and interpret social units from a group perspective. By doing so they accept people who are culturally similar but reject people whose cultures are different.

Rudolf and Hartmut (1994) was able to highlight that later studies dealt with ethnocentrism as a psychological construct, describing the tendency of an individual to identify strongly with their own in-group and culture, the tendency to reject out-group or the tendency to view any economic, political, or social event only from the point of the in-group. The psychosocial view relates ethnocentrism to individual personality levels as well as to social and cultural references (Levine and Campbell, 1972; Booth, 1979; Worchel and Cooper, 1979). From a psychological perspective, Freud (1955) defined ethnocentrism as the “narcissism of the group”: So long as a

group formation persists or so far as it extends, individuals in the group behave as though they were uniform, tolerate the peculiarities of its other members, equate themselves with them, and have no feelings of aversion toward them.

Psychologist Donald Campbell and his associates (Brewer & Campbell, 1976; Campbell & Levine, 1968) have shown that all people have tendencies to:

- define what goes on in their own cultures as "natural" and "correct" and what goes on in other cultures as "unnatural" and incorrect";
- Perceive in-group customs as universally valid; that is what is good for us is good for everybody;
- Think that in-group norms, roles and values are obviously correct;
- Believe that it is natural to help and cooperate with members of one's in-group;
- Act in ways that favor the in-group;
- Feel proud of the in-group and
- Feel hostility toward out-groups

Recently, the socio-psychological concept of ethnocentrism in a business context was started to be emphasized and this led to the study of consumer ethnocentrism. Consumer ethnocentrism expresses the wish to contribute to economic growth, and thus the domestic political, social, and economic welfare as it supports the domestic economy by favoring domestic products more than foreign products. (Rudolf and Hartmut, 1994).

### **2.2.1 Relationship between Ethnocentrism and Marketing**

The feelings of the consumer toward foreign products have been, for many years, a subject of interest both in the field of the consumer behavior and in that of international marketing. Generally, researches carried out have revealed that some consumers are prone to being ethnocentric when evaluating products. Although ethnocentrism has received a good deal of attention by sociologists and psychologists, and even some recognition that it is generally applicable to consumer behavior (Berkman and Gilson, 1978; Markin, 1974), it was not thought of as a marketing-specific phenomenon until recently.

It has been argued (Parts and Vida, 2011) that the term ethnocentrism has been initiated in the marketing field through the field of sociology, to represent the in-group or the out-group orientation of people. Consumer ethnocentrism was becoming as a significant factor in

marketing and this was enhanced by globalization and adoption (Jacoby, 1978 and Sharma and Shimp, 1987). It is broadly defined as the belief of consumers that the products originating from their own country are superior to any other products (Shimp, 1984).

### **2.2.2 Consumer Ethnocentrism**

Sumner (1906) was the first one to introduce the term “ethnocentrism” in his book entitled “Folkways”. He argued that ethnocentrism is the tendency to believe that one’s ethnic or cultural group is centrally important and that all other groups are measured in relation to one’s own. From the concept, ethnocentric individuals tend to view their group as superior to others. They view other groups from the perspective of their own, and reject those that are different and accept those that are similar (Netemeyer, Durvasula and Lichtenstein, 1991; Shimp and Sharma, 1987). Consumer Ethnocentrism, therefore, is derived from the psychological concept of ethnocentrism and specifically refers to ethnocentric views held by consumers in one country, the in-group, towards products from another country, the out-group (Shimp and Sharma, 1987).

Shimp and Sharma, (1987) defined consumer ethnocentrism as the belief held by consumers about the appropriateness and morality of purchasing foreign products/services and consumer ethnocentrism has been suggested as means of differentiating consumers group who prefers domestic goods over imported goods (Huddleston, Good and Stoel, 2001)

Consumer ethnocentrism refers to ethnocentric views held by consumer in one country, the in-group, towards products from another country, the out-group (Shimp and Sharma, 1987). Shimp and Sharma (1987) found that some consumers gener Purchasing foreign products/services can carry high emotional implications, particularly when ally believe that buying products that are locally manufactured is morally appropriate in a normative sense. This expression of consumer ethnocentrism can serve as an essential stimulus for the decision to purchase domestic or local products. It has been suggested (Crawford and Lamb 1981, cited in Herche, 1994) that people lose domestic jobs and the national security will be at risk are the results of emotional implications when purchasing foreign made products and services.

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

- Consumer ethnocentrism results from the love and concern for one's own country and the fear of losing control of one's economic interests as the result of the harmful effects that imports may have on oneself and countrymen.
- It contains the intention or willingness not to purchase foreign products. For ethnocentric consumers, buying foreign products is not only an economic issue but also a moral problem. This moral aspect causes consumers to purchase domestic products even though, in extreme cases, the quality is below that of imports. Not buying foreign imports is good, appropriate, desirable, and patriotic; buying them is bad, inappropriate, undesirable, and irresponsible.
- It refers to a personal level of prejudices against imports, although it may be assumed that the overall level of consumer ethnocentricity in a social system is the aggregation of individual tendencies.
- 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.

It has been suggested (Shimp and Sharma, 1987) that when people have a higher level of ethnocentric level, the chance that they will choose a domestically made products and services will be higher and the chance that they will choose a foreign made product will be less. On the other hand people who scored low in ethnocentrism score will choose foreign made products and services (Acharya and Elliott, 2003, cited in Hamin and Elliott, 2006). In addition, some studies suggest that products from countries viewed as culturally similar to the home country, in comparison to products from countries that are viewed as culturally dissimilar, are preferred (Crawford and Lamb, 1981; Heslop, Papadopoulos and Bourke, 1998; Wang and Lamb, 1983).

However, the influence on the willingness to buy domestic products is likely to vary between developed and developing countries (Wang and Chen, 2004). The likelihood of consumers buying a domestically made product or service in less developed and developing countries is low as they frequently have shown preferring a foreign made product (Bawa, 2004) and on the contrary consumers living in developed countries have shown preference for domestic products (Watson and Wright, 2000). Researches constantly revealed that consumers of developed

countries preferred a domestically made products and services (Bilkey and Nes, 1982; Rierson, 1967 and Samiee, 1994).

Regarding measurement Shimp and Sharma (1987) developed consumer ethnocentrism into a measurable construct through the use of the Consumer Ethnocentric Tendencies Scale (CETSCALE) to measure the tendencies of consumers towards purchasing foreign products. To construct this scale they have employed the patriotism scale by Adorno et al. (1950).

Testing the scale in several studies demonstrated its reliability and validity. It is a 17 item instruments designed to better understand, describe and predict consumers' behavioral tendencies towards purchasing foreign products (Kaynak and Kara, 2002). The 17 items are series of Likert type sentences which measures the tendencies of consumers to act consistently towards foreign and domestic products (Watson and Wright, 2000). According to Bawa (2004), CETSCALE is linked to the following four concepts:

- It hurts the domestic economy
- It results in the loss of jobs
- It is unpatriotic
- It is tied to product availability

Shimp and Sharma (1987) carried out a study in USA and were able to demonstrate the validity and reliability of the CETSCALE as a measure of consumer ethnocentrism. In addition to the the country US Netemeyer, Durvasula and Lichtenstein, (1991 carried out an investigation to test the validity of the CETSCALE in countries other than the USA which were students from the USA, France, Japan, and West Germany and the alpha level for the scale was ranging from 0.91 to 0.95 across the four countries studied and compared the results. Another analysis by Teodoro, Jose-Angel and Salvador (2000) was carried out on Spain consumers concluded that the 17 item CETSCALE was a reliable and valid measurement of consumers' ethnocentric tendencies with an alpha value of 0.9891. As cited in Chris, Nic and Christo (2014) the reliability and validity of the CETSCALE have been extensively tested in various countries like studies conducted with samples from Japan and West Germany (Netemeyer, Durvasula and Lichtenstein , 1991); Poland (Supphellen & Rittenburg, 2001; Huddleston, Good & Stoel, 2001); Malta (Caruana & Magri, 1996); Korea (Sharma, Shimp, & Shin, 1995); Russia (Good & Huddleston, 1995; Saffu and Walker, 2005) and Turkey (Kavak & Gumusluoglu, 2007).

Others have shown (Mangnale, Potluri and Degefu , 2011) that the reliability of the CETSCALE was conducted and the cronchba was found to be 0.847 for the product market and 0.877 for the service market in Ethiopia. As both values exceed the 0.70 rule, it can be concluded that the CETSCALE is a reliable scale to measure the beliefs held by Ethiopian consumers about the appropriateness and morality of purchasing foreign products in place of domestic products.

The CETSCALE has evolved overtime, being shortened from a 17-item scale to a 10-item scale (Bawa, 2004). The shorter version which is a 10-item version of the CETSCALE, based on the original 17-item scale by Shimp and Sharma, (1987) was also used by authors such as Nielsen and Spence (1997); Steenkamp and Baumgartner (1998); Lindquist, et.al. (2001); Douglas and Nijssen (2003); Bawa (2004); and Evanschitzky, et. al. (2008).

**Table 2.1 10- Item CETSCALE by Shimp and Sharma (1987)**

|         |  |
|---------|--|
| Item 1  | Only those products that are unavailable in the U.S. should be imported.   |
| Item 2  | American products, first, last, and foremost.  |
| Item 3  | Purchasing foreign-made products is un-American.   |
| Item 4  | It is not right to purchase foreign products, because it puts Americans out of jobs.   |
| Item 5  | A real American should always buy American-made products.  |
| Item 6  | We should purchase products manufactured in America instead of letting other countries get rich off us.                          |
| Item 7  | Americans should not buy foreign products, because this hurts American business and causes unemployment.                         |
| Item 8  | It may cost me in the long-run but I prefer to support American products.  |
| Item 9  | We should buy from foreign countries only those products that we cannot obtain within our own country.                           |
| Item 10 | American consumers who purchase products made in other countries are responsible for putting their fellow Americans out of work. |

### **2.3 Consumer Ethnocentrism & Demographic Variables**

According to Shenkarmahesh, 2006; Jain and Jain, 2010) all consumers do not tend to be equally ethnocentric. A number of factors like demographic factors such as gender, age, education and income act as antecedents to consumer ethnocentrism.

To assist marketers in identifying consumers who may be sensitive toward imported merchandise, several studies have investigated the relationship between consumer ethnocentrism and various demographic variables (Huddleston, Good & Stoel, 2001). Javalgi et al. (2005)

pointed out that the most commonly used demographic variables in previous ethnocentrism studies are gender, age, education and income and these variables were also the focus of this study.

### **2.3.1 Gender and Consumer Ethnocentrism**

As cited in Hanuer (2014) Gender is an important demographic factor in analyzing the behavioral aspects of customers (Schiffman and Kanuk, 2007). There seems to be a fair amount of agreement among a number of researchers that gender does influence on consumer ethnocentrism, and that women generally report higher ethnocentric scores than men. As cited in Nikoletta (2009) the relationship between gender and consumer ethnocentrism found support in previous studies showing that women being more concerned about social harmony (Triandis et al, 1985) or their patriotic sentiments (Han,1988) and the arguments supported this include Korea (Sharma, Shimp, & Shin, 1995), USA (Klein and Ettenson, 1999), France (Javalgi et al., 2005), Hungary, Estonia, Czech Republic (Vida and Fairhurst, 1999), New Zealand (Watson and Wright, 2000) and Turkey (Kaynak and Kara, 2002).

In addition to this, other studies (Bruning, 1997 and Kucukemiroglu, 1999) argue that women are more ethnocentric than men due to the reason that females are more caring, conservative and patriotic and feel more concerned about the impact of their actions on others, preserving social harmony and maintaining group cohesiveness. (Sharma, Shimp, & Shin, 1995; Jain and Kaur, 2006). Similarly Mangnale, Potluri and Degefu (2011) found that there was significant differences in the level of ethnocentrism between women and men and they inferred that Ethiopian women are more ethnocentric than Ethiopian men.

However other studies argued that there is no a significant difference among consumers in their ethnocentric level regarding gender or they argued that there was no significant difference between men and women in their ethnocentrism tendencies (Good & Huddleston, 1995; Caruana and Magri, 1996; Ruyter, Van Birgelen and Wetzels, 1998; Saffu & Walker, 2005; Hamelin, Ellouzi and Canterbury, 2011; Al Ganideh & Al Tae, 2012).

According to a study in Sri Lanka by Wanninayake (2013) and in South Africa by Pentz, Terblanche and Borshoff (2014) it was concluded that gender had no effect on ethnocentrism levels. On the contrary a study in Mauritius by Ramsaran-Fowdar (2010) argued that Mauritian males have more ethnocentric tendencies than the female ones.

Given the weight of evidence, it was hypothesized that women are more ethnocentric than men.

**Hypothesis 1:** Women exhibit greater ethnocentric tendencies than men in the furniture market in Ethiopia.

### **2.3.2 Age and Consumer Ethnocentrism**

A consistent relationship between age and consumer ethnocentrism was not found in earlier studies but currently there is an empirical support that older people exhibit a higher ethnocentric tendency than their younger counterparts (Sharma, Shimp, & Shin, 1995)

As cited in Nikoletta, (2009) younger generations are adapting to the new environment, while older people are keen on maintaining their established consumption patterns. The expected association of age with consumer ethnocentric tendencies was confirmed in many countries, such as Bulgaria (Leonidou et al, 1999), France (Javalgi et al, 2005), Mexico (Witkowski, 1998), New Zealand (Watson and Wright, 2000), Turkey (Balabanis et al, 2001) and Greece (Chrysochoidis, Krystallis and Perreas, 2007).

In addition, empirical evidences supported and argued that younger people will have low consumer ethnocentrism scores than old people as the younger generations show more cosmopolitanism due to socio-cultural influences and more of them tend to be less ethnocentric (Shankarmahesh, 2006).

According to the finding of Sanjay K. and Reetika J. (2010), age is the only demographic variable which is significantly and positively correlating with consumer ethnocentrism. This is in line with the findings of previous studies which to reveal relatively a higher level of consumer ethnocentrism present among the older people (Schooler, 1971; Klein and Ettenson, 1999; Caruana and Magri, 1996; Hanuer, 2014; Klein, Ettenson and Morris, 1998; Shankarmahesh, 2006 and Javalgi et al., 2005). Moreover Bruning (1997) argued that older people are more ethnocentric than younger people.

In general, elderly persons tend to be more patriotic and possess greater national pride (Klein and Ettenson, 1999). The younger people, on the other hand, tend to be more cosmopolitan and modern in their outlook, and do not possess that high feeling of national pride and attachment to their own country's products as the older people do (Shankarmahesh, 2006).

On the contrary of the above findings, Mangnale, Potluri and Degefu (2011) argued that there were no significant differences in ethnocentrism tendency by age. Other studies (Bawa, 2004 and

Sharma, Shimp and Shin, 1995) did not find a significant relationship between age groups and the degree of consumer ethnocentrism.

Majority of past studies do lend support to the theoretical proposition that age is positively related to consumer ethnocentrism (Schooler, 1971; Klein and Ettenson 1999; Caruana and Margi, 1996).

As the more dominant view from previous research is that the older people are, the more ethnocentric they will be. Therefore it is proposed that:

**Hypothesis 2:** Age has a positive significant effect on consumer ethnocentrism in the furniture market in Ethiopia.

### **2.3.3 Education and Consumer Ethnocentrism**

According to Ray (1990) education broadens mental of consumers and brings them out of shallow, confines of their thinking and living and it helps people to reduce their conservative tendencies as a result education level of customers will negatively correlate with consumer ethnocentrism. The findings of past studies have shown that educated people are less conservative and less ethnic in their prejudice against artifacts and members of out-group (Sharma, Shimp, & Shin, 1995). In addition more educated people are also less averse to imports (Klein and Ettenson 1999; Caruana and Magri, 1996; Ray 1990). Watson and Wright, (2000) argued that certain studies show that ethnocentric consumers tend to have a lower level of education.

In the same manner, results of some prior studies seem to indicate that there is a negative relationship between consumers' education levels and consumer ethnocentrism: the more educated consumers are, the less ethnocentric they become. Some of the underlying reasons for this phenomenon are that more 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). Similarly (Sharma, Shimp, & Shin, 1995) and as educational level increases, ethnocentricity decreases.

It has been suggested (Nikoletta, 2009) that the logic behind this argument is that as individuals move to more advanced educational levels, they become more acquainted with foreign cultures and therefore, more receptive towards foreign products. Contexts that offered support for this

relationship include Singapore (Piron, 2002), Korea (Sharma, Shimp, & Shin, 1995), New Zealand (Watson and Wright, 2000), Turkey (Kaynak and Kara, 2002; Kucukemiroglu, 1999), the US (Klein and Ettenson, 1999), Poland (Good and Huddleston, 1995; Vida and Fairhurst, 1999), Mexico (Witkowski, 1998), Colombia (Ueltschy, 1998) and Greece (Chrysochoidis, Krystallis and Perreas, 2007).

Conversely as cited in Nikoletta, (2009) a research in Russia and Canada by Saffu and Walker (2005), in Indian by Bawa, (2004) and a French research by Javalgi et al. (2005) suggested that there was no significant relationship between education and consumer ethnocentrism. A positive relationship was also found in an American study by Hopkins and Powers (2007), where higher educational levels were correlated with higher ethnocentrism scores.

As it seems that most previous research results support the idea that the more educated consumers are, the less ethnocentric they tend to be, so the following hypothesis is proposed:

**Hypothesis 3:** Education has a negative significant effect on consumer ethnocentrism in the furniture market in Ethiopia.

#### **2.3.4 Income and Consumer Ethnocentrism**

The majority of empirical studies agree on the negative correlation between income and ethnocentric tendencies, i.e. as income increases, people tend to be more objective in their evaluations and preferences (Nikoletta, 2009). In addition most research studies have found income as a factor negatively affecting consumer ethnocentrism (Sharma, Shimp, & Shin, 1995; Bruning, 1997). Because of greater incidence of foreign travel, interactions with people from other cultures and exposure to foreign media; people with higher income in general tend to be relatively less ethnocentric (Sharma, Shimp, & Shin, 1995). Watson and Wright, (2000) also argued that results of certain studies show that ethnocentric consumers tend to have a lower level of income. The higher levels of income provide consumers with more opportunities to travel and thus the exposure to foreign products influences their purchasing behavior. Lifestyle of this group resulted in the broader cosmopolitan view of the other societies.

The negative correlation between income and consumer ethnocentrism was validated in studies in Korea (Sharma, Shimp, & Shin, 1995), USA (Klein and Ettenson, 1999), New Zealand (Watson and Wright, 2000), Turkey (Kaynak and Kara, 2002; Kucukemiroglu, 1999), Colombia

(Ueltschy, 1998), Poland (Good and Huddleston, 1995; Supphellen and Rittenburg, 2001) and Canada (Wall and Heslop, 1986).

Wall, Heslop and Hofstra (1988) suggested that there is a link between level of income and consumer ethnocentric tendencies, and, the higher level of income; the less likely those consumers include domestic products in their purchase choices. Several studies have reported that consumers with higher levels of income express lower ethnocentric tendencies than consumers with lower levels of income (Othman, Ong and Wong, 2008; Kumar, Fairhurst and Kim, 2011).

However, some non-significant results were also reported, such as Russia and Poland (Good and Huddleston, 1995); Hungary and Mexico (Witkowski, 1998); Croatia and Bosnia and Herzegovina (Kestic, Rajh and Ozretic-Dosen, 2004); in France (Javalgi et al., 2005); Bosnia-Herzegovina (Cutura, 2006). In the same way Mangnale, Potluri and Degefu, (2011) found that there were no significant differences in ethnocentrism by income level among Ethiopian consumers. .

As cited in Nikoletta, (2009) there was also an interesting finding by Hopkins and Powers, (2007) in US that suggested that there is a positive relationship between income and consumer ethnocentrism indicating that as income increases, ethnocentrism levels rises as well. A possible explanation for such finding could be that some domestic products within a developed country, such as the US, are more expensive than imported alternatives and are only affordable by high income earners.

Majority of results of previous studies seem to support the notion that the more income people earn, the less ethnocentric they will be.

**Hypothesis 4:** Income has a negative significant effect on consumer ethnocentrism in the furniture market in Ethiopia.

#### **2.4 Consumer Ethnocentrism & Socio-psychological variables**

Socio-psychological variables act as antecedents such as patriotism, conservatism, collectivism, cultural openness, animosity and world-mindedness, etc. to consumer ethnocentrism. (Shenkarmahesh, 2006 and Jain and Jain, 2010). However the focus of this study was only on antecedents known as patriotism and cultural openness.

### **2.4.1 Patriotism and Consumer Ethnocentrism**

Patriotism is defined as “strong feelings of attachment and loyalty to one’s own country, but without corresponding hostility towards other nations” (Balabanis et al., 2001). Because of love for and devotion to their country, patriotic persons tend to favor their own country’s artifacts and products.

It has been argued (Schatz, Staub and Lavine, 1999) that there should be distinction among the forms of patriotism on two distinct bases. First whether patriotism is necessarily linked to hostility and rejection of the out-group and on the other hand whether it is naturally linked with blind allegiance or loyalty to one’s country. When patriotism is linked to blind loyalty, it will lead to two different types of patriotism called blind and constructive patriotism. Blind patriotism is defined as feelings of rigid attachment to the country and involves undeniable positive evaluation and intolerance of negative criticism whereby constructive patriotism is defined as the same as blind patriotism but accepts negative criticism to increase positive change for the country. Both types of patriotisms are feelings of attachment to one’s country but their difference lies in their attitude toward negative criticism or the blind patriotism sees a negative criticism as disloyalty but the constructive patriotism sees it as a means of improvement (Schatz, Staub and Lavine, 1999).

Regarding the relationship between patriotism and consumer ethnocentrism, past studies do point to a positive correlation between patriotism and consumer ethnocentrism (Han, 1988; Sharma, Shimp, & Shin, 1995; Klein and Ettenson, 1999). Balabanis et al (2001) concluded that the effect of patriotism on ethnocentrism may vary from country to country, more often due to historical events. Based on their empirical findings, Good and Huddleston (1995) observed that if a country has a history of being an oppressed, occupied and conquered nation, patriotism will have a positive effect on their consumer ethnocentrism tendency.

According to Klein, Ettenson and Morris, (1998), Balestrini & Gamble, (2002) and Javalgi et al. (2005), patriotism positively increases consumer ethnocentrism and similarly it has been also proved that patriotism has a significant effect on choosing between national and foreign products, it is to be expected that consumer ethnocentrism influences choice likewise (Forbes, 1985; Daser and Meric, 1987; Han, 1988) and consumers may have strong feelings of patriotism and pride in domestic products and consider it wrong, almost immoral to buy foreign products (Shimp and Sharma, 1987). Hanauer (2014) found in his study that Ethiopian consumers are said

to be patriot and confirmed that there is a positive significant relationship between patriotism and consumer ethnocentrism.

From the above findings it can be concluded that patriotic consumers might tend to favor domestic products and the relationship between patriotism and consumer ethnocentrism is hypothesized as follows:

**Hypothesis 5:** Patriotism has a positive significant effect on consumer ethnocentrism in the furniture market in Ethiopia.

Regarding measurement Adorno et al. (1950) developed a five item scale for measuring patriotism. In addition Kosterman & Feshbach (1989) developed a 12- item measurement scale and it has been widely used by previous researchers in behavioral sciences (Hanuer, 2014). The measurement have been successfully applied in various other countries and cultural contexts, such as in Turkey and the Czech Republic (Balabanis et al. 2001), in Japan (Karasawa 2002) or in Hungary, Slovakia, the Czech Republic, Poland and Austria (Weiss 2003), and this further supports the reliability and validity of this measure.

As argued by Hanuer (2014) Winit, Gregory, and Di Mascio (2008) modified the 12-item scale into a five item scale by taking items from 1-5 and this study will use this 5-item scale for measuring patriotism.

**Table 2.2 12-Item Patriotism scale by Kosterman and Feshbach (1989)**

|         |  |
|---------|--|
| Item 1  | I love my country.   |
| Item 2  | I am proud to be an American.  |
| Item 3  | In a sense, I am emotionally attached to my country and emotionally affected by its actions  |
| Item 4  | Although at times I may not agree with the government, my commitment to the U.S. always remains strong.  |
| Item 5  | I feel a great pride in that land that is our America.   |
| Item 6  | It is not that important for me to serve my country.   |
| Item 7  | When I see the American flag flying I feel great.  |
| Item 8  | The fact that I am an American is an important part of my identity.  |
| Item 9  | It is not constructive for one to develop an emotional attachment to his/her country   |
| Item 10 | In general, I have very little respect for the American people.  |
| Item 11 | It bothers me to see children made to pledge allegiance to the flag or sing the national anthem or otherwise induced to adopt such strong patriotic attitudes. |
| Item 12 | The U.S. is really just an institution, big and powerful yes, but just an institution.   |

### **2.4.2 Cultural openness and Consumer Ethnocentrism**

Cultural openness is defined as willingness of people belonging to particular culture to interact with people from other culture(s) and experience their values and artifacts (Sharma, Shimp, & Shin, 1995; Shankarmahesh, 2006). Cultural openness can arise as a result of overseas travels and/or interactions with foreigners in one's own country. Such exposures and interactions broaden one's mind and tend to reduce prejudice against people and artifacts from other cultures or cross-cultural interactions and travel opportunities can broaden one's mind (Berkowitz, 1962).

Cultural openness on the part of a consumer implies a passive exposure and acceptance and no rejection of foreign culture and people (Sharma, Shimp, & Shin, 1995). Watson and Wright (2000) reported that individuals with high ethnocentrism had more favorable attitudes towards products from culturally similar countries and thus were more willing to purchase these products than the ones coming from the culturally dissimilar countries.

A few past empirical studies point to a negative relationship between cultural openness and consumer ethnocentrism (e.g., Howard, 1989; Sharma, Shimp, & Shin, 1995). It has been argued (Shimp and Sharma, 1987; Howard, 1989 and Javalgi et al., 2005) that cultural openness has an adverse effect on consumer ethnocentrism. Studies that found a negative relationship between cultural openness and consumer ethnocentrism (Shimp and Sharma, 1987; Howard, 1989) seem to have relied heavily on conventional wisdom that "cross-cultural interactions and travel opportunities can broaden one's mind" (Berkowitz, 1962). Additionally as cited in Hanuer (2014), Ruyter, Van Birgelen and Wetzels (1998) empirically proved that there is a strong negative correlation between cultural openness and consumer ethnocentrism 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 and this non significance of culture is grounded in French people's substantial experience with foreign cultures (Nikoletta, 2009). In addition a study by Hanuer (2014) found that there is a weak and statistically insignificant relationship between consumer ethnocentrism and cultural openness among Ethiopian consumers.

Furthermore it has been argued (Rosenblatt, 1964) that members of a group that have “the most contact with new cultures such as border dwellers, travelers and diplomats tend to be extremely ethnocentric or nationalistic.

Depending on the findings of previous studies, it is therefore proposed that:

**Hypothesis 6:** Cultural openness has a negative significant effect on consumer ethnocentrism in the furniture market in Ethiopia.

Regarding measurement scale a six item cultural openness measurement was developed by Sharma, Shimp and Shin (1995) and this scale will also be used in this study to test this variable.

**Table 2.3 Cultural Openness scale by Sharma, Shimp and Shin (1995)**

|        |   |
|--------|---|
| Item 1 | I have strong desire to overseas travel.                                    |
| Item 2 | I would like to learn more about other countries.                           |
| Item 3 | I would like to have opportunities to meet people from other countries.     |
| Item 4 | I am very interested on trying food from different countries.               |
| Item 5 | I am open-minded towards foreigners and their habits.                       |
| Item 6 | We should have a respect for traditions, cultures and way of other nations. |

**Table 2.4 Summary of the relationship of consumers' ethnocentrism and its antecedents**

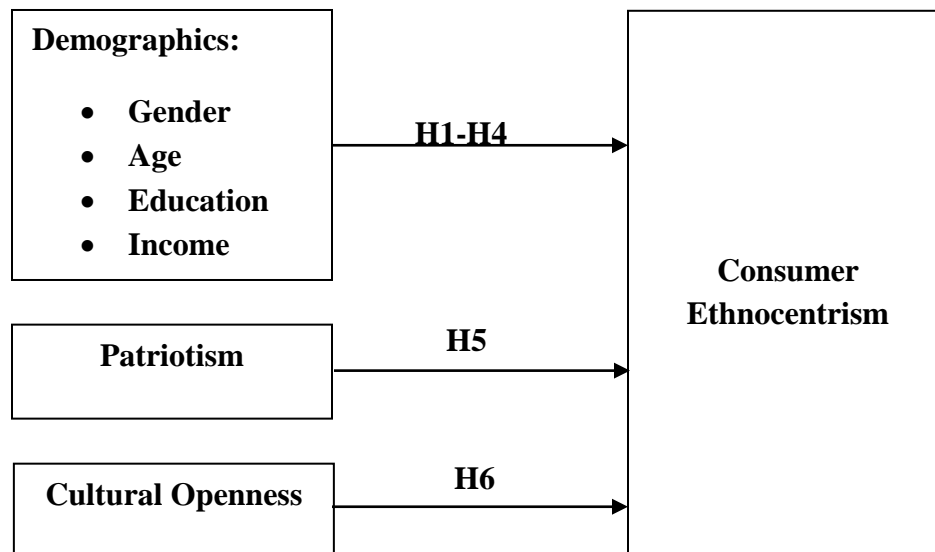
| <b>Variable</b> | <b>Authors &amp; Year</b>                | <b>Country</b> | <b>Relationship with Consumer Ethnocentrism</b>                |
|-----------------|--|----------------|--|
| <b>Gender</b>   | Eagly (1978)                             | US             | Women more ethnocentric  |
|                 | Festervand, Lumpkin and Lundstrom (1985) | US             | Women more ethnocentric  |
|                 | Wall and Heslp (1986)                    | Canada         | Women more ethnocentric  |
|                 | Han (1988)                               | US             | Women more ethnocentric  |
|                 | Howard (1989)                            | US             | Women more ethnocentric  |
|                 | Sharma, Shimp, & Shin (1995)             | Korea          | Women more ethnocentric  |
|                 | Good and Huddleston (1995)               | Poland         | Women more ethnocentric  |
|                 | Bruning (1997)                           | Canada         | Women more ethnocentric  |
|                 | Klein and Ettenson (1999)                | US             | Women more ethnocentric(partialsupport)                        |
|                 | Balabanis et al. (2001)                  | Turkey         | Women more ethnocentric  |
|                 | Mangnale, Potluri and Degefu(2011)       | Ethiopia       | Women more ethnocentric  |
|                 | Hanuer, (2014)                           | Ethiopia       | White women more ethnocentric & no relationship in black women |
|                 | Pentz, Terblanche and Borshoff (2014)    | South Africa   |  |
|                 | Dornoff et al. (1974)                    | US             | No relationship  |
|                 | Good and Huddleston (1995)               | Russia         | No relationship  |
|                 | Caruana and Magri (1996)                 | Malta          | No relationship  |
|                 | Balabanis et al.(2001)                   | Czech          | No relationship  |
|                 | Wanninayake (2013)                       | Sri Lanka      | No relationship  |
|                 | Ramsaran-Fowdar (2010)                   | Mauritius      | Men more ethnocentric  |
|                 | Bannister and Saunders (1978)            | Britain        | Men more ethnocentric  |
| <b>Age</b>      | Dornoff et al (1974)                     | US             | Positive relationship  |
|                 | Han (1988)                               | US             | Positive relationship  |
|                 | Good & Huddleston (1995)                 | Poland         | Positive relationship  |
|                 | Caruana and Magri (1996)                 | Malta          | Positive relationship  |
|                 | Klein and Ettenson (1999)                | US             | Positive relationship  |
|                 | Balabanis et al.(2001)                   | Turkey         | Positive relationship  |
|                 | Bruning (1997)                           | Canada         | Positive relationship  |
|                 | Hanuer (2014)                            | Ethiopia       | Positive relationship  |
|                 | Pentz, Terblanche and Borshoff (2014)    | South Africa   | Positive relationship  |
|                 | Wanninayake (2013)                       | Sri Lanka      | Positive relationship  |
|                 | Festervand, Lumpkin and Lundstrom (1985) | US             | No relationship  |
|                 | Sharma, Shimp, & Shin (1995)             | Korea          | No relationship  |
|                 | Balabanis et al.(2001)                   | Czech          | No relationship  |
|                 | Mangnale, Potluri and Degefu(2011)       | Ethiopia       | No relationship  |
|                 | Schooler (1971)                          | US             | Negative relationship  |
|                 | Bannister and Saunders (1978)            | Britain        | Negative relationship  |

| <b>Variable</b>   | <b>Authors &amp; Year</b>  | <b>Country</b>  | <b>Relationship with Consumer Ethnocentrism</b>  |
|-------------------|--|---|--|
| <b>Education</b>  | Festervand, Lumpkin and Lundstrom (1985)<br>Nishina (1990)<br>Good & Huddleston (1995)<br>Caruana and Magri (1996)<br>Klein and Ettenson (1999)<br>Balabanis et al. (2001)<br>Bruning (1997)<br>Hanuer (2014)<br>Wanninayake (2013)<br>Pentz, Terblanche and Borshoff (2014)<br>Han (1988)<br>Balabanis et al. (2001)<br>Mangnale, Potluri and Degefu(2011)<br>Hopkins and Powers (2007) | US<br>Japan<br>Pol. & Russ.<br>Malta<br>US<br>Turkey<br>Canada<br>Ethiopia<br>Sri Lanka<br>South Africa<br>US<br>Czech<br>Ethiopia<br>US  | Negative relationship<br>Negative relationship<br>Negative relationship<br>Negative relationship<br>Negative relationship<br>Negative relationship<br>Negative relationship<br>Negative relationship<br>Negative relationship<br>Negative for White respondents and no relationship in black respondents<br>No Relationship<br>No Relationship<br>No Relationship<br>Positive Relationship |
| <b>Income</b>     | Sharma, Shimp, & Shin (1995)<br>Klein & Ettenson (1999)<br>Balabanis et al. (2001)<br>Good and Huddleston (1995)<br>Bruning (1997)<br>Hanuer(2014)<br>Wanninayake (2013)<br>Pentz, Terblanche & Borshoff (2014)<br>Mangnale, Potluri and Degefu(2011)<br>Caruana and Magri (1996)<br>Han (1988)<br>Tan and Farley (1987)<br>Balabanis et al (2001)<br>Hopkins & Powers (2007)            | Korea<br>US<br>Turkey<br>Poland<br>Canada<br>Ethiopia<br>Sri Lanka<br>South Africa<br>Ethiopia<br>Malta<br>US<br>Singapore<br>Czech<br>US | Negative Relationship<br>Negative Relationship<br>Negative Relationship<br>Negative Relationship<br>Negative Relationship<br>Negative Relationship<br>Negative Relationship<br>Negative Relationship<br>No relationship<br>No relationship<br>No relationship<br>Positive relationship<br>Positive relationship<br>Positive relationship   |
| <b>Patriotism</b> | Bannister & Saunders (1978)<br>Han (1988)<br>Sharma, Shimp, & Shin (1995)<br>Klein, Ettenson and Morris (1998)<br>Klein and Ettenson (1999)<br>Balabanis et al. (2001)<br>Balestrini & Gamble (2002)<br>Jain and Jain (2013)<br>Hanuer (2014)  | Britain<br>US<br>Korea<br>China<br>US<br>Turkey,Czech<br>China<br>India<br>Ethiopia   | No relationship<br>Positive relationship<br>Positive relationship<br>Positive relationship<br>Positive relationship<br>Positive (partial support)<br>Positive relationship<br>Positive relationship<br>Positive relationship   |

| Variable                 | Authors & Year               | Country                    | Relationship with Consumer Ethnocentrism                         |
|--------------------------|------------------------------|----------------------------|--|
| <b>Cultural Openness</b> | Rosenblatt (1964)            | N/A                        | Positive Relationship  |
|                          | Shimp and Sharma (1987)      | US                         | LA less ethnocentric than cultures Denver, Detroit and Carolinas |
|                          | Howard (1989)                | US                         | West coast less ethnocentric                                     |
|                          | Sharma, Shimp, & Shin (1995) | Korea                      | Negative relationship  |
|                          | Suh and Kwon (2002)          | US                         | Negative relationship  |
|                          | Jain and Jain (2013)         | India                      | Negative relationship  |
|                          | Javalgi et al. (2005)        | France                     | Insignificant relationship                                       |
| Hanuer (2014)            | Ethiopia                     | Insignificant relationship |  |

**Source: Shankarmahesh, (2006), Mangnale, Potluri and Degefu (2011), Jain and Jain (2013), Wanninayake (2013), Pentz, Terblanche and Borshoff (2014) and Hanuer (2014)**

## 2.5 Conceptual Framework



**Figure: 2.1 Research Frame Work**

**Source: Based on Conceptual model of Shankarmahesh (2006)**

The above figure shows that the conceptual framework and hypothesis of the study and it also shows that the antecedents/ determinants of consumer ethnocentrism namely demographic variables (age, gender, education and income), patriotism and cultural openness have a direct relationship with consumer ethnocentrism.

## **Chapter Three**

### **3. Research Design and Methodology**

#### **3.1 Introduction**

This chapter explains the methodology of the study which includes the research approach, research design/type, sampling design (target population, sampling frame, sampling technique, sample size and sampling procedure), sources of data (primary and secondary), data collection methodology, data collection instrument, data analysis methods, validity and reliability and research Ethics.

#### **3.2 Research Approach**

The type of this research was a quantitative research approach as it tested objective theories by examining the relationship among variables and the variables are measured, typically on instruments, so that numbered data can be analyzed using statistical procedure and the final written report had a set of structure consisting of introduction, literature review, methods, results and discussion (Creswell, 2009)

#### **3.3 Research Design/Type**

The research design that was applied for this study was an explanatory research design as its aim was to identify any links between the factors or variables that pertain to the research problem. The study tried to identify the relationship between consumer ethnocentrism and its antecedents. The consumers' tendency of ethnocentrism is also measured by the consumer ethnocentrism scale (CETSCALE) developed by Shimp and Sharma (1987).

In order to accomplish the study objectives and to answer the stated questions, descriptive statistics such as frequency, percentage and mean scores were used to assess customers' ethnocentrism tendency in the furniture market. In addition one way ANOVA, independent t-test, and Pearson correlation were used to identify the relationship between consumer ethnocentrism and its demographic and socio-psychological determinants namely gender, age, education, income, patriotism and cultural openness. And lastly a multiple regression analysis was done to assess relative importance of the antecedents of consumer ethnocentrism in combination.

### **3.4 Sampling Design**

#### **3.4.1 Target Population**

The target populations of the study were residents of Addis Ababa who are customers in the furniture industry. The city Addis Ababa is selected because it is a place where different nation and nationalities lives.

#### **3.4.2 Sampling Frame**

The populations of the sampling frame were all Addis Ababa residents who are consumers of furniture products of Finfine Furniture Factory PLC (3F). The main reason to select Addis Ababa is that the city is composed of different types of nations and nationalities with different backgrounds and due to this it will be easy to generalize the findings of this study at country level and the company 3F is selected because it was in the local furniture manufacturing business for about 50 years and is the oldest of all furniture manufacturers in Ethiopia and well known by many Ethiopians. To increase the representativeness, data will be collected from all showrooms of the company.

#### **3.4.3 Sampling Technique**

There are two major alternatives on how to select appropriate sample: probability and non-probability sampling.

Since the total number and locations of the customers of the company was not known, the researcher was forced to employ a non - probability sampling as the respondents do not have an equal chance of being selected. In non-probability sampling, since elements are chosen arbitrarily, there is no way to estimate the probability of any one element being included in the sample. Also, no assurance is given that each item has a chance of being included but the sampling method is quick, inexpensive and convenient.

In addition a convenience sampling technique was used to distribute the questionnaires in which respondents were contacted on their relative ease of access or convenience to the researcher. This was done by distributing the questionnaire to respondents/ consumers who come to the company's showrooms located at Saris, Piassa, Salite Mihret and Bambis from March 15 to April 15 2017. The major advantage of a convenience sample is the availability of such a population. Researchers choose this type of group to gain information without having to travel extensively or build a pool of wide-ranging subjects (Malhotra, 2007).

### 3.4.4 Sample Size

The eventual sample size is usually a compromise between what is desirable and what is feasible. Cochran (1963) developed the formula to yield a representative sample for large and undefined population size like the current study:

$N = (Z\text{-score})^2 - \text{StdDev} * (1 - \text{StdDev}) / (\text{margin of error})^2$ , Where:

- **Z-score** represents confidence level. The most common confidence intervals are 90% confident, 95% confident, and 99% confident (90%, Z-Score = 1.645; 95%, Z-Score = 1.96; 99%, Z-Score = 2.326).
- **Standard of Deviation** — how much variance is expected in the responses? Since the researcher did not actually administered survey yet, the safe decision is to use .5 is the most forgiving number and ensure that the sample will be large enough.
- **Margin of Error (Confidence Interval, level of precision)** — No sample will be perfect, so it needed to decide how much error to allow. The confidence interval determines how much higher or lower than the population mean to let the sample mean fall (Cochran, 1963).

➤ Assuming a 95% confidence level, 0.5 standard deviation, and a margin of error (confidence interval) of +/- 5%.

$$((1.96)^2 \times .5(.5)) / (.05)^2$$

$$(3.8416 \times .25) / .0025$$

$$.9604 / .0025$$

$$384.16$$

**384** respondents are needed

As there is no a fixed number of customers per day in all showroom of the company, the researcher distributed this calculated sample size to each branches of the company equally.

**Table 3.1 Sample size distribution**

| Name of the Branch | Location (Sub city)      | No. of respondents to be contacted |
|--------------------|--------------------------|------------------------------------|
| Saris              | Saris (Nefas Silk Lafto) | 96                                 |
| Piassa             | Piassa (Arada)           | 96                                 |
| Salite Mihret      | CMC (Bole)               | 96                                 |
| Bambis             | Bambis (Kirkos)          | 96                                 |

### **3.4.5 Sampling Procedure**

Respondents were approached up on their availability at the company's premise that is during their visit to company's showrooms and they were asked to fill the questionnaire after their visitation and some who had no time were allowed to take it if they were nearby and it was collected from there.

### **3.5 Sources of Data**

Data is collected as either primary or secondary. In this study both primary and secondary sources of data were used to collect the needed information from the sources.

#### **3.5.1 Primary Source**

The primary data were collected through self administrated questionnaire from selected consumers to collect their feelings about consumer ethnocentrism.

#### **3.5.2 Secondary Source**

In addition to the primary data, a secondary data were collected from company's official website, brochure, governmental organization internal data and the internet.

### **3.6 Data Collection Methodology**

As the research approach was a quantitative approach, a typical quantitative data gathering strategy of an administering survey (questionnaire) with fixed response questions were used for collecting data from respondents. This method was chosen as it can be sent to a large number of people and saves the researcher's time and money. In addition to this, people are more truthful while responding to the questionnaires regarding controversial issues in particular due to the fact that their responses are anonymous (Leedy and Ormrod, 2001)

### **3.7 Data collection instrument**

A structured questionnaire with fixed response type questions were employed to collect primary data from respondents. This type of survey approach is the most common method of primary data collection in marketing research and its advantages are simple administration and data consistency. In addition a five point Likert scale 1=strongly disagree to 5= strongly agree was used as this scale is easy to construct and administer and respondents readily understand how to use the scale (Malhotra and Birks, 2003).

The questionnaire had four parts.

**Part one:** This part was designed to gain descriptive information about the respondent's demographic factors. It comprised questions with a multiple choice single response format and respondents were required to tick an appropriate box for each questions related to gender, age, level of education and income per month.

**Part Two:** had patriotism measuring questions adopted from Hanuer (2014) who intern adopted it from Winit, Gregory, and Di Mascio (2008) who they first adapted it from Kosterman and Feshbach's (1989) with a five point Likert scale from 1=Strongly disagree to 5=strongly agree.

**Part Three:** In this part cultural openness of the respondents were measured by using a six item cultural openness measurement scale developed by Sharma, Shimp, & Shin (1995) with a five point Likert scale from 1=Strongly disagree to 5=strongly agree.

**Part Four:** this part used the modified 10-item versions of the CETSCALE (Shimp and Sharma, 1987) with a five point Likert scale from 1=strongly disagree to 5=strongly agree to measure consumers' ethnocentrism tendency.

As respondents may not master the English language, the questionnaire was translated into Amharic, translated back to English and finally corrected for any variation to increase the accuracy of translation.

Before the main survey was conducted, a sample of 20 respondents was selected for pre testing the questionnaire. The major purpose of the pilot survey was to check the questionnaire clarity and understandability to the respondents and to identify and eliminate problems associated with question content and wording. Based on the feedback received from the test respondents few modifications to the CETSCALE items were made in order to make the items more describable of the furniture industry and to have a better response rate. Then the questionnaires were distributed and collected between 15 March and 15 April, 2017.

During the full scale survey, the questionnaire was administered to the respondents at the company's showroom through personal contact by the researcher and other collaborators who helped the researcher in data collection. Out of the total 384 distributed questionnaires 329 were successfully collected, this makes the response rate 85.67%. From the collected questionnaires 17 were eliminated or voided because the respondents failed to completely fill out the

questionnaires or they jumped a few questions. In the end a total of 312 questionnaires were taken to be analyzed.

### **3.8 Data Analysis Method**

The data that was collected through self-administered questionnaires were analyzed using SPSS (Statistical Package for the Social Science) version 20.0. The analysis part applied descriptive and inferential statistical instruments like mean, frequency, independent sample t test, one way ANOVA, correlation and simple and multiple linear regressions.

Independent-samples t test was used to determine if there were any differences regarding the level of consumer ethnocentrism between respondents with different gender and one way ANOVA was used to determine whether there are any statically significant differences between the means of the level of consumer ethnocentrism with different age, educational level and income level. In previous studies the one way ANOVA and independent-samples t test were used to test consumer ethnocentrism tendencies with demographic variables. (Hanuer, 2014; Mangnale, Potluri and Degefu, 2011; Jain and Jain, 2013 and Pentz, 2011, Pentz, Terblanche and Borshoff (2014) and Wanninayake (2013).

In addition correlation analysis was computed to examine the correlation between the socio-psychological variables namely patriotism and cultural openness with consumer ethnocentrism. This correlation analysis was also used in previous consumer ethnocentrism studies (Jain and Jain 2013; Hanuer, 2014 and Wanninayake, 2013). And at last a regression analysis was done to see how much of the variation in overall consumer ethnocentrism was explained by the variables.

### **3.9 Validity and Reliability**

#### **3.9.1 Validity**

Validity represents how well a variable measures what it is supposed to measure. The validity of the CETSCALE were demonstrated by Shimp and Sharma (1987) with sample from the USA, they tested the CETSCALE's validity in four separate studies namely in Detroit, Denver, Los Angles, North and South Carolina, as well as college students were examined and asked about their attitudes towards foreign products, ownership of imported cars and intentions for buying one and their consumer ethnocentric tendencies. The results of these four studies confirmed and supported the statement about the validity of the CETSCALE and also pointed out the fact that

the scale is uni-dimensional, meaning that it is only used to measure the level of respondents' ethnocentrism. (Sharma & Shimp, 1987; Fritsch, 2008). In addition to this Netemeyer, Durvasula and Lichtenstein, (1991) carried out an investigation to test the validity of the CETSCALE in countries other than USA and he surveyed students in USA, France, Japan and West Germany.

The patriotism scale by Kosterman & Feshbach's (1989) which was used to measure patriotism of American sample was the widely used scale for measuring patriotism and was successfully applied and validated by other studies such as in Turkey and the Czech Republic (Balabanis et al. 2001), in Japan (Karasawa 2002) or in Hungary, Slovakia, the Czech Republic, Poland and Austria (Weiss 2003), and this further supports the reliability and validity of these measures. The reduced version of the patriotism scale has been used and validated in studies (e.g. Lee, 2003; and Verlegh, 2007)

### **3.9.2 Reliability**

Reliability refers to the extent to which the data collection techniques or analysis procedure will yield consistent findings (Saunders, Lewis and Thornhill, 2009).

The CETSCALE were found to be reliable across the different cultures where it was tested (Teodoro, Jose-Angel and Salvador, 2000). Shimp and Sharma (1987) were able to demonstrate the reliability of the CETSCALE as a measure of consumer ethnocentrism with sample from USA.

According to Mangnale, Potluri and Degefu, (2011) the reliability of the CETSCALE was conducted and the Cronbach's alpha value was found to be 0.847 for the product market and 0.877 for the service market in Ethiopia and as both values exceed the 0.70 rule, it was concluded that the CETSCALE is a reliable scale to measure the beliefs held by Ethiopian consumers. Zikmund (2003), suggest that a Cronbach's alpha value of  $> 0.7$  indicates a considerably high reliability. A study by Hanuer (2014) also tested the reliability of the CETSCALE and found a cronbach's alpha value of 0.876.

**Table 3.2 Reliability of CETSCALE**

| <b>Author/s</b>                     | <b>Country</b>     | <b>Cronbach's alpha</b> |
|-------------------------------------|--------------------|-------------------------|
| Shimp and Sharma (1987)             | USA                | 0.94 - 0.96.            |
| Sharma, Shimp and Shin (1995)       | Korea              | 0.91                    |
| Good and Huddleston (1995)          | Poland, and Russia | 0.91 - 0.95             |
| Kaynak and Kara(2002)               | Turkey             | 0.93                    |
| Javalgi et al (2005)                | France             | 0.92                    |
| Yeong et al.(2007)                  | Malaysia           | 0.95                    |
| Mensah etal.(2011)                  | Ghana              | 0.881                   |
| Pentz (2011)                        | South Africa       | 0.901 - 0.947           |
| Mangnale, Potluri and Degefu (2011) | Ethiopia           | 0.847 - 0.877           |

**Source: Organized from different past literature by Hanuer (2014)**

**Table 3.3 Reliability of Patriotism scale**

| <b>Author/s</b>                       | <b>Country</b> | <b>Cronbach's alpha</b> |
|---------------------------------------|----------------|-------------------------|
| Winit, Gregory, and Di Mascio (2008)  | Thailand       | 0.819                   |
| Pentz (2011)                          | South Africa   | 0.822-0.871             |
| Hanuer (2014)                         | Ethiopia       | 0.892                   |
| Francic (2015)                        | France         | 0.82                    |
| Nik-Mat, Abd-Ghani and Al-Ekam (2015) | Malaysia       | 0.858                   |
| Akin (2016)                           | Turkey         | 0.922                   |

**Source: Organized from different past literature**

**Table 3.4 Reliability of Cultural Openness Scale**

| <b>Author/s</b>                       | <b>Country</b> | <b>Cronbach's alpha</b> |
|---------------------------------------|----------------|-------------------------|
| Jain and Jain (2013)                  | India          | 0.83                    |
| Nik-Mat, Abd-Ghani and Al-Ekam (2015) | Malaysia       | 0.865                   |
| Akin (2016)                           | Turkey         | 0.923                   |

**Source: Organized from different past literature**

### **3.10 Research Ethics**

All information that was collected was treated with confidentiality without disclosure of the respondents' identity. Moreover, no information was modified or changed, hence the information are presented as collected and all the literatures collected for the purpose of this study were acknowledged in the reference list.

In order to keep the confidentiality of the information given by respondents, it was not required to write their name and assured that their responses will be treated in strict confidentiality. The purpose of the study was disclosed in the introductory part of the questionnaire. Lastly, the questionnaires were distributed only to voluntary participants.

## Chapter Four

### 4. Data Analysis and Discussion

#### 4.1 Introduction

This chapter describes the response rate, reliability test of the scales, descriptive analysis of the variables, independent sample t test, one way ANOVA, correlation and regression analysis.

#### 4.2 Response Rate

To get a representative data a total number of 384 self-administered questionnaires were distributed to customers of Finfine Furniture Factory and 329 questionnaires which was around 85.67% were collected. However from these collected questionnaires only 312 were properly filled and were valid for statistical analysis. Ultimately these 312 questionnaires or 81.25% of the total questionnaires entered the analysis.

#### 4.3 Reliability test

In general, reliability is used to test the internal consistency among the variables or items through a summated scale (Hair, Anderson and Tatham, 1996). Cronbach's Alpha was used to measure how well a set of items or variables measure a single uni-dimensional latent construct and the alpha value is low when data have a multi-dimensional structure. (Malhotra, 2007).

Malhotra (2007) suggested that an alpha of of 0.60 or greater should be considered adequate whereby Zikmund (2003) suggest that a Cronbach's alpha value of  $> 0.7$  indicates a considerably high reliability.

The scale reliability for this study was also checked using the Statistical Package for Social Sciences Software (SPSS) version 20.0 and the Cronbach's apha was .837, .867 and .924 for patriotism, cultural openness and consumer ethnocentrism scales respectively.

**Table 4.1 Reliability Statistics**

| Variables              | Cronbach's Alpha | No. of Items |
|------------------------|------------------|--------------|
| Patriotism             | .837             | 6            |
| Cultural Openness      | .867             | 5            |
| Consumer Ethnocentrism | .924             | 10           |

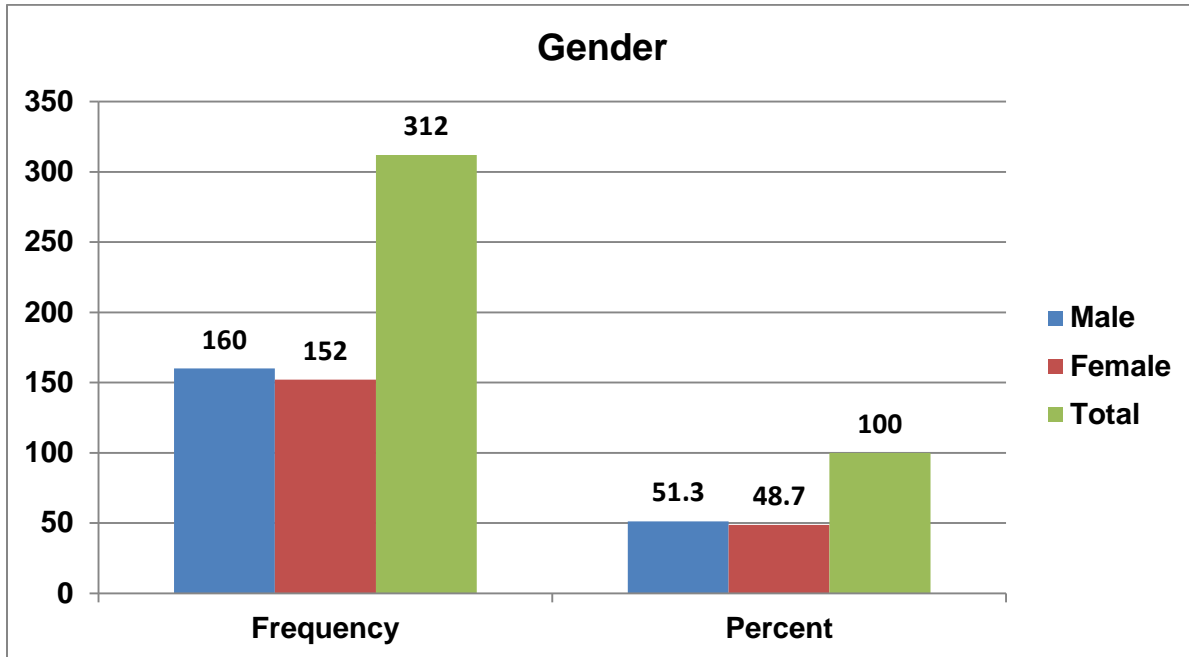
**Source: Survey data (2017)**

#### 4.4 Descriptive analysis for characteristics of respondents

This part discussed the general demographic characteristics of respondents such as gender, age, educational level and income per month of respondents which was presented in part one of the questionnaire.

##### 4.4.1 Respondents' gender

The gender composition of respondents is presented in the below figure.

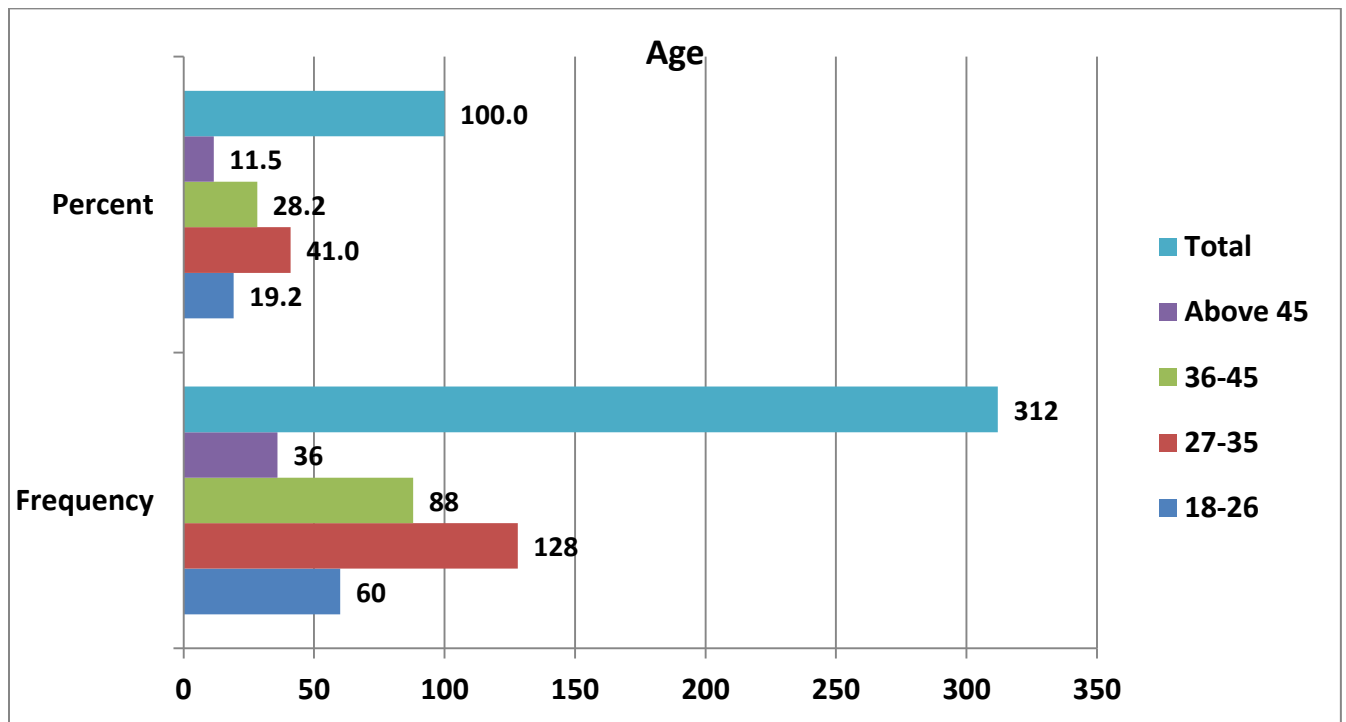


**Figure 4.1 Gender of respondents**

From the above table and figure, it is noted that out of the total 312 respondents, 160 (51.3%) were male and 152 (48.7%) were females and this shows that males were greater than female but the difference is very little. As both genders are included in the study, it was helpful to make analysis on relationship of gender with consumer ethnocentrism.

#### 4.4.2 Respondents' Age

The distribution of age of respondents is presented in the below figure.



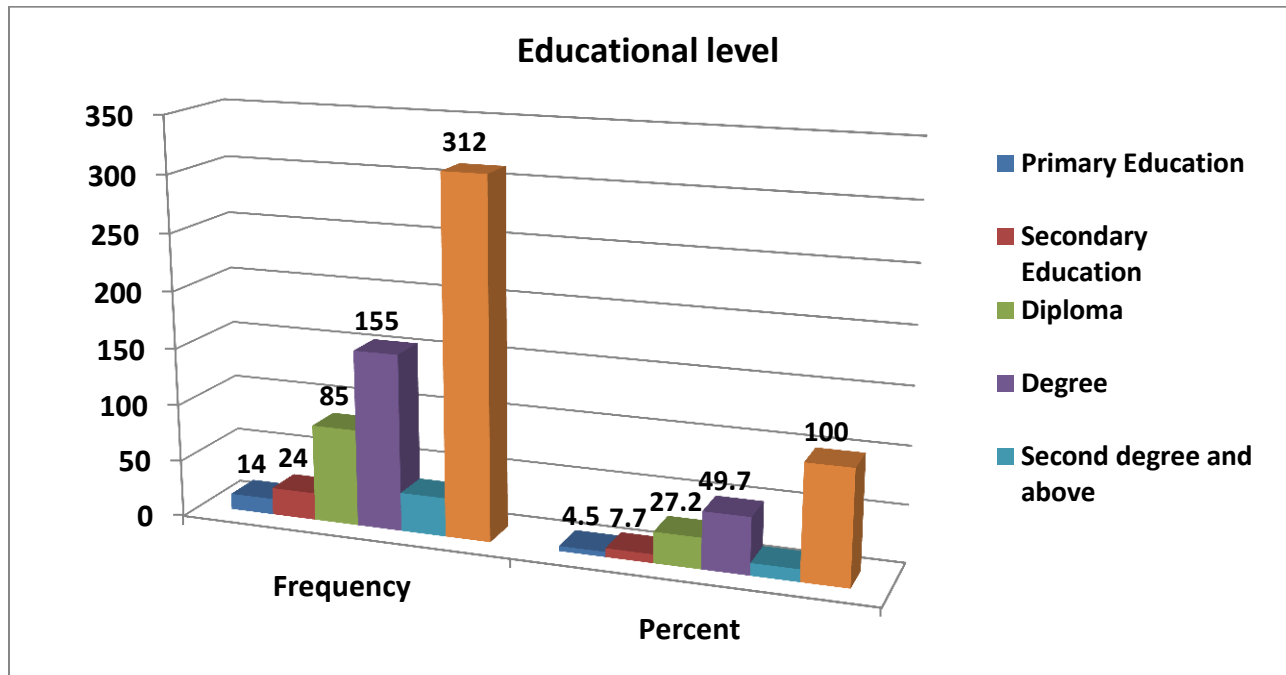
**Figure 4.2 Age of respondents**

**Source: Survey Result (2017)**

Regarding age, the age group of 27-35 years old dominated with 41% followed by 36-45 years old with 28.2% and coming in next is 18-26 years old with 19.2% and at last the age group above 45 accounted for 11.5%. Respondents were composed of every age group mentioned and this helped to investigate the relationship of age with consumer ethnocentrism and due to this analysis can be done to find out between which age the ethnocentric tendency difference existed.

### 4.4.3 Respondents' educational level

The below figure will discuss the educational level of respondents.



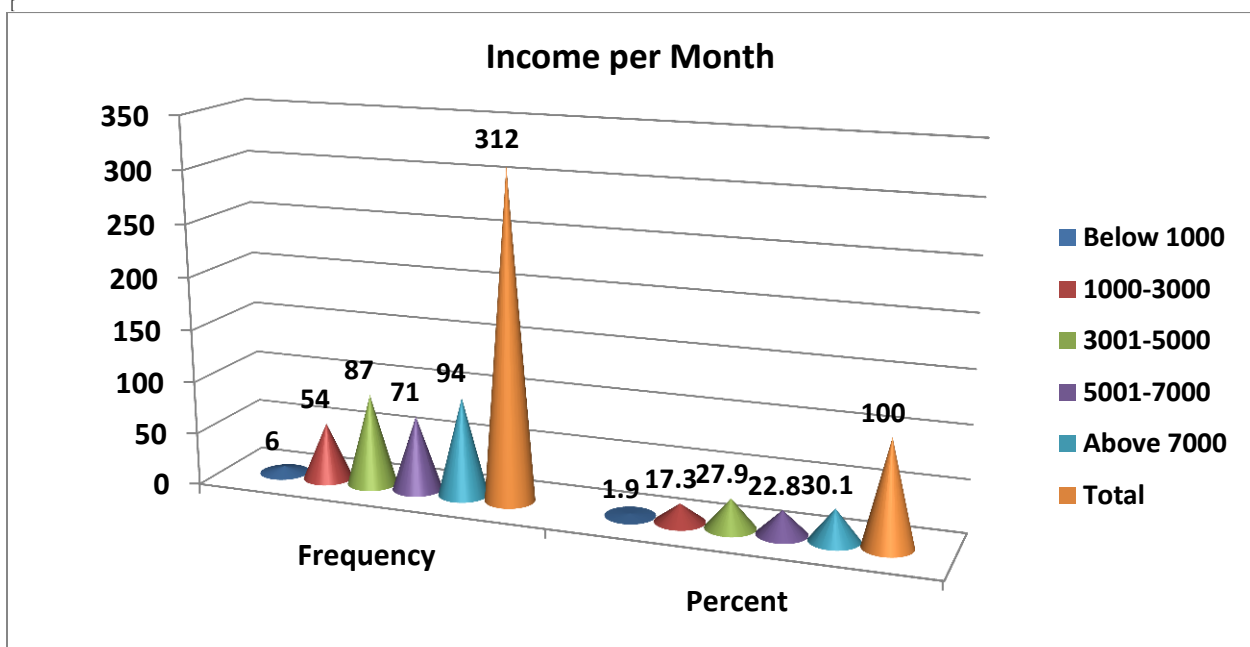
**Figure 4.3 Educational level of respondents**

**Source: Survey Result (2017)**

As we can see from the above table and figure for the educational level of respondents, most of them were degree holders with 49.7% followed by diploma holders with 27.7% and then second degree and above holders, secondary education and primary education with 10.9%, 7.7% and 4.5% respectively. Respondents were composed of every educational group mentioned except the no education option and this helped to investigate the relationship of educational level and consumer ethnocentrism and between which educational levels that the ethnocentrism tendency level difference existed.

#### 4.4.4 Respondents' income per month

The following table will describe the amount of income the respondents earn per month.



**Figure 4.4 Income per month of respondents**

**Source: Survey data (2017)**

Regarding income of respondents and as per the above table and figure, majority or 30.8% of the respondents earn above birr 7000, the rest which are 27.6%, 22.4%, 17.3% and 1.9% of the respondents have an income of 3001-5000, 5001-7000, 1000-3000 and below 1000 respectively. As a result the respondents are composed of people with different income level and this helped to assess if there was any differences in ethnocentrism tendency level among different income earners.

#### 4.5 Descriptive analysis of variables

##### 4.5.1 Patriotism

The patriotism measuring scale was adopted from Hanuer (2014) who intern adopted it from Wint, Gregory, and Di Mascio (2008) who they first adapted it from Kosterman and Feshbach's (1989) and a five point Likert scale from 1=Strongly disagree to 5=strongly agree was used to test respondents' patriotism tendency.

As stated previously the Cronbach alpha coefficient for this scale was tested in SPSS software version 20.0 and was found to be .855 and according to Zikmund (2003) a Cronbach's alpha value of > 0.7 indicates a considerably high reliability and as the value way exceeded 0.70 the scale is said to be very reliable.

**Table 4.2 Mean Score of patriotism**

| Items  | N   | Mean | Std. Deviation |
|--|-----|------|----------------|
| I love my country  | 312 | 4.17 | .967           |
| I am proud to be an Ethiopian  | 312 | 3.99 | .998           |
| In a sense, I am emotionally attached to my country and emotionally affected by its action             | 312 | 3.09 | 1.105          |
| Although at times I may not agree with the government, my commitment to Ethiopia always remains strong | 312 | 3.38 | 1.183          |
| I feel great pride in this land that is our Ethiopia   | 312 | 3.91 | 1.015          |

**Source: Survey data (2017)**

The highest mean scores are 4.17 and 3.99 for item 1 and 2 namely “I love my country” and “I am proud to be an Ethiopian” and the lowest scores are 3.09 and 3.38 for item 3 and 4 namely “In a sense, I am emotionally attached to my country and emotionally affected by its action” and “Although at times I may not agree with the government, my commitment to Ethiopia always remains strong” respectively. These results show that Ethiopians love their country and proud to be Ethiopians but their emotional attachment to the country is not strong enough to be affected by the country’s action and their commitment to the country is affected by their disagreement with the government.

**Table 4.3 Total Mean score of Patriotism scale**

|            | N   | Minimum | Maximum | Mean  | Std. Deviation |
|------------|-----|---------|---------|-------|----------------|
| Patriotism | 312 | 5       | 25      | 18.54 | 4.109          |

**Source: Survey data (2017)**

The total possible value of the patriotism five item scale against a 5 point Likert scale will fall between 5 to 25 and as it is shown in the above table, the total mean score of patriotism is found to be 18.54 and which is above the mid-point 12.5 and accordingly it can be concluded that Ethiopians have a high level of patriotism or they are highly patriotic.

#### 4.5.2 Cultural openness

To test respondents' cultural openness was measured by using a six item cultural openness measurement scale developed by Sharma et al. (1995) with a five point Likert scale from 1=Strongly disagree to 5=strongly agree. The Cronbach alpha coefficient for this scale was also tested in SPSS software version 20.0 and was found to be .867 which is considered as very reliable.

**Table 4.4 Mean Score of cultural openness**

| Items   | N   | Mean | Std. Deviation |
|---|-----|------|----------------|
| I have strong desire to overseas travel.                                    | 312 | 3.56 | 1.068          |
| I would like to learn more about other countries.                           | 312 | 3.59 | 1.069          |
| I would like to have opportunities to meet people from other countries.     | 312 | 3.51 | 1.014          |
| I am very interested on trying food from different countries.               | 312 | 2.53 | .852           |
| I am open-minded towards foreigners and their habits.                       | 312 | 3.13 | 1.044          |
| We should have a respect for traditions, cultures and way of other nations. | 312 | 3.50 | .969           |

**Source: Survey data (2017)**

The highest mean scores in the cultural openness scale were item 2 which is “I would like to learn more about other countries” with a value of 3.49 and the next highest mean score was for item 1 and 3 namely “I have strong desire to overseas travel” and “I would like to have opportunities to meet people from other countries” with an equal mean value of 3.56 and 3.51 respectively and this shows that Ethiopians are willing to learn about countries other than Ethiopia and like to travel abroad and interact with the peoples of other countries. The lowest scores were item 4 and 5 namely “I am very interested on trying food from different countries” and “I am open-minded towards foreigners and their habits” with a mean value of 2.53 and 3.13

respectively. These low scores illustrate that Ethiopians do not like to try foods of other countries and are not open minded towards other countries' peoples and their customs.

**Table 4.5 Total Mean score of 6 item cultural openness scale**

| <b>Descriptive Statistics</b> |          |                |                |             |                       |
|-------------------------------|----------|----------------|----------------|-------------|-----------------------|
|                               | <b>N</b> | <b>Minimum</b> | <b>Maximum</b> | <b>Mean</b> | <b>Std. Deviation</b> |
| Cultural openness             | 312      | 10             | 30             | 19.64       | 4.652                 |

**Source: Survey data (2017)**

The total possible value of the cultural scale for 6 item scale against a 5 point Likert scale will fall between 6 to 30 and as it is shown in the above table, the total mean score of cultural openness was 19.64 and this result is close the midpoint than to the total mean score of 30, therefore it can be said that Ethiopians' cultural openness tendency is medium.

#### **4.5.3 Consumer ethnocentrism**

The reduced 10-item CETCSALE by Shimp and Sharma (1987) with a five point Likert scale from 1=strongly disagree to 5=strongly agree was used to measure ethnocentric tendency of respondents in the furniture market in Ethiopia. The Cronbach alpha coefficient for the scale was .924 which is above the minimum Cronbach's alpha value of 0.7. Therefore the scale is very reliable.

**Table 4.6 Mean score of 10 item CETSCALE**

| Items  | N   | Mean | Std. Deviation |
|--|-----|------|----------------|
| Only those furniture products that are unavailable in Ethiopia should be imported.   | 312 | 3.88 | 1.195          |
| Ethiopian furniture products, first, last, and foremost.   | 312 | 3.26 | 1.260          |
| Purchasing foreign-made furniture products is un-Ethiopian.  | 312 | 2.44 | 1.215          |
| It is not right to purchase foreign furniture products, because it puts Ethiopians out of jobs.  | 312 | 3.03 | 1.268          |
| A real Ethiopian should always buy Ethiopian-made furniture products.  | 312 | 2.56 | 1.124          |
| We should purchase furniture products manufactured in Ethiopia instead of letting other countries get rich off us.                           | 312 | 3.14 | 1.101          |
| Ethiopians should not buy foreign furniture products, because this hurts Ethiopian business and causes unemployment.                         | 312 | 2.90 | 1.141          |
| It may cost me in the long-run but I prefer to support Ethiopian furniture products.   | 312 | 3.63 | 1.249          |
| We should buy from foreign countries only those furniture products that we cannot obtain within our own country.                             | 312 | 3.73 | 1.216          |
| Ethiopian consumers who purchase furniture products made in other countries are responsible for putting their fellow Ethiopians out of work. | 312 | 2.87 | 1.203          |

**Source: Survey data (2017)**

The above table shows the result of the ethnocentric tendency of respondents in the furniture market as measured by the 10 items CETSCALE. The highest mean scores are item 1, 9 and 8 which have a mean score of 3.88, 3.73 and 3.63 and items namely “Only those furniture products that are unavailable in Ethiopia should be imported”, “We should buy from foreign countries only those furniture products that we cannot obtain within our own country” and “It may cost me in the long-run but I prefer to support Ethiopian furniture products” respectively. These high mean scores generally showed that Ethiopians prefer or support domestic furniture products that are offered by the local market and they also support importation of furniture products that are not supplied by the local market of the country.

The items that showed the lowest mean score are item 3, 5 and 10 namely “Purchasing foreign-made furniture products is un- Ethiopian”, “A real Ethiopian should always buy Ethiopian-made

furniture products” and “Ethiopian consumers who purchase furniture products made in other countries are responsible for putting their fellow Ethiopians out of work” with a mean score of 2.44, 2.56 and 2.87 respectively. These low mean scores of items generally show that Ethiopians do not oppose foreign products, do not think that they have to always buy domestically made furniture products and they do not think that purchasing foreign made furniture products causes unemployment.

**Table 4.7 Total Mean score of 10 item CETSCALE**

| <b>Descriptive Statistics</b> |          |                |                |             |                       |
|-------------------------------|----------|----------------|----------------|-------------|-----------------------|
|                               | <b>N</b> | <b>Minimum</b> | <b>Maximum</b> | <b>Mean</b> | <b>Std. Deviation</b> |
| Consumer Ethnocentrism        | 312      | 10             | 50             | 31.44       | 9.227                 |

**Source: Survey data (2017)**

The mean scale value of CETSCALE is taken as the indicator of the intensity of consumer ethnocentrism; a higher mean scale value indicates higher ethnocentric tendencies (Hamin and Elliot, 2006).

The total possible value of the CEETSCALE for the reduced 10 item scale against a 5 point Likert scale will fall between 10 to 50 and as it is shown in the above table, the total mean score of consumer ethnocentrism is found to be 31.44 and which is not far to the mid-point 25 and according to this result it can be concluded that Ethiopians have a moderate level of ethnocentrism in the furniture market. This finding is similar to previous studies of Hanuer (2014) which was conducted in the shoe industry and Mangnale, Potluri and Degefu (2011) which was conducted for a product market in Ethiopia.

#### **4.6 Analysis of Consumer ethnocentrism and demographic variables**

In order to examine the relationship between consumer ethnocentrism and demographic variables, independent-samples T test and one way analysis of Variance (ANOVA) were performed.

Independent-samples T test was used to determine significance of the differences between the compared groups – males and females and one way ANOVA was used to determine whether Ethiopian consumers differ in their ethnocentrism across demographic factors namely age, educational level and income in the furniture market.

#### 4.6.1 Independent-samples T test of Gender and consumer ethnocentrism

The independent-samples t-test (or independent t-test, for short) compares the means between two unrelated groups on the same continuous, dependent variable. In this study it was used to determine if there were any differences regarding the level of consumer ethnocentrism between respondents with different gender.

**Table 4.8 Independent-samples T test of Gender and consumer ethnocentrism**

|        |        | N   | Mean | Levene's Test for Equality of Variances |      |
|--------|--------|-----|------|---|------|
|        |        |     |      | F                                       | Sig. |
| Gender | Male   | 160 | 3.14 | .876                                    | .350 |
|        | Female | 152 | 3.14 |   |      |

**Source: Survey data (2017)**

As it is clearly shown in the above table, the result of t-test shows a significance level of 0.350 which is above the required level of 0.05 and this result shows that there is no statistically significant differences between male and female respondents in terms of their ethnocentrism. According to the mean values it is clear that both groups hold similar views on consumer ethnocentrism. Therefore this result reject the proposed hypothesis 1 which was proposed as women exhibit greater ethnocentric tendencies than men in the furniture market in Ethiopia and leading to the conclusion that consumer ethnocentrism of Ethiopians is not related and does not vary depending on their gender.

#### 4.6.2 One way ANOVA of Age and consumer ethnocentrism

The one-way analysis of variance (ANOVA) was used to determine whether there are any statistically significant differences between the means of two or more independent (unrelated) groups (Howell, 2002).

A one way ANOVA test at significance level  $P < 0.05$  was conducted to ascertain whether consumers differ in their ethnocentrism across different age groups.

**Table 4.9 One way ANOVA of Age and consumer ethnocentrism**

| Age      | Mean | ANOVA result  |             |
|----------|------|---------------|-------------|
|          |      | F             | Sig.        |
| 18-26    | 2.94 | <b>19.263</b> | <b>.000</b> |
| 27-35    | 2.86 |               |             |
| 36-45    | 3.34 |               |             |
| Above 46 | 3.99 |               |             |

**Source: Survey data (2017)**

From the above result it can be concluded that there are significant differences in the level of ethnocentrism among the Ethiopian consumers from different age groups ( $F=19.263$  and  $P<0.05$ ). To see among which age groups there are differences regarding their level of consumer ethnocentrism, a multiple comparison test (PostHoc) tukey test was done and it was found that the older respondents do express higher scores of ethnocentrism as there are significant differences between the younger and the older groups of consumers (ranging from significance level of .001 to .025).

#### **4.6.3 One way ANOVA of Educational level and consumer ethnocentrism**

A one way ANOVA test at significance level  $P<0.05$  was conducted to determine if there were differences between the respondents with different level of education and their level of consumer ethnocentrism.

**Table 4.10 One way ANOVA of educational level and consumer ethnocentrism**

| Educational level       | Mean | ANOVA result  |             |
|-------------------------|------|---------------|-------------|
|                         |      | F             | Sig.        |
| Primary Education       | 4.07 | <b>30.635</b> | <b>.000</b> |
| Secondary Education     | 3.76 |               |             |
| Diploma                 | 3.66 |               |             |
| Degree                  | 2.84 |               |             |
| Second degree and above | 2.43 |               |             |

**Source: Survey data (2017)**

The above table tells that there is a significance level of 0.001 and this shows that there are statistically significant differences among the five compared educational groups and their level

of consumer ethnocentrism ( $F=16.050$ ,  $P<0.05$ ). Further a Posthoc tukey test was conducted and it showed that consumers with lower educational levels demonstrate higher ethnocentrism scores.

#### 4.6.4 One way ANOVA of Income and consumer ethnocentrism

A one way ANOVA test at significance level  $P<0.05$  was applied in order to determine if there were differences regarding the level of consumer ethnocentrism between the respondents with different income levels.

**Table 4.11 One way ANOVA of income and consumer ethnocentrism**

| Income     | Mean | ANOVA result  |             |
|------------|------|---------------|-------------|
|            |      | F             | Sig.        |
| Below 1000 | 4.78 | <b>40.492</b> | <b>.000</b> |
| 1000-3000  | 3.75 |               |             |
| 3001-5000  | 3.51 |               |             |
| 5001-7000  | 2.97 |               |             |
| Above 7000 | 2.48 |               |             |

**Source: Survey data (2017)**

With a significance level of 0.000 which is the less than required level of 0.05, the test showed that there were statistically significant differences among the five compared different income groups and their level of consumer ethnocentrism ( $F=40.492$ ,  $P<0.05$ ). After determining that there are statistically significant differences among the groups, a Posthoc tukey test was done to find out between which groups the difference exists and it was established that consumers with higher levels of income showed lower scores of ethnocentrism.

#### 4.7 Analysis of Consumer ethnocentrism and socio- psychological variables

In order to examine the relationship between consumer ethnocentrism and socio-psychological variables namely patriotism and cultural openness, Karl Pearson's coefficients of correlations were computed.

##### 4.7.1 Correlation test of Patriotism with consumer ethnocentrism

Correlation analysis deals with relationships among variables and helps to gain insight into the direction and strength of relation between the variables. Correlation coefficients take values between -1 and 1 ranging from negatively correlated (-1) to uncorrelated (0) to positively correlated (+). The sign of the correlation coefficient defines the direction of the relationship.

The absolute value indicates the strength of the correlation. Dancey and Reidy (2004) state that a correlation result which is 0 indicates zero correlation, a result which is between 0.1 and 0.3 indicates a weak correlation among variables, a result which is between 0.4 and 0.6 shows a moderate correlation, a result between 0.7 and 0.9 indicates a strong correlation among variables, while a result which is equal to 1 indicates perfect correlation. To test the relationship between patriotism and consumer ethnocentrism, Karl Pearson's coefficients of correlation was computed and the result is stated in the below table.

**Table 4.12 Correlation result of patriotism and consumer ethnocentrism**

|                        |                     | <b>Correlations</b> |                        |
|------------------------|---------------------|---------------------|------------------------|
|                        |                     | Patriotism          | Consumer Ethnocentrism |
| Patriotism             | Pearson Correlation | 1                   | .417**                 |
|                        | Sig. (2-tailed)     |                     | .000                   |
|                        | N                   | 312                 | 312                    |
| Consumer Ethnocentrism | Pearson Correlation | .417**              | 1                      |
|                        | Sig. (2-tailed)     | .000                |                        |
|                        | N                   | 312                 | 312                    |

**Source: Survey data (2017)**

The correlation coefficient between patriotism and ethnocentrism is statistically highly significant ( $p < .001$ ) and amounts to  $r = .417$ , Thus, the two variables show a significant positive relationship and the correlation is a moderate correlation. These results support hypothesis 5 which was proposed as patriotism has a positive significant effect on consumer ethnocentrism in the furniture market in Ethiopia.

#### **4.7.2 Correlation test of cultural openness with consumer ethnocentrism**

Karl Pearson's coefficients of correlation was computed to test the relationship between cultural openness and consumer ethnocentrism, and the result is stated in the below table.

**Table 4.13 Correlation result of cultural openness and consumer ethnocentrism**

|                        |                     | <b>Correlations</b> |                        |
|------------------------|---------------------|---------------------|------------------------|
|                        |                     | Cultural openness   | Consumer Ethnocentrism |
| Cultural openness      | Pearson Correlation | 1                   | -.299**                |
|                        | Sig. (2-tailed)     |                     | .000                   |
|                        | N                   | 312                 | 312                    |
| Consumer Ethnocentrism | Pearson Correlation | -.299**             | 1                      |
|                        | Sig. (2-tailed)     | .000                |                        |
|                        | N                   | 312                 | 312                    |

**Source: Survey data (2017)**

Concerning cultural openness and consumer ethnocentrism, the Pearson correlation coefficient showed that the level of consumer ethnocentrism is negatively and significantly (Sig .000) related with cultural openness ( $r=-.299$ ,  $p<.01$ ). According to Dancey and Reidy (2004) a correlation result which is between 0.1 and 0.3 indicates a weak correlation. The result of the Pearson correlation also means that the higher people are culturally open the less consumer ethnocentrism tendency that they will have.

#### **4.8 Regression analysis of consumer ethnocentrism and its antecedents**

Albaum (1997) noted that regression is a technique used to predict the value of a dependent variable using one or more independent variables. Malhotra (2007) showed that regression analysis is a statistical tool for the investigation of relationships between variables. In order to ascertain the causal influence of one variable upon another, researchers assemble data on the underlying variables of the causal variables upon the variable that they influence (Malhotra, 2007). Researchers typically evaluate the “statistical significance” of the estimated relationships, namely, the degree of confidence that the true relationship is close to the estimated relationship Malhotra (2007).

##### **4.8.1 Assumption testing for Regression analysis**

Meeting the assumptions of regression analysis is necessary to confirm that the obtained data truly represented the sample and that researcher has obtained the best results (Hair, Anderson and Tatham, 1996).

#### 4.8.1.1 Assumption 1: Multi- Collinearity

Before presenting and interpreting the regression analysis, it is important to evaluate the model in terms of the issue of multicollinearity. There can be problems with collinearity or multicollinearity when several variables are involved (Hill, R.C. and Adkins, 2003). Generally, as multi-collinearity rises, it will complicate the interpretation of the variables because it is more difficult to confirm the effect of any single variable, owing to their interrelationship (Hair, Anderson and Tatham, 1996). According to (Hill and Adkins, 2003), multicollinearity is not a violation of the assumptions of regression but it may cause serious difficulties.

**Table 4.14 Multi- Collinearity analysis**

**Coefficients<sup>a</sup>**

| Model             | Collinearity Statistics |       |
|-------------------|-------------------------|-------|
|                   | Tolerance               | VIF   |
| (Constant)        |                         |       |
| Age               | 0.951                   | 1.051 |
| Educational level | 0.732                   | 1.366 |
| Income per Month  | 0.766                   | 1.305 |
| Patriotism        | 0.892                   | 1.121 |
| Cultural openness | 0.878                   | 1.138 |

a. Dependent Variable: Consumer Ethnocentrism

Multicollinearity exists when Tolerance is below 0.1; and VIF is greater than 10 (Kline, 2005) and as it is clearly shown in the above table that there was no collinearity problem between the independent variables.

#### 4.8.1.2 Assumption two: Normality

The variables in the multiple linear regression model must follow normal distribution. To check the normality of variable which are incorporated in the multiple linear regression model, we use the histograms with a normal curve imposed and as it is shown in appendices 1.16, the variables in the multiple linear regression model followed normal distribution.

#### 4.8.1.3 Assumption three: Linearity

The linearity of the relationship between the dependent and independent variable represented the degree to which the change in the dependent variable is associated with the independent variable

(Hair, Anderson and Tatham, 1996) according to appendices 1.17, there was no linearity problems between the dependent and independent variables.

#### 4.8.1.4 Assumption four: Homoscedasticity

Hair, Anderson and Tatham (1996) identified homoscedasticity as homogeneity of variance. Scatter plots between dependent variable and each of the independent variables and/or scatter plots of the residuals (ZRESID) and predicted values (ZPRED) were checked and the result showed that the variances along the line of best fit remain similar as we move along the line (Appendice 1.16).

#### 4.8.2 Multiple linear regression analysis

Multiple regression analysis is a statistic technique used to investigate the relationships between a dependent variable and two or more independent variables (Kothari, 2007). Multiple regression analysis is a statistical technique that allows researchers to predict someone’s score on one variable on the basis of their scores on several other variables (Julie, 2005).

After checking the assumptions a multiple regression analysis was performed in order to assess relative importance of the previously mentioned antecedents of consumer ethnocentrism in combination. Consumer ethnocentrism was regressed on five antecedents namely age, educational level and income from demographic factors and patriotism and cultural openness from socio-psychological factors.

**Table 4.15 Model Summary of the multiple regression analysis**

| <b>Model Summary</b> |                   |          |                   |                            |
|----------------------|-------------------|----------|-------------------|----------------------------|
| Model                | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1                    | .730 <sup>a</sup> | .533     | .525              | .636                       |

a. Predictors: (Constant), Cultural openness, Income per Month, Age , Patriotism, Educational level

**Source: Survey data (2017)**

**Table 4.16 ANOVA result for consumer ethnocentrism and its antecedents**

| Model        | Sum of Squares | df  | Mean Square | F      | Sig.              |
|--------------|----------------|-----|-------------|--------|-------------------|
| 1 Regression | 141.120        | 5   | 28.224      | 69.837 | .000 <sup>b</sup> |
| Residual     | 123.667        | 306 | .404        |        |                   |
| Total        | 264.787        | 311 |             |        |                   |

a. Dependent Variable: Consumer Ethnocentrism

b. Predictors: (Constant), Cultural openness, Income per Month, Age , Patriotism, Educational level

**Source: Survey data (2017)**

A multiple linear analysis was conducted to see the predictive power of the antecedents for consumer ethnocentrism. The model summary table shows that taken together, five independent variables namely age, educational level, income per month, patriotism and cultural openness can be seen to be accounting for 53.3 percent of variance in consumer ethnocentrism (F=69.837; P=.001).

The ANOVA summary table for the regression analysis tells that the significance level is less than 0.05 ( $p < 0.05$ ) and this shows a significant linear regression. Our decision for the hypothesis testing will be approving the proposed hypothesis 2,3,4,5 & 6.

**Table 4.17 Multiple regression result of consumer ethnocentrism and its antecedents**

| Model               | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|---------------------|-----------------------------|------------|---------------------------|--------|------|
|                     | B                           | Std. Error | Beta                      |        |      |
| (Constant)          | 3.935                       | .329       |                           | 11.975 | .000 |
| Age                 | .224                        | .040       | .222                      | 5.546  | .000 |
| 1 Educational level | -.218                       | .045       | -.223                     | -4.881 | .000 |
| Income per Month    | -.306                       | .036       | -.379                     | -8.490 | .000 |
| Patriotism          | .256                        | .046       | .228                      | 5.518  | .000 |
| Cultural openness   | -.116                       | .050       | -.098                     | -2.348 | .019 |

a. Dependent Variable: Consumer Ethnocentrism

**Source: Survey data (2017)**

The last or coefficient table in the analysis of the multiple regression models represents the output for the beta coefficients of each variable.

In terms of relative importance, Income is the key determinant ( $\beta = -0.379$ ;  $p \leq 0.01$ ), followed by patriotism ( $\beta = 0.228$ ;  $p \leq 0.01$ ), Education ( $\beta = -0.223$ ;  $p \leq 0.01$ ), age ( $\beta = 0.222$ ;  $p \leq 0.01$ ) and cultural openness ( $\beta = -0.098$ ;  $p \leq 0.01$ ) and in that order.

#### **4.9 Discussion**

Hypothesis one was proposed as women exhibit greater ethnocentric tendencies than men in the furniture market in Ethiopia but it was found that there was no statistically significant relationship between gender and ethnocentrism and as a result the proposed hypothesis were rejected and this result is the same as studies in developing countries like South Africa and Sri Lanka by Pentz, Terblanche and Borshoff (2014) and Wanninayake (2013) respectively which have also revealed that gender has no significant relationship with consumer ethnocentrism. This insignificant relationship were also found in other countries like US, Russia, Malta and Czech by Dornoff et al., (1974), Good and Huddleston (1995), Caruana (1996) and Balabanis et al.(2001) respectively.

Hypothesis two hypothesized that age has a positive significant effect on consumer market in the furniture market in Ethiopia and the result of one way ANOVA confirmed this hypothesis. This positive relationship result is in line with previous studies' results in US by Dornoff et al (1974), Han (1988) and Klein and Ettenson (1995), in Poland by Good and Huddleston (1995), in Malta by Cauana (1995), in Turkey by Balabanis et al., (2001), in Canada by Bruning (1997) and in Ethiopia by Hanuer (2014).

Hypothesis three was established as education has a negative significant effect on consumer ethnocentrism in the furniture market in Ethiopia and the finding of the study supported this hypothesis. People with lower educational level show a higher level of ethnocentrism and this result is the same as the result of previous studies by Festervand et al. (1985), Nishina (1990), Good & Huddleston (1995), Caruana (1996), Klein and Ettenson (1999), Balabanis et al. (2001), Bruning (1997) and Hanuer (2014) in countries US, Japan, Poland and Russia, Malta, US, Turkey, Canada and Ethiopia respectively.

According to hypothesis four, it was proposed that income has a negative significant effect on consumer ethnocentrism in the furniture market in Ethiopia and this was also confirmed and this negative kind of relationship between income and consumer ethnocentrism was also found in previous ethnocentrism studies in Korea, US, Turkey, Poland, Canada and Ethiopia by Sharma et al. (1995), Klein & Ettenson (1999), Balabanis et al (2001), Good and Huddleston (1995), Bruning (1997) and Hanuer(2014) respectively.

Hypothesis five was proposed as patriotism has a positive significant effect on consumer ethnocentrism in the furniture market in Ethiopia and the finding of the study supported this hypothesis. People with higher patriotism level show a higher level of ethnocentrism. Many previous studies also supported that patriotism has a positive significant effect on consumer ethnocentrism (Han, 1988; Sharma et al., 1995; Klein J G et al., 1998; Klein and Ettenson, 1999; Balabanis et al., 2001; Balestrini & Gamble, 2002; Jain and Jain, 2013 and Hanuer, 2014).

The last or the sixth hypothesis three was established as cultural openness has a negative significant effect on consumer ethnocentrism in the furniture market in Ethiopia and the finding of the study confirmed a significant negative relationship between the two variables. This finding is similar to that of Shimp and Sharma (1987), Howard (1989), Sharma et al. (1995), Suh and Kwon (2002) and Jain and Jain (2013).

**Table 4.18 Summary of Hypothesis results**

| <b>Hypothesis</b> | <b>Independent Variable</b> | <b>Dependent Variable</b> | <b>Relationship</b>     | <b>Data analysis method</b> | <b>Result</b> |
|-------------------|-----------------------------|---------------------------|-------------------------|-----------------------------|---------------|
| H1                | Gender                      | Consumer Ethnocentrism    | Women more ethnocentric | Independent t-sample test   | Rejected      |
| H2                | Age                         | Consumer Ethnocentrism    | Positive                | ANOVA and Regression        | Supported     |
| H3                | Educational level           | Consumer Ethnocentrism    | Negative                | ANOVA and Regression        | Supported     |
| H4                | Income                      | Consumer Ethnocentrism    | Negative                | ANOVA and Regression        | Supported     |
| H5                | Patriotism                  | Consumer Ethnocentrism    | Positive                | Correlation and Regression  | Supported     |
| H6                | Cultural openness           | Consumer Ethnocentrism    | Negative                | Correlation and Regression  | Supported     |

## **Chapter Five**

### **5. Major Findings, Conclusions and Recommendations**

#### **5.1. Introduction**

This Chapter describes major findings of the study, conclusions, recommendations and limitations and implications for further research.

#### **5.2 Major findings**

The primary objective of this study was to investigate the determinants of consumer ethnocentrism in the furniture market in Ethiopia and to examine the influence of demographic and socio-psychological variables on consumer ethnocentric tendency.

From the four general and broad categories of antecedents of consumer ethnocentrism called demographic, socio-psychological, economic and political factors, four variables namely gender, age, educational level and income and two variables called patriotism and cultural openness from the socio-psychological factors were selected as determinants or antecedents of consumer ethnocentrism in this study. To achieve the objectives of the study a conceptual model based on Shankarmahesh (2006) was adapted.

To fulfill the objectives, data were collected from customers of the company. According majority of the respondents were males with 51.3% and the rest were females. Regarding age the dominating age groups were 27-35 and 36-45 with a percentage of 41% and 28.2% respectively and this shows that the majority of the respondents were middle aged. The educational background of the respondents was dominated by 49.7% degree and 27.2% diploma holders. Most of the respondents' incomes were above 7000 and 3001-5000.

Concerning patriotism level of respondents, most of them love their country and feel great pride in Ethiopia land with a mean value of 3.97 and 3.79 respectively. The total mean score of patriotism was 17.67 and as a result Ethiopians are said to be patriot people. The highest mean for the cultural openness scale was 3.49 which agreed about respondents liking to learn more about other countries and the next items with higher mean score were respondents' strong desire to overseas travel and liking to have opportunities to meet people from other countries with an

equal mean of 3.46. Regarding the main variable which is consumer ethnocentrism, most respondents with a mean score of above 3.70 agreed that only those furniture products that are unavailable in Ethiopia should be imported and should be bought from foreign countries. The total mean score of the consumer ethnocentrism scale which was 31.44 showed that Ethiopians' tendency of consumer ethnocentrism is moderate.

The results of this study suggested that, as far as demographic antecedents (age, gender, level of education and level of income) are concerned, the one way ANOVA test revealed that there is a significant difference of consumer ethnocentrism tendencies among the Ethiopian consumers in the furniture market. Consumer ethnocentrism has a positive significant relationship with age ( $F=19.263$ ,  $P<01$ ), negative significant relationship with level of education ( $F=30.635$ ,  $P<01$ ), and income per month ( $F=40.492$ ,  $P<01$ ). This means that is consumers with older age, lower educational level and income per month showed a higher level of consumer ethnocentrism tendency. These findings concur with the findings of previous studies (Sharma et al., 1995; Klein & Ettenson, 1999). However the independent-sample t test showed that there is no a significant difference regarding different gender group among Ethiopian consumers ( $F=.876$ , Sig.350).

Concerning socio-psychological factors, the Pearson correlation analysis showed that patriotism has a significant relationship with consumer ethnocentrism with a correlation coefficient  $r=.417$ ,  $P<01$ ) and cultural openness has a negative significant relationship with consumer ethnocentrism with  $r=-.229$  and significance level of  $P=.000$ .

Finally a multiple regression analysis was done and the result showed that the variables age, educational level, income, patriotism and cultural openness accounted for 53.3% of variance in the score of consumer ethnocentrism. . There relative importance was ranked Income ( $\beta = -0.379$ ;  $p \leq 0.01$ ), patriotism ( $\beta = 0.228$ ;  $p \leq 0.01$ ), education ( $\beta = -0.223$ ;  $p \leq 0.01$ ), age ( $\beta = 0.222$ ;  $p \leq 0.01$ ) and cultural openness ( $\beta = -0.098$ ;  $p \leq 0.05$ )

### **5.3 Conclusions**

From the findings of the data analysis it can be concluded that:

- There is significant difference in the level of ethnocentrism among the Ethiopian consumers from different demographic variables called age, educational level and income per month. Age has a positive significant effect on consumer ethnocentrism or older people are more

ethnocentric than younger people. Educational level and income has a negative significant effect on consumer ethnocentrism or consumers with less educational backgrounds and low level of income express higher ethnocentric tendencies than consumers with higher level of educational background and income. The finding did not find any significant difference among the Ethiopian consumers from different gender group.

- Regarding the selected two socio-psychological antecedents, patriotism found to have a positive significant effect on consumer ethnocentrism and this means that patriotic consumers might tend to have high level of ethnocentric tendency. On the other hand there is a negative significant relationship between cultural openness and consumer ethnocentrism and this means that the higher culturally open people are, the less consumer ethnocentrism tendency they have.

#### **5.4 Recommendations**

Based on the analysis and conclusions of this study, the following recommendations have been Forwarded to Finfine Furniture Factory PLC and other local manufacturing companies.

- Determining the level of ethnocentric consumers in the furniture market of Ethiopia provides domestic companies with the opportunity to adjust exiting strategies or create new strategies to better promote domestically produced furniture products for a specific segments
- Companies interested in operating in the local furniture market in Ethiopia can segment the market according to the level of ethnocentric tendency of consumers. As the present study revealed that the ethnocentric market segment is comprised of people with older age, less educated, less income earners and highly patriotic and the non or less ethnocentric on the other hand is represented by consumers who are relatively younger in age, highly educated, high income earners and less patriotic. Having information about these two types of segments is helpful in deciding the target markets and in developing the appropriate positioning and marketing mix strategies. Marketing strategies shall incorporate the effects of demographic characteristics of consumers. For example for older consumers who tend to be more ethnocentric, patriotic theme promotional messages via radio and TV advertising can be developed and communicated. The communication can be informing them how many jobs the company provides and the investment in the country so that such target customers continue buying locally made products and support their country.

- According to Mangnale, Potluri and Degefu, (2011), the main problem in domestic market in Ethiopia is the availability of domestic products with desired quality and as a result customers with high ethnocentric tendencies are forced to purchase foreign products instead of local ones. Moreover ethnocentric tendency of people mainly work when products manufactured locally are consistent with price, quality, performance, appearance, design and feature. Therefore all domestic manufacturing companies including 3F shall try their best to manufacture furniture products with the above mentioned criteria that can completely replace the imported ones.
- For the less ethnocentric groups, communications or messages that boost peoples' patriotic feelings can be employed for inducing them to buy from their own country and help such domestic companies to compete from the stiff import competition.
- when the existence of consumer ethnocentrism tendency is confirmed, it will motivate local manufacturers to use "buy local" or "buy Ethiopian made" campaign to change their ethnocentric perception into actual purchasing of the product (Mangnale, Potluri and Degefu, (2011) and as the result of this study confirmed that there is a moderate level of ethnocentrism in the furniture market in Ethiopia. Therefore local companies can also apply the buy local campaign.

### **5.5 Implication for future study**

Even though the results are interesting and in support of past studies, some limitations to the study remain. Ethnocentric tendencies depend on the individual characteristics of a consumer and cannot be generalized. This could be better explained by including additional variables in any future studies in order to accurately identify consumers' ethnocentric profile. It would be interesting to include some other possible significant factors such as the remaining demographic and socio socio-psychological factors and factors in economic and political categories.

Additionally, future researchers on consumer ethnocentrism are called upon to search further and deeper in other types of markets or industries as well.

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# APPENDIXES

# 1. Statistical Output

## Appendices 1.1 Patriotism Reliability statistics

**Case Processing Summary**

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 312 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 312 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .837             | 5          |

## Appendices 1.2 Cultural openness Reliability statistics

**Case Processing Summary**

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 312 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 312 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .867             | 6          |

## Appendices 1.3 Consumer ethnocentrism Reliability statistics

**Case Processing Summary**

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 312 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 312 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .924             | 10         |

### Appendices 1.4 Independent sample T-test for Gender and consumer ethnocentrism

**Group Statistics**

|                        | Gender | N   | Mean | Std. Deviation | Std. Error Mean |
|------------------------|--------|-----|------|----------------|-----------------|
| Consumer Ethnocentrism | Male   | 160 | 3.14 | .946           | .075            |
|                        | Female | 152 | 3.14 | .900           | .073            |

**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     | .876                                    | .350 | .015                         | 310     | .988            | .002            | .105                  | -.204                                     | .208  |
|                        | Equal variances not assumed |   |      | .015                         | 309.999 | .988            | .002            | .105                  | -.204                                     | .207  |

### Appendices 1.5 One way ANOVA for age and consumer ethnocentrism

**Descriptives**

Consumer Ethnocentrism

|          | N   | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean |             | Minimum | Maximum |
|----------|-----|------|----------------|------------|----------------------------------|-------------|---------|---------|
|          |     |      |                |            | Lower Bound                      | Upper Bound |         |         |
|          |     |      |                |            | 18-26                            | 60          |         |         |
| 27-35    | 128 | 2.86 | .925           | .082       | 2.70                             | 3.03        | 1       | 5       |
| 36-45    | 88  | 3.34 | .795           | .085       | 3.17                             | 3.51        | 2       | 5       |
| Above 45 | 36  | 3.99 | .723           | .121       | 3.75                             | 4.24        | 2       | 5       |
| Total    | 312 | 3.14 | .923           | .052       | 3.04                             | 3.25        | 1       | 5       |

**ANOVA**

Consumer Ethnocentrism

|                | Sum of Squares | df  | Mean Square | F      | Sig. |
|----------------|----------------|-----|-------------|--------|------|
| Between Groups | 41.832         | 3   | 13.944      | 19.263 | .000 |
| Within Groups  | 222.956        | 308 | .724        |        |      |
| Total          | 264.787        | 311 |             |        |      |

### Multiple Comparisons

Dependent Variable: Consumer Ethnocentrism

Tukey HSD

| (I) Age  | (J) Age  | Mean Difference (I-J) | Std. Error | Sig. | 95% Confidence Interval |             |
|----------|----------|-----------------------|------------|------|-------------------------|-------------|
|          |          |                       |            |      | Lower Bound             | Upper Bound |
|          | 27-35    | .073                  | .133       | .946 | -.27                    | .42         |
| 18-26    | 36-45    | -.404*                | .142       | .025 | -.77                    | -.04        |
|          | Above 45 | -1.053*               | .179       | .000 | -1.52                   | -.59        |
| 27-35    | 18-26    | -.073                 | .133       | .946 | -.42                    | .27         |
|          | 36-45    | -.477*                | .118       | .000 | -.78                    | -.17        |
| 36-45    | Above 45 | -1.127*               | .161       | .000 | -1.54                   | -.71        |
|          | 18-26    | .404*                 | .142       | .025 | .04                     | .77         |
|          | 27-35    | .477*                 | .118       | .000 | .17                     | .78         |
| Above 45 | Above 45 | -.650*                | .168       | .001 | -1.08                   | -.21        |
|          | 18-26    | 1.053*                | .179       | .000 | .59                     | 1.52        |
|          | 27-35    | 1.127*                | .161       | .000 | .71                     | 1.54        |
|          | 36-45    | .650*                 | .168       | .001 | .21                     | 1.08        |

\*. The mean difference is significant at the 0.05 level.

### Appendices 1.6 One way ANOVA for educational level and consumer ethnocentrism

#### Descriptives

Consumer Ethnocentrism

|                         | N   | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean |             | Minimum | Maximum |
|-------------------------|-----|------|----------------|------------|----------------------------------|-------------|---------|---------|
|                         |     |      |                |            | Lower Bound                      | Upper Bound |         |         |
|                         |     |      |                |            | Primary Education                | 14          |         |         |
| Secondary Education     | 24  | 3.76 | .801           | .164       | 3.42                             | 4.10        | 2       | 5       |
| Diploma                 | 85  | 3.66 | .835           | .091       | 3.48                             | 3.84        | 2       | 5       |
| Degree                  | 155 | 2.84 | .771           | .062       | 2.72                             | 2.96        | 1       | 5       |
| Second degree and above | 34  | 2.43 | .682           | .117       | 2.19                             | 2.67        | 1       | 4       |
| Total                   | 312 | 3.14 | .923           | .052       | 3.04                             | 3.25        | 1       | 5       |

#### ANOVA

Consumer Ethnocentrism

|                | Sum of Squares | df  | Mean Square | F      | Sig. |
|----------------|----------------|-----|-------------|--------|------|
| Between Groups | 75.539         | 4   | 18.885      | 30.635 | .000 |
| Within Groups  | 189.248        | 307 | .616        |        |      |

|       |         |     |  |  |  |
|-------|---------|-----|--|--|--|
| Total | 264.787 | 311 |  |  |  |
|-------|---------|-----|--|--|--|

**Multiple Comparisons**

Dependent Variable: Consumer Ethnocentrism

Tukey HSD

| (I) Educational level   | (J) Educational level   | Mean Difference (I-J) | Std. Error | Sig. | 95% Confidence Interval |             |
|-------------------------|-------------------------|-----------------------|------------|------|-------------------------|-------------|
|                         |                         |                       |            |      | Lower Bound             | Upper Bound |
| Primary Education       | Secondary Education     | .309                  | .264       | .769 | -.42                    | 1.03        |
|                         | Diploma                 | .413                  | .226       | .363 | -.21                    | 1.03        |
|                         | Degree                  | 1.234*                | .219       | .000 | .63                     | 1.84        |
|                         | Second degree and above | 1.639*                | .249       | .000 | .95                     | 2.32        |
| Secondary Education     | Primary Education       | -.309                 | .264       | .769 | -1.03                   | .42         |
|                         | Diploma                 | .104                  | .181       | .979 | -.39                    | .60         |
|                         | Degree                  | .925*                 | .172       | .000 | .45                     | 1.40        |
|                         | Second degree and above | 1.330*                | .209       | .000 | .76                     | 1.90        |
| Diploma                 | Primary Education       | -.413                 | .226       | .363 | -1.03                   | .21         |
|                         | Secondary Education     | -.104                 | .181       | .979 | -.60                    | .39         |
|                         | Degree                  | .821*                 | .106       | .000 | .53                     | 1.11        |
|                         | Second degree and above | 1.226*                | .159       | .000 | .79                     | 1.66        |
| Degree                  | Primary Education       | -1.234*               | .219       | .000 | -1.84                   | -.63        |
|                         | Secondary Education     | -.925*                | .172       | .000 | -1.40                   | -.45        |
|                         | Diploma                 | -.821*                | .106       | .000 | -1.11                   | -.53        |
|                         | Second degree and above | .405                  | .149       | .053 | .00                     | .81         |
| Second degree and above | Primary Education       | -1.639*               | .249       | .000 | -2.32                   | -.95        |
|                         | Secondary Education     | -1.330*               | .209       | .000 | -1.90                   | -.76        |
|                         | Diploma                 | -1.226*               | .159       | .000 | -1.66                   | -.79        |
|                         | Degree                  | -.405                 | .149       | .053 | -.81                    | .00         |

\*. The mean difference is significant at the 0.05 level.

**Appendices 1.7 One way ANOVA for income and consumer ethnocentrism**

**Descriptives**

Consumer Ethnocentrism

|            | N  | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean |             | Minimum | Maximum |
|------------|----|------|----------------|------------|----------------------------------|-------------|---------|---------|
|            |    |      |                |            | Lower Bound                      | Upper Bound |         |         |
| Below 1000 | 6  | 4.78 | .299           | .122       | 4.47                             | 5.10        | 4       | 5       |
| 1000-3000  | 54 | 3.75 | .676           | .092       | 3.56                             | 3.93        | 2       | 5       |
| 3001-5000  | 87 | 3.51 | .779           | .084       | 3.35                             | 3.68        | 2       | 5       |
| 5001-7000  | 71 | 2.97 | .744           | .088       | 2.79                             | 3.15        | 2       | 5       |

|            |     |      |      |      |      |      |   |   |
|------------|-----|------|------|------|------|------|---|---|
| Above 7000 | 94  | 2.48 | .788 | .081 | 2.32 | 2.64 | 1 | 5 |
| Total      | 312 | 3.14 | .923 | .052 | 3.04 | 3.25 | 1 | 5 |

**ANOVA**

Consumer Ethnocentrism

|                | Sum of Squares | df  | Mean Square | F      | Sig. |
|----------------|----------------|-----|-------------|--------|------|
| Between Groups | 91.450         | 4   | 22.863      | 40.492 | .000 |
| Within Groups  | 173.337        | 307 | .565        |        |      |
| Total          | 264.787        | 311 |             |        |      |

**Multiple Comparisons**

Dependent Variable: Consumer Ethnocentrism

Tukey HSD

| (I) Income per Month | (J) Income per Month | Mean Difference (I-J) | Std. Error | Sig. | 95% Confidence Interval |             |
|----------------------|----------------------|-----------------------|------------|------|-------------------------|-------------|
|                      |                      |                       |            |      | Lower Bound             | Upper Bound |
| Below 1000           | 1000-3000            | 1.035*                | .323       | .013 | .15                     | 1.92        |
|                      | 3001-5000            | 1.268*                | .317       | .001 | .40                     | 2.14        |
|                      | 5001-7000            | 1.814*                | .319       | .000 | .94                     | 2.69        |
|                      | Above 7000           | 2.304*                | .316       | .000 | 1.44                    | 3.17        |
| 1000-3000            | Below 1000           | -1.035*               | .323       | .013 | -1.92                   | -.15        |
|                      | 3001-5000            | .233                  | .130       | .380 | -.12                    | .59         |
|                      | 5001-7000            | .779*                 | .136       | .000 | .41                     | 1.15        |
|                      | Above 7000           | 1.268*                | .128       | .000 | .92                     | 1.62        |
| 3001-5000            | Below 1000           | -1.268*               | .317       | .001 | -2.14                   | -.40        |
|                      | 1000-3000            | -.233                 | .130       | .380 | -.59                    | .12         |
|                      | 5001-7000            | .546*                 | .120       | .000 | .22                     | .88         |
|                      | Above 7000           | 1.035*                | .112       | .000 | .73                     | 1.34        |
| 5001-7000            | Below 1000           | -1.814*               | .319       | .000 | -2.69                   | -.94        |
|                      | 1000-3000            | -.779*                | .136       | .000 | -1.15                   | -.41        |
|                      | 3001-5000            | -.546*                | .120       | .000 | -.88                    | -.22        |
|                      | Above 7000           | .489*                 | .118       | .000 | .17                     | .81         |
| Above 7000           | Below 1000           | -2.304*               | .316       | .000 | -3.17                   | -1.44       |
|                      | 1000-3000            | -1.268*               | .128       | .000 | -1.62                   | -.92        |
|                      | 3001-5000            | -1.035*               | .112       | .000 | -1.34                   | -.73        |
|                      | 5001-7000            | -.489*                | .118       | .000 | -.81                    | -.17        |

\*. The mean difference is significant at the 0.05 level.

### Appendices 1.8 Correlation analysis of patriotism and consumer ethnocentrism

**Correlations**

|                        |                     | Patriotism | Consumer Ethnocentrism |
|------------------------|---------------------|------------|------------------------|
| Patriotism             | Pearson Correlation | 1          | .417**                 |
|                        | Sig. (2-tailed)     |            | .000                   |
|                        | N                   | 312        | 312                    |
| Consumer Ethnocentrism | Pearson Correlation | .417**     | 1                      |
|                        | Sig. (2-tailed)     | .000       |                        |
|                        | N                   | 312        | 312                    |

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

### [ Appendices 1.9 Correlation analysis cultural openness and consumer ethnocentrism

**Correlations**

|                        |                     | Cultural openness | Consumer Ethnocentrism |
|------------------------|---------------------|-------------------|------------------------|
| Cultural openness      | Pearson Correlation | 1                 | -.299**                |
|                        | Sig. (2-tailed)     |                   | .000                   |
|                        | N                   | 312               | 312                    |
| Consumer Ethnocentrism | Pearson Correlation | -.299**           | 1                      |
|                        | Sig. (2-tailed)     | .000              |                        |
|                        | N                   | 312               | 312                    |

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

### Appendices 1.10 Multiple linear regression analysis of consumer ethnocentrism and its antecedents

**Variables Entered/Removed<sup>a</sup>**

| Model | Variables Entered   | Variables Removed | Method |
|-------|---|-------------------|--------|
| 1     | Cultural openness,<br>Income per Month,<br>Age ,<br>Patriotism,<br>Educational level <sup>b</sup> |                   | Enter  |

a. Dependent Variable: Consumer Ethnocentrism

b. All requested variables entered.

**Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1     | .730 <sup>a</sup> | .533     | .525              | .636                       | 1.585         |

a. Predictors: (Constant), Cultural openness, Income per Month, Age , Patriotism, Educational level

b. Dependent Variable: Consumer Ethnocentrism

**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig.              |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1     | Regression | 141.120        | 5   | 28.224      | 69.837 | .000 <sup>b</sup> |
|       | Residual   | 123.667        | 306 | .404        |        |                   |
|       | Total      | 264.787        | 311 |             |        |                   |

a. Dependent Variable: Consumer Ethnocentrism

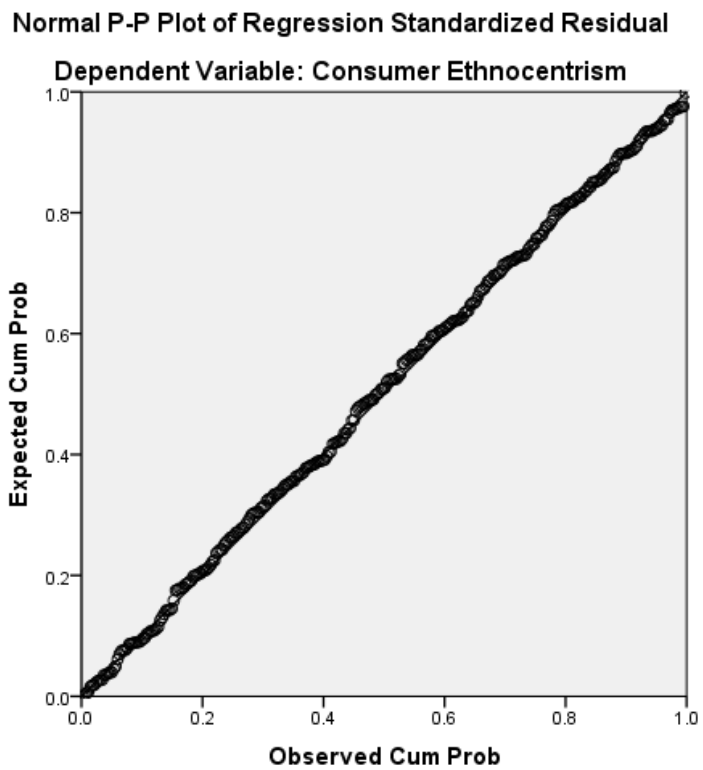
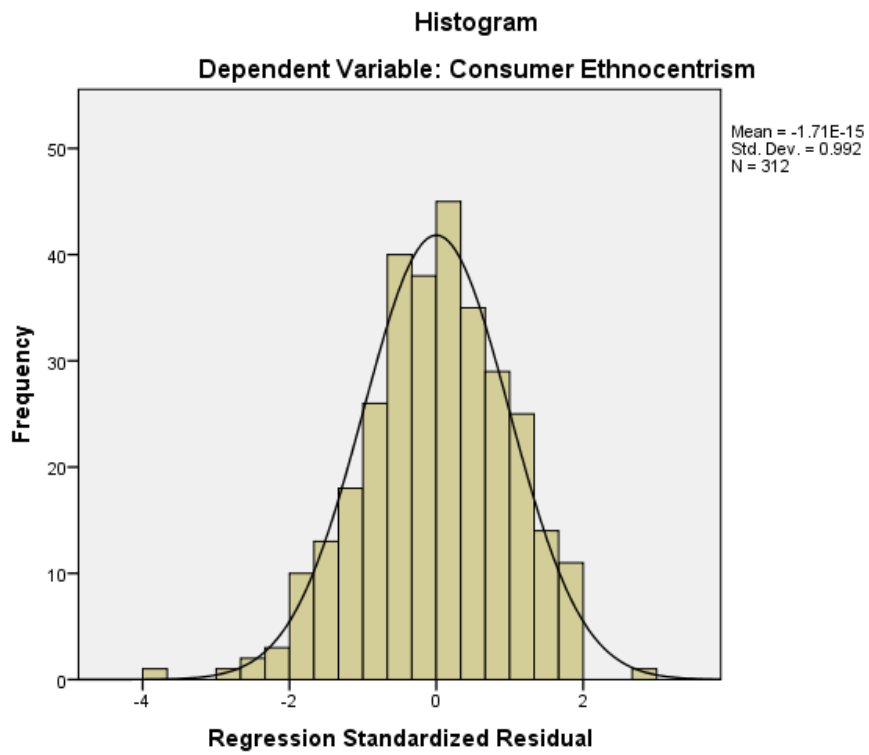
b. Predictors: (Constant), Cultural openness, Income per Month, Age , Patriotism, Educational level

**Coefficients<sup>a</sup>**

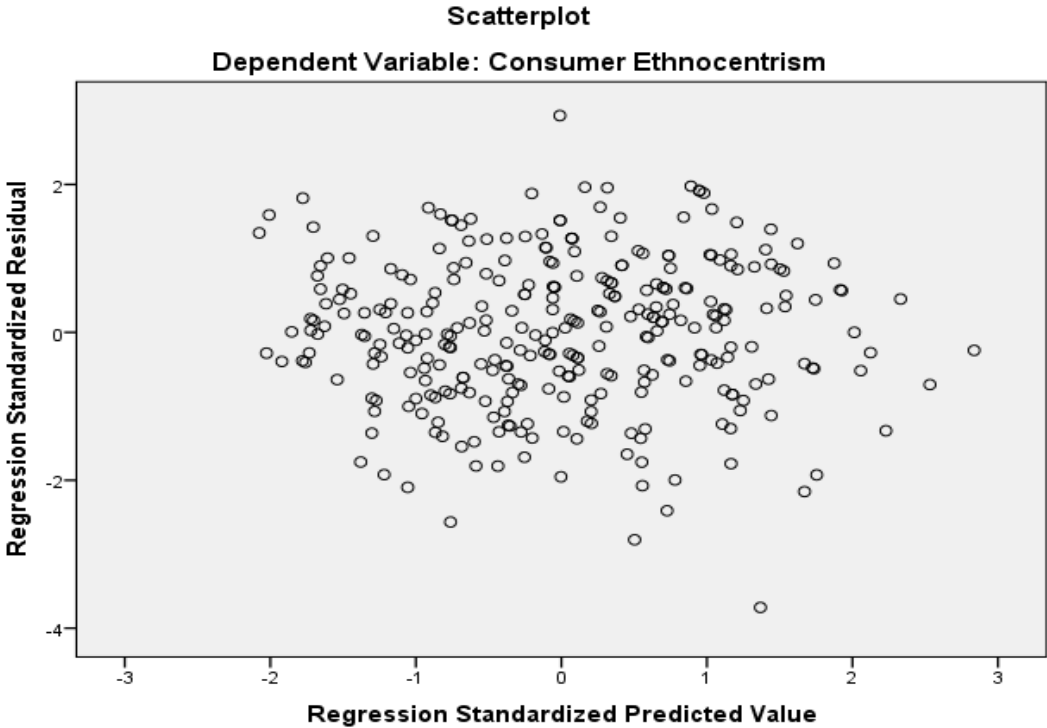
| Model | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig.   | 99.0% Confidence Interval for B |             | Collinearity Statistics |      |       |
|-------|-----------------------------|------------|---------------------------|-------|--------|---------------------------------|-------------|-------------------------|------|-------|
|       | B                           | Std. Error | Beta                      |       |        | Lower Bound                     | Upper Bound | Tolerance               | VIF  |       |
|       |                             |            |                           |       |        |                                 |             |                         |      |       |
| 1     | (Constant)                  | 3.935      | .329                      |       | 11.975 | .000                            | 3.083       | 4.787                   |      |       |
|       | Age                         | .224       | .040                      | .222  | 5.546  | .000                            | .119        | .329                    | .951 | 1.051 |
|       | Educational level           | -.218      | .045                      | -.223 | -4.881 | .000                            | -.333       | -.102                   | .732 | 1.366 |
|       | Income per Month            | -.306      | .036                      | -.379 | -8.490 | .000                            | -.400       | -.213                   | .766 | 1.305 |
|       | Patriotism                  | .256       | .046                      | .228  | 5.518  | .000                            | .136        | .377                    | .892 | 1.121 |
|       | Cultural openness           | -.116      | .050                      | -.098 | -2.348 | .019                            | -.245       | .012                    | .878 | 1.138 |

a. Dependent Variable: Consumer Ethnocentrism

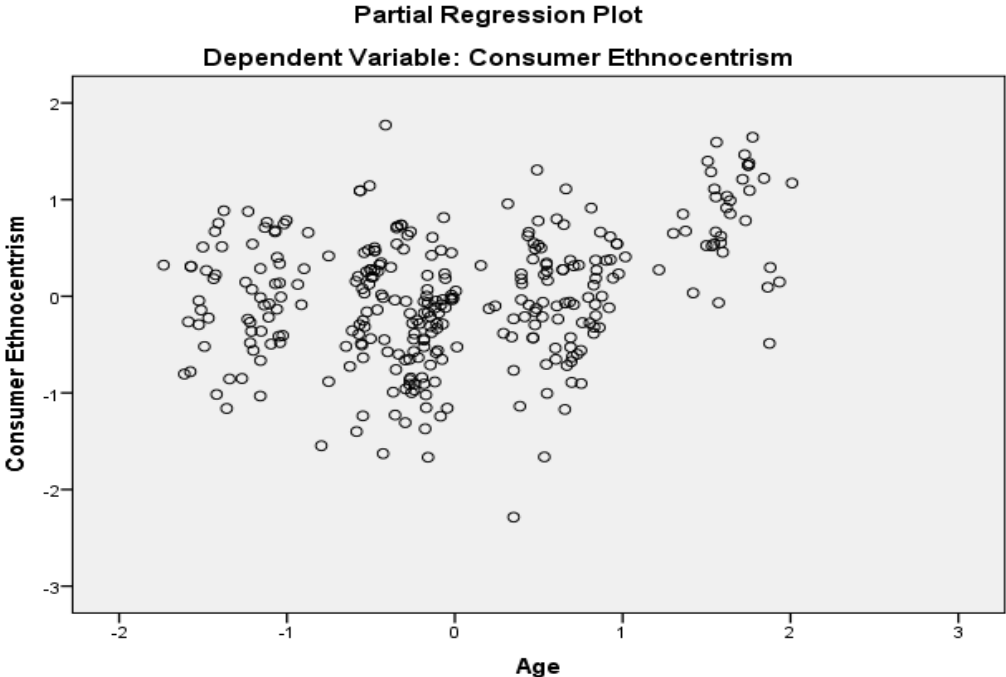
## Appendices 1.11 Normality test

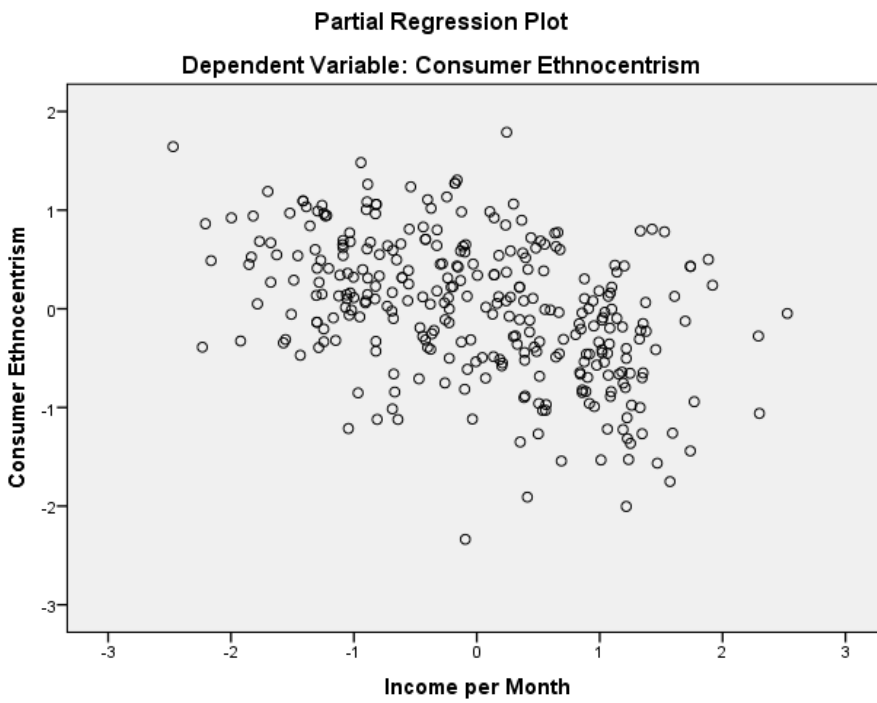
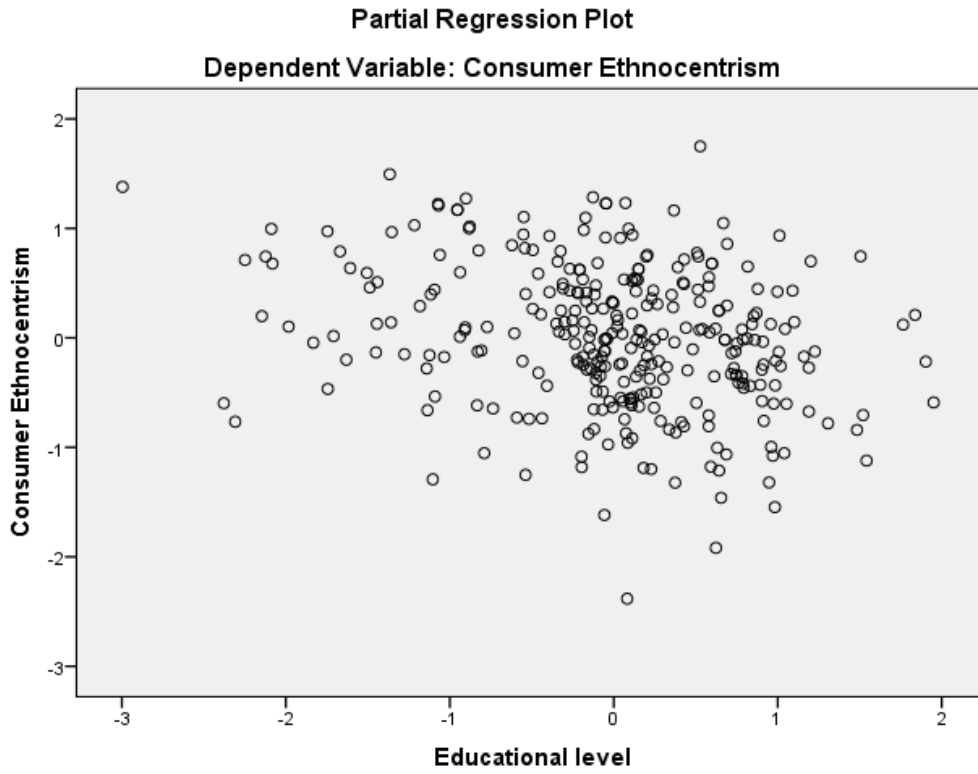


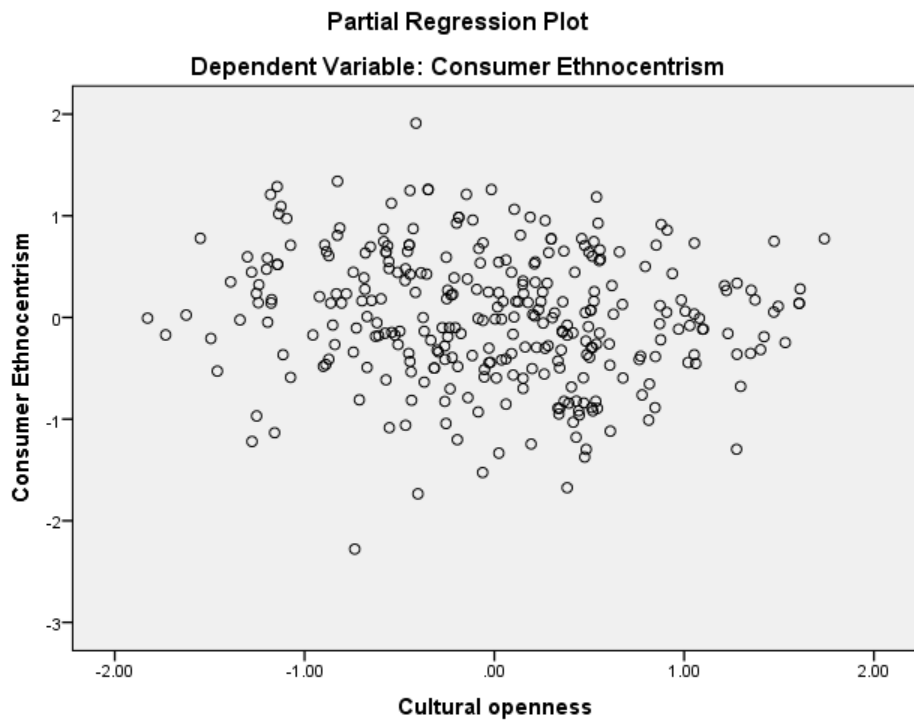
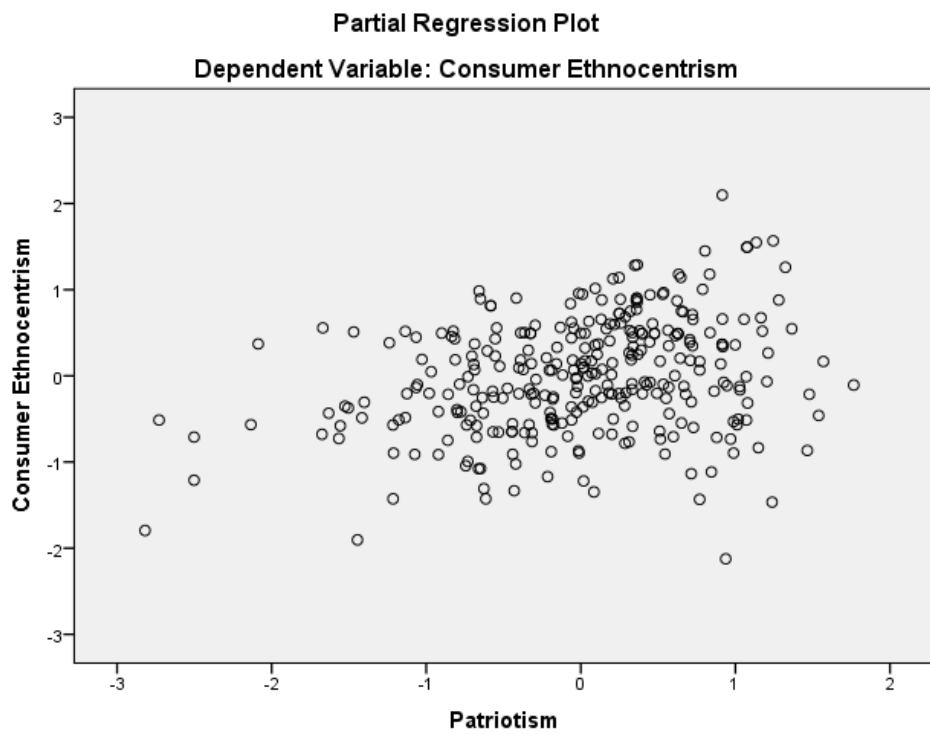
Appendices 1.12 Homoscedasticity test



Appendices 1.13: Linearity test







# 2. Questionnaires

## **Appendices 2.1: Questionnaire (English)**

### **ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE**

#### **Questionnaire for customers of Finfine Furniture Factory PLC (3F)**

**Dear Sir/Madam**

My name is Rahel Eshetu and I am a post-graduate 3<sup>rd</sup> year student at Addis Ababa university school of commerce and currently, I am doing research on the title “Determinants of Consumer Ethnocentrism in the Furniture Market in Ethiopia” 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 will be very important for the company, academicians, 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.

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

**Rahel Eshetu Bogale**

**Cell Phone: 0911171774**

**Email: [reshetu2013@gmail.com](mailto:reshetu2013@gmail.com)**

#### **General Instruction:-**

- There is no need of writing your name
- For Part One questions please tick (✓) in the box.
- For part Two-Four Questions please answer by circling the number of your agreement and disagreement level.

**Thank You, for your cooperation and timely response in advance.**

## **Part One**

### **Demographic Questions**

1. Gender

A. Male  B. Female

2. Age

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

3. Educational Level

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

4. Income per month (ETB)

A. Below 1000  C. 3001-5000  E. above 7000   
B. 1000 – 3000  D. 5001- 7000

## **Part Two**

### **Patriotism**

|   | <b>Patriotism</b>   | <b>Strongly Disagree</b> | <b>Disagree</b> | <b>Neither agree Nor Disagree</b> | <b>Agree</b> | <b>Strongly Agree</b> |
|---|---|--------------------------|-----------------|-----------------------------------|--------------|-----------------------|
| 1 | I love my country.  | 1                        | 2               | 3                                 | 4            | 5                     |
| 2 | I am proud to be an Ethiopian.  | 1                        | 2               | 3                                 | 4            | 5                     |
| 3 | In a sense, I am emotionally attached to my country and emotionally affected by its actions.            | 1                        | 2               | 3                                 | 4            | 5                     |
| 4 | Although at times I may not agree with the government, my commitment to Ethiopia always remains strong. | 1                        | 2               | 3                                 | 4            | 5                     |
| 5 | I feel Great Pride in this land that is our Ethiopia.   | 1                        | 2               | 3                                 | 4            | 5                     |

**Part Three**  
**Cultural Openness**

| <b>Cultural Openness</b> |   | <b>Strongly Disagree</b> | <b>Disagree</b> | <b>Neither agree Nor Disagree</b> | <b>Agree</b> | <b>Strongly Agree</b> |
|--------------------------|---|--------------------------|-----------------|-----------------------------------|--------------|-----------------------|
| 1                        | I have strong desire to overseas travel.                                    | 1                        | 2               | 3                                 | 4            | 5                     |
| 2                        | I would like to learn more about other countries.                           | 1                        | 2               | 3                                 | 4            | 5                     |
| 3                        | I would like to have opportunities to meet people from other countries.     | 1                        | 2               | 3                                 | 4            | 5                     |
| 4                        | I am very interested on trying food from different countries.               | 1                        | 2               | 3                                 | 4            | 5                     |
| 5                        | I am open-minded towards foreigners and their habits.                       | 1                        | 2               | 3                                 | 4            | 5                     |
| 6                        | We should have a respect for traditions, cultures and way of other nations. | 1                        | 2               | 3                                 | 4            | 5                     |

**Part Four**  
**Consumer Ethnocentrism**

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

**Appendice 2.2: Questionnaire (Amharic)**

**አዲስ አበባ ዩኒቨርሲቲ**

**የንግድ ስራ ትምህርት ቤት**

**ለፊንጠራ ፈርዚቸር ማምረቻ ድርጅት ደንበኞች የተዘጋጀ መጠይቅ**

እኔ ራሔል እሸቱ በአዲስ አበባ ዩኒቨርሲቲ የንግድ ስራ ትምህርት ቤት የ3ኛ ዓመት ተማሪ ስሆን የማስተርስ ዲግሪዬን በማርኬቲንግ ማኔጅመንት ለማግኘት በአሁኑ ወቅት “የሀገር ምርትን ከውጪ ምርት አስበልጦ መምረጥ በኢትዮጵያ ፈርዚቸር ገበያ” (Determinants of Consumer Ethnocentrism in the Furniture Market in Ethiopia) በሚል ርዕስ ምርምራን በማከናወን ላይ እገኛለሁ። ስለሆነም በዚህ ምርምር ላይ የሚከተለውን መጠይቅ በመሙላት እንድትሳተፉ ጥያቄዬን አቀርባለሁ።

የጥናቱ ውጤት ለድርጅቱ፣ ለተማሪዎች፣ ለሃላፊዎችና ለሌሎች አስፈላጊ በመሆኑ ምላሽዎ ጠቀሜታው ከፍተኛ ሲሆን በጥናቱ መሳተፍ ምንም ዓይነት ጉዳት የለውም። የጥናቱ ሪፖርት በጥቅሉ የምላሽ ሰጪዎችን ማንነት በማይገልፅ ሁኔታ የሚቀርብ ሲሆን የጥናቱ ውጤት ለትምህርታዊ አገልግሎት ብቻ ይውላል።

ለማንኛውም ጉዳይ ተመራማሪውን በሚከተለው አድራሻ ማግኘት ይችላሉ።

ራሔል እሸቱ ቦጋለ

ስልክ: 0911 17 17 74

ኢሜይል: [reshetu2013@gmail.com](mailto:reshetu2013@gmail.com)

አጠቃላይ መመሪያ:-

- ስም መጻፍ አስፈላጊ አይደለም።
- ለክፍል አንድ ጥያቄዎች መልስዎን በሳጥኑ ውስጥ የ(✓) ምልክት በማድረግ ይመልሱ።
- ከክፍል ሁለት እስከ ክፍል አራት ላሉት ሃሳቦች የመስማማትዎንና ያለመስማማትዎን መጠን ቁጥሮቹን በማክበብ ይመልሱ።

ለትብብርዎ በቅድሚያ ከልብ አመሰግናለሁ።

**ክፍል አንድ**

**የምላሽ ሰጪዎች መረጃ**

1. የታ

ሀ. ወንድ  ለ. ሴት

2. ዕድሜ

ሀ. 18-26  ለ. 27-35  ሐ. 36-45  መ. ከ45 በላይ

3. የትምህርት ደረጃ

ሀ. መደበኛ ትምህርት ያልወሰደ  ሐ. ሁለተኛ ደረጃ  ሰ. ዲግሪ

ለ. የመጀመሪያ ደረጃ  መ. ዲፕሎማ  ረ. ሁለተኛ ደግሪና ከዛ በላይ

4. ወርሃዊ ገቢ

ሀ. ከ1000 በታች  ሐ. 3001-5000  ሰ. ከ7000 በላይ

ለ. 1000-3000  መ. 5001- 7000

**ክፍል አንድ**

**ሀገር ወዳድነት**

| ሀገር ወዳድነት |   | በጣም አልሰማም | አልሰማም | አስተያየት የለኝም | እሰማለሁ | በጣም እሰማለሁ |
|-----------|---|-----------|-------|-------------|-------|-----------|
| 1         | ሀገሪን እወዳለሁ።   | 1         | 2     | 3           | 4     | 5         |
| 2         | ኢትዮጵያዊ በመሆኔ እኮራለሁ።  | 1         | 2     | 3           | 4     | 5         |
| 3         | ከሃገሪ ጋር ያለኝ ትስስር ስሜታዊ በመሆኑ የሀገሪ ተግባር ስሜቴ ላይ ተፅዕኖ ያደርግብኛል። | 1         | 2     | 3           | 4     | 5         |
| 4         | ከመንግስት ጋር በማልሰማጠን ጊዜ እንኳን ለሀገሪ ያለኝ ቁርጠኝነት ጠንካራ ነው።        | 1         | 2     | 3           | 4     | 5         |
| 5         | በዚህች የኢትዮጵያ ምድር ከፍተኛ ኩራት ይሰማኛል።                           | 1         | 2     | 3           | 4     | 5         |

**ክፍል ሦስት**

**ለውጭ ባህል ክፍት መሆን**

|   | ለውጭ ባህል ክፍት መሆን                            | በጣም አልሰማም | አልሰማም | አስተያየት የለኝም | እስማማለሁ | በጣም እስማማለሁ |
|---|--|-----------|-------|-------------|--------|------------|
| 1 | ለባህር ማዶ (ውጪ ሃገር) ጉዞ ጠንካራ ፍላጎት አለኝ።         | 1         | 2     | 3           | 4      | 5          |
| 2 | ስለሌሎች ሀገሮች ማወቅ በጣም አፈልጋለሁ።                 | 1         | 2     | 3           | 4      | 5          |
| 3 | ከሌሎች ሃገራት ሀዘቦች ጋር ለመገናኘት እድሉን ማግኘት አፈልጋለሁ። | 1         | 2     | 3           | 4      | 5          |
| 4 | የሌሎች ሀገራት ምግቦችን ለመሞከር በጣም አፈልጋለሁ።          | 1         | 2     | 3           | 4      | 5          |
| 5 | የውጪ ዜጋዎችንና ልማዳቸውን ለመቀበል አዕምሮዬ ክፍት ነው።      | 1         | 2     | 3           | 4      | 5          |
| 6 | የውጪ ሀገራትን ባህልና ልማድ ማክበር አለብን።              | 1         | 2     | 3           | 4      | 5          |

**ክፍል አራት**

**የሀገር ምርትን ከውጪ ምርት አስበልጦ መምረጥ**

|    | የሀገር ምርትን ከውጪ ምርት አስበልጦ መምረጥ  | በጣም አልሰማም | አልሰማም | አስተያየት የለኝም | እስማማለሁ | በጣም እስማማለሁ |
|----|---|-----------|-------|-------------|--------|------------|
| 1  | በኢትዮጵያ የማይገኙ የቤትና የቢሮ ዕቃ (ፈርኒቸር) ምርቶች ብቻ ከውጭ መግባት አለባቸው።  | 1         | 2     | 3           | 4      | 5          |
| 2  | በኢትዮጵያ የሚመረት የቤትና የቢሮ ዕቃ (ፈርኒቸር) የመጀመሪያም የመጨረሻም ምርጫዬ ነው።  | 1         | 2     | 3           | 4      | 5          |
| 3  | የውጭ ሀገር የቤትና የቢሮ ዕቃ (ፈርኒቸር) ምርቶችን መግዛት ኢትዮጵያዊነት አይደለም።  | 1         | 2     | 3           | 4      | 5          |
| 4  | የውጭ ሀገር የቤትና የቢሮ ዕቃ (ፈርኒቸር) ምርቶችን መግዛት ትክክል አይደለም ምክንያቱም ኢትዮጵያዊያን ስራተኞችን ስራ አጥ ያደርጋል።                       | 1         | 2     | 3           | 4      | 5          |
| 5  | ትክክለኛ ኢትዮጵያዊ ሁልጊዜም በኢትዮጵያ የተመረቱ የቤትና የቢሮ ዕቃዎች (ፈርኒቸሮች) ብቻ መግዛት አለበት።  | 1         | 2     | 3           | 4      | 5          |
| 6  | ሌሎች ሀገሮች በእኛ ሀብት ተጠቃሚ እንዲሆኑ ከማድረግ ይልቅ፤ በኢትዮጵያ የተመረቱ የቤትና የቢሮ ዕቃዎችን (ፈርኒቸሮችን) ብቻ መግዛት አለብን።                  | 1         | 2     | 3           | 4      | 5          |
| 7  | ኢትዮጵያውያን የውጪ ሃገር የቤትና የቢሮ ዕቃ (ፈርኒቸር) ምርቶችን መግዛት የለባቸውም። ምክንያቱም ይህ ተግባር የኢትዮጵያን ንግድ ስራ ይጎዳል፤ ስራ አጥነትንም ያመጣል። | 1         | 2     | 3           | 4      | 5          |
| 8  | ምንም እንኳን ወደፊት ሊጎዳኝ ቢችልም የኢትዮጵያን የቤትና የቢሮ ዕቃዎችን (ፈርኒቸሮችን) መደገፍ እመርጣለሁ።                                       | 1         | 2     | 3           | 4      | 5          |
| 9  | በሃገራችን ውስጥ የማናገኛቸውን የቤትና የቢሮ ዕቃ (ፈርኒቸር) ምርቶች ብቻ ከውጭ ሃገራት መግዛት አለብን።   | 1         | 2     | 3           | 4      | 5          |
| 10 | የውጭ ሀገር የቤትና የቢሮ ዕቃ (ፈርኒቸር) ምርቶችን የሚገዙ ኢትዮጵያውያን ስራ አጥ ለሚሆኑ ወገኖቻቸው ተጠያቂ ናቸው።                                 | 1         | 2     | 3           | 4      | 5          |

