St. Mary's University

Marketing Management Graduate program

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

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Addis Ababa, Ethiopia

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Thesis Submitted to St. Mary's University Marketing Management Graduate Program in Partial Fulfillment of the Requirements for the Degree of Masters of Arts in Marketing Management

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St. MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES
MA PROGRAM

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

MA Degree

By: Fikre W/gebireal

Approved by Board of Examiners

Advisor	_Date_	_Signature_
Internal Examiner	_Date_	_Signature_
External Examiner	_Date_	_Signature_

Letter of Certification

This is to certify that Mr. Fikre W/gebireal has completed his project work titled *"The Effect of Consumer Ethnocentrism on Purchase Intentions towards Local Leather Shoes".* As I have evaluated, his project is appropriate to be submitted as a partial fulfillment requirement for the Award of Degree in Masters of Marketing Management.

Thesis Advisor   *Signature*

Dr. Getie Andualem   _____

Declaration

I, the undersigned graduate student, hereby declare that this thesis is my original work, and that all sources of the materials used for this thesis have been duly acknowledged. This research study is being submitted in partial fulfillment of the requirement for Master of Arts degree in Marketing Management.

Name: Fikre W/gebireal(SGS/0332/2010A)

Signature_____

Date_____

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List of Abbreviations and Acronyms

LIDI: Leather Industries Development Institute

MOTI: Ministry of Trade and Industry

ANOVA: Analysis of Variance

SPSS: Statistical Package for Social Sciences

Abstracts

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

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

Chapter One
INTRODUCTION

This chapter introduces the area of research for the study. It begins with an introduction to the background of the concept of, customer ethnocentrism and background the company which is followed by a problem discussion and research questions. The objective, definition of terms, significance of the study and scope of the study are presented. At the end of this chapter, the general outline of the study is stated.

1.1.   Background of the study

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

Ethnocentrism has a negative influence on the evaluation and purchasing intentions of consumers, although that may vary within cultures and between different country-of-origin products (Jiménez Torres and San Martín Gutiérrez, 2007: 6-7). Shimp and Sharma (1987) apply ethnocentrism to the study of marketing and consumer behavior. They defined consumer ethnocentrism as a belief held by consumers on the appropriateness and indeed morality of purchasing foreign-made products. Consumer ethnocentrism implies the normative belief that purchasing domestic products is more beneficial than purchasing foreign goods.

The strength of consumer attitudes can determine purchase intentions with respect to specific brands (Kim &Park, 2013). On one hand, consumers quickly recognize and relate to local products, which they may perceive as being of better quality (Cayla & Eckhardt, 2007; Akram, Merunka, &Akram,2011). On the other hand, in many developing countries, foreign brands are status symbols (Bhardwaj, Park, & Kim, 2011), giving them precedence over local brands. Particularly, consumers who hold strong ethnocentric beliefs are more likely to evaluate foreign products negatively than are those who do not hold such beliefs. Those who believe that it is wrong to buy foreign goods also tend to perceive those goods as lower in quality than domestic goods;

ethnocentric consumers prefer domestic goods not only because of economic or moral beliefs, but also because they believe that their own country produces the best products (Klein et al.,1998: 92). In the minds of ethnocentric consumers, the purchase of foreign-made products is wrong because it hurts the domestic economy, causes loss of jobs, and is unpatriotic. Therefore, it is anticipated that ethnocentric consumers tend to be markets (Ettenson and Klein, 2005; Riefler and Diamantopoulos, 2007).

Ethiopia is endowed with abundance of livestock resources and possesses one of the largest populations of livestock in Africa and even 7th-9th in the world, i.e. 41 million cattle, 25 million sheep and 24.4 million goats. However, the resource is not fully utilized and only 2.7million hides, 8.1million sheep skins and 7.5million goat skins are sold on the market (MOTI)

There are 13 large mechanized shoe industries currently in operation. Except for Sheba all shoe factories are located in Addis Ababa and its neighborhoods. Together, they can produce about 10,000 pairs of shoes per day.

Table 1 Footwear industries - Company profiles

No	Name of factory	Capacity (Pair of shoes per day)
1	Anbessa shoe factory	3500
2	Ara shoe factory	720 pulas 1300 upper
3	Ramsay shoe factory	2000
4	Jamica shoe factory	800
5	Kangaro shoe factory	400
6	Ras Dashen shoe factory	500
7	Peacock shoe factory	200
8	Tikur Abay	3800
9	Walia shoe factory	1000
10	Bostex shoe factory	250
11	New wing shoe factory	500
12	Christal shoe factory	500
13	Sheba shoe factory	800
Total (approximately) 10,000		10,000

Source: LIDI, marketing department unpublished

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

1.2.   Statement of the problem

Together with the economic growth, Ethiopia consumers are now faced with more available choices of not only domestic brands but also foreign brands. Domestic brands are struggling to compete in their home ground. Meanwhile, the increasing arrivals of foreign brands have drawn attention amongst Ethiopian consumers. the increasingly competitive nature of the Ethiopian market, international brands when entering a new market need to depend on consumers' attitude, perception and evaluation for foreign versus domestic products. In international marketing literature, hosts of academic researchers have observed attentively the consumers' preference concerning domestic products and their foreign counterparts (Shimp and Sharma, 1987; Cumberland et al., 2010; Bandyopadhyay et al., 2014; Nguyen et al., 2008).

Furthermore, given the nature of increased globalization and the widespread presence of "hybrid" products manufactured in multiple locations across the globe, the importance of the study of country of origin has now ever been intensified. In several countries, especially developed countries, there seems to be a preference for domestic products over foreign products. Shimp and Sharma (1987) initiated to explain this domestic preference theoretically, namely consumer ethnocentrism. Consumer ethnocentrism implies the moral perception that ethnocentric consumers view the tendency to purchase foreign products as inappropriate and unpatriotic, which negatively impacts the economic situation in the home country. Meanwhile, at the other end of the spectrum, non-ethnocentric consumers perceive foreign products regardless of whether they are originated from. As follows, it is argued that ethnocentric propensities can result in a negative perception towards foreign products (Shimp and Sharma, 1987). Wall, Liefeld and Heslop (1991) contended that ethnocentricity would be strengthened when it comes to high-involvement products, including leather shoes products, which this thesis aims to focus on. It is believed by ethnocentric consumers that the different nation shows consumer preference for purchasing products could be influenced by their nationalism, patriotism, and openness to foreign cultures however, to the knowledge of researcher not much of formal research had been done in Ethiopia to investigate the relationship between consumer ethnocentrism and purchase intention taking socio- psychological characteristics as a variable.

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

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

1.3.   Research Questions

The research addressed the following basic question:

1. What is the relationship between patriotism, Nationalism, Cultural Openness and Consumer ethnocentrism?

 2. How does the level of consumer ethnocentrism vary among demographic groups?

3. How does consumer ethnocentrism influence purchase intention for foreign products?

1.4.   Objective of the Study

1.4.1. General Objective

The general object of this study seeks to provide a thorough understanding of the potential impact that consumer ethnocentrism might reflect on the consumption behavior. In today's business, the global consumer culture has given more access for businesses to step further on the international battleground. As noted earlier, for the past few years, Ethiopia has massively welcomed the arrivals of international brands, particularly in the leather shoes industry, into its local marketplace. The primary objective of this study well be on consumer ethnocentrism, ethnocentrism on purchase intention and to investigate the effect of Patriotism, Nationalism and Cultural openness on consumer ethnocentrism and purchase intention towards local leather products.

1.4.2. Specific objectives

➢   To identify the relationship between Patriotism, Nationalism, Cultural openness and Consumer ethnocentrism.

➢   To examine roles of demographic variables in determining the level of consumer ethnocentrism in Ethiopia. Four demographic characteristics will be presented to investigate the relationship, including age, gender, income level and education level. The relationship between patriotism and consumer ethnocentrism.

> To investigate the influence of consumer ethnocentrism on purchase intention. The purchase intention focuses on the Ethiopian consumers' purchasing behavior for foreign leather shoe products.

1.5.   Hypothesis of the study

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

H1$_0$: There is no positive relationship between Patriotism and ethnocentric tendencies towards local leather products.

H1$_1$: There is a positive relationship between Patriotism and ethnocentric tendencies towards local leather products.

H2$_0$: There is no positive relationship between Nationalism and ethnocentric tendencies towards local leather products.

H2$_1$: There is a positive relationship between Nationalism and ethnocentric tendencies towards local leather products.

H3$_0$: There is no negative relationship between Cultural openness to foreign culture and ethnocentric tendencies towards local leather products.

H3$_1$: There is a negative relationship between Cultural openness to foreign culture and ethnocentric tendencies towards local leather products.

H4$_0$: There is no significant difference in ethnocentric tendencies towards local leather products with in different age group.

H4$_1$: There is significant difference in ethnocentric tendencies towards local leather products with in different age group.

H5$_0$: There is no significant difference between Income and ethnocentric tendencies towards local leather products.

H5$_1$: There is a significant difference between Income and ethnocentric tendencies towards local leather products.

H6$_0$: There is no significant difference between Gender and ethnocentric tendencies towards local leather products.

H6$_1$: There is a significant relationship between Gender and ethnocentric tendencies towards local leather products.

H7$_0$: There is no significance difference in ethnocentric tendencies towards leather products between different education levels.

H7$_1$: There is a significance difference in ethnocentric tendencies towards leather products between different education levels.

H8$_0$: There is no a positive relationship between consumer ethnocentrism and purchase intention towards local leather products.

H8$_1$: There is a positive relationship between consumer ethnocentrism and purchase intention towards local leather products.

1.6. Significance of the Study

This study will be important to different individuals and organizations. The significance of the study is listed below:

- For the researcher, the paper is important and requirement for the partial fulfillment of Master of Art in Marketing Management.

- The finding of the study is useful for local companies on their formulation of marketing strategies to protect and defend their business from stiff foreign company's competition and the output of the study can be taken as a base to launch a made-in home campaign strategy.

- The study will contribute more in awareness creation concerning the issue and it will be a base for future researches.

1.7. Organization of the Research Report:

This study will be organized into five chapters. The five chapters will be comprised of the Introduction, Review of Related Literature, Research Design & Methodology, Result & Discussion and Summary, Conclusions & Recommendations.

The first chapter will provide a general introduction of the study including background of the study, statement of the problem, basic research questions, objectives of the study, significance of the study and scope of the study.

Chapter two, *Literature Review*, attempts to touch on previous scholarly articles, books and other sources with a view to developing the conceptual framework regarding the relevant concepts. The literature will present two concepts, including consumer ethnocentrism and purchase intention and, more notably, the interrelationship between them. The chapter will also focus on the business environment in Ethiopia and the consumption behavior of Ethiopian people

Chapter three will elaborate the type and design of the study. It will include research method, sampling technique, data collection method and method of data analysis that will be used in the study.

Chapter four will summarize the findings of the study and discuss the findings.

Finally, chapter five will comprise of four sections which include summary findings, conclusions, recommendations and limitations & suggestion for further study.

Chapter one: Introduction

Chapter Two: Review of Related Literature

Chapter Three: Research Methodology

Chapter Four: Data Presentation and Analysis

Chapter Five: Summary, Conclusion and Recommendation
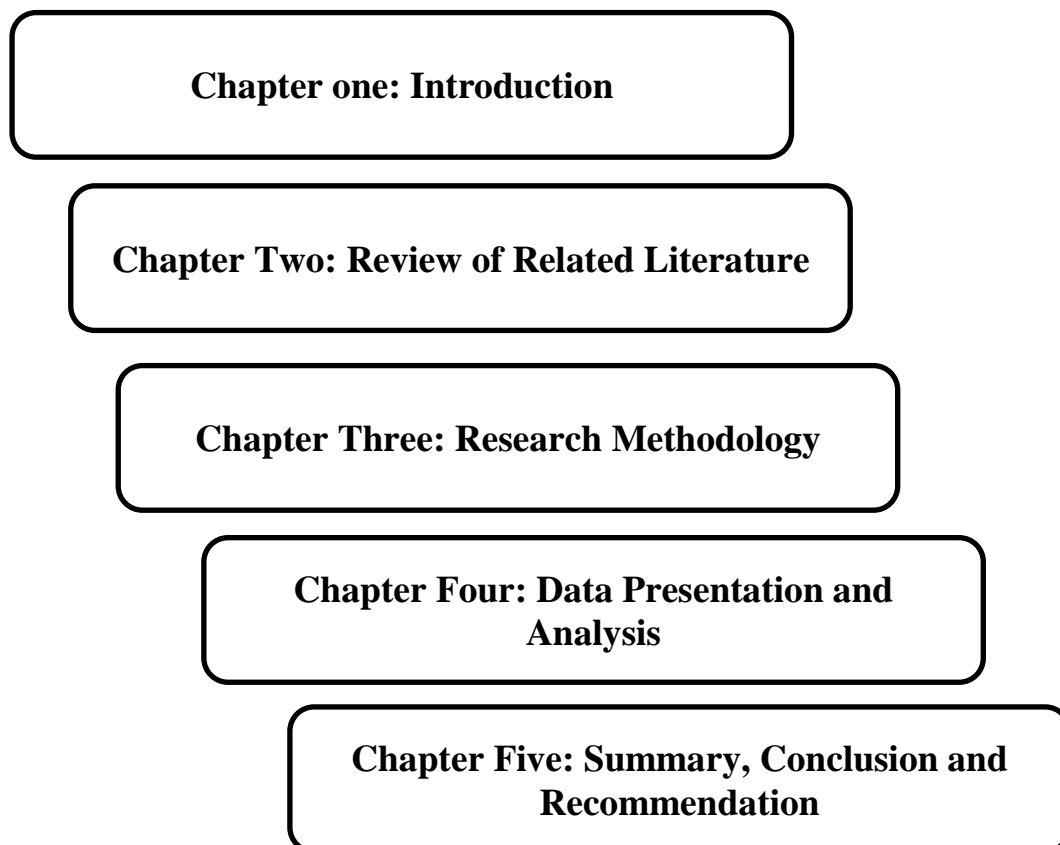
Figure 1 Organization of the paper

Source: By Own Source, May 2019

Chapter Two

LITERATURE REVIEW

This chapter reviews the literature relevant to ethnocentrism, after an extensive review of different literatures the definition of all variables, their measurement instrument, and the finding of different studies in different countries were presented in this chapter.

2.1. Theoretical Review of the Study

2.1.1. Defining Ethnocentrism

To further understand consumer ethnocentrism, ethnocentrism should be discussed as the broad concept of consumer ethnocentrism. Sumner (1906, cited in Sharma et al., 1995: 13) first coined the term more than a century ago. In his sociological literature, he provided a definition of ethnocentrism:

"The view of things in which one's own group is the center of everything, and all others are scaled and rated with reference to it… Each group nourishes its own pride and vanity, boasts itself superior, exalts its own divinities and looks with contempt on outsiders." (p.13)

In general, ethnocentric tendencies refer to inter-group relations, more specifically between in groups and out groups (Lewis, 1976). The theoretical argument is that ethnocentric individuals have a tendency to associate themselves with in groups and accept individuals who are culturally related while dissociating them from the out-groups and reject individuals who are culturally unrelated (Shimp and Sharma, 1987). Alternatively, ethnocentric perception specifies the particular dislike for other groups and the view of one's own group as more outstanding, more honest and stronger than others (LeVine and Campbell, 1972). However, the conceptualization of ethnocentrism is not readily applicable in studying consumer behavior, which led to the introduction of consumer ethnocentrism.

2.1.2. Understanding Consumer Ethnocentrism

Consumer ethnocentrism is a marketing and domain-specific form of ethnocentrism. Originated by Shimp and Sharma (1987: 280), consumer ethnocentrism was described as, "The beliefs held by consumers about the appropriateness, indeed morality, of purchasing foreign-made products". From ethnocentric perspectives, consumer ethnocentrism represents consumers' biases towards the domestic products (i.e., in groups) and against the foreign products (i.e., out groups) (Shankarmahesh, 2006). For ethnocentric consumers, purchasing imports is perceived as inappropriate and unpatriotic, which negatively affects the domestic economy and increases unemployment. However, non-ethnocentric consumers consider the product' merits rather than its origins (Shimp and Sharma, 1987)

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

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

Balabanies and Diamantopoulous (2004) associate consumer ethnocentrism as the general preference to buy domestically produced products and the negative attitude towards products originated from particular foreign countries. Thus, consumer ethnocentrism refers to the perception that imports might harm the national economy as they represent the potential competition to local business and employments (Cumberland, el al 2010, Evanschitzky et al. 2008, and Sharma, Shimp & Shin 1995). Similarly, this negative biases against foreign imported goods lead to a purchase unwillingness of foreign made product.

2.1.3. CETSCALE

Shimp and Sharma (1987) established the Consumer Ethnocentric Tendency Scale (CETSCALE) to measure the level of consumer ethnocentrism. CETSCALE aims to evaluate the intention to purchase domestic products and to what degree consumers feel against their morality to purchase foreign products (Ueltschy, 1998). The scale is not product specific, consisting of 17 standardized

items regarding the purchaseIn their study, Shimp and Sharma (1987) suggested several potential applications of the scale to population groups in countries which are not like the USA.

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

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

Over time, shorter versions of the CETSCALE, based on the original 17-item scale, were developed. Shimp and Sharma (1987) introduced a 10-item version of the CETSCALE. According to Pentz (2011) this version was also used by authors such as Nielsen and Spence (1997); Steenkamp and Baumgartner (1998); Lindquist, Vida, Plank and Fairhurst (2001); Douglas and Nijssen (2003); Bawa (2004:45) and Evanschitzky, Wagenheim, Woisetschläger and Blut (2008). Both 17 and 10 item CETSCALE is found to be a reliable scale to measure the beliefs held by Ethiopian consumers about the appropriateness, indeed morality of purchasing foreign products in place of domestic products with a Cronback's alpha level of 0.847 for the product market and 0.877 for the service market. According to the find of V.S Mangnale, R.M Potluri and Habtamu Degofu, (2011) Ethiopian consumers can be considered to have medium level of ethnocentrism. Similarly, Daniel Altah (2013) used the revised 10 item CETSCALE and found that Ethiopian consumers are not less ethnocentric or highly ethnocentric.

Table 2 Reliability of CETSCALE

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

Source: Organized from different past literature.

2.1.4. Demographic Characteristics of Consumer Ethnocentrism

On the empirical evidence of previous literature, consumer ethnocentric tendencies are part of demographic influences (Sharma et al., 1995). Demographics is one of the four factors, together with social-psychological, economic and political factors, which have impacts on consumer ethnocentrism (Shankarmahesh, 2006) The fact that consumer ethnocentrism is not equally on the same level for all consumers (Josiassen et al., 2011) poses challenges for researchers and particularly marketers to target each individual consumer. Accordingly, it is believed to be more effective to measure the ethnocentric tendencies to segment groups of consumers with similar demographic characteristics (Shankarmahesh, 2006). As follows, this paper focuses on demographics and its influences on consumer ethnocentrism in the Ethiopaconsumption context. There are four demographic characteristics, which are to be discussed below: age, gender, education level and income level. Intention for foreign made products in the consumer ethnocentrism dimension. CETSCALE is regarded to be relevant to international marketing, which proves to be one of the most used scales to evaluate ethnocentric tendencies in the study of consumer behavior. It was first validated in the context of the United States (Shimp and Sharma, 1987) and further across multiple countries, for example, Korea (Sharma et al., 1995), Colombia (Ueltschy, 1998), Poland (Cumberland et al., 2010), India (Bandyopadhyay et al., 2014). With the reference to multiple product categories such as cookies (Ueltschy, 1998), fashion mobile phones (Cumberland et al., 2010), etc. In this thesis, the CETSCALE will be adopted to examine the degree of consumer ethnocentrism among Ethiopia consumers in four dimensions of demographics: gender, age, income level and education level, which will be elaborated in the next section.

Age

Previous empirical literature has confirmed that the extent of consumer ethnocentrism varies with age groups. Older people are found to be generally more consumer ethnocentric, which they are less favorably inclined towards foreign products, while younger people exhibit less consumer ethnocentrism (Klein et al., 1999; Caruana, 1996). This argument can be explained by that older people display more patriotism and conservatism. (Ueltschy, 1998). Shimp and Sharma (1987) even claimed that older people should be more ethnocentric due to the fear of losing jobs from the foreign competition. Young people, however, appear to be more cosmopolitan and exposed more to foreign products, which leads to a more favorable tendency towards imports (Bannister and Saunders, 1978). Studies such as Sharma et al. (1995) and Ueltschy (1998), nevertheless, uncovered no direct impact of age on consumer ethnocentrism. In some research, older people are reported to evaluate foreign products more favorably (Bannister and Saunders, 1978).

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Gender

Gender differences are also reported to act as a factor of consumer ethnocentrism. More particularly, several research papers concluded that women exhibit more consumer ethnocentrism than men (Wall and Heslop, 1986; Sharma et al., 1995). The argument is that female consumers are likely to be more conservative, collectivist and agreeable to established practices (Shankarmahesh, 2006). Bannister and Saunders (1978), contrary to other research, found that men are more ethnocentric than women.

Education Level

Similarly, education level is also reported to impact the level of consumer ethnocentrism. There is a great consensus that supports the positive correlation between education level and consumer ethnocentrism (Sharma et al., 1995; Ueltschy, 1998). Studies including Sharma et al. (1995) and Ueltschy (1998) found that higher educated people exhibit less consumer ethnocentrism. This might be due to that fact people with higher education level embrace greater opportunities to travel abroad to experience foreign products. Han (1988) and Balabanis et al. (2001), nevertheless, confirmed there was no interactive relationship between the two factors. In general, higher educated people might evaluate foreign made products more positively.

Income Level

People with higher income are reported to exhibit less consumer ethnocentrism, which the relationship between consumer ethnocentrism and income level is expected to be negative (Sharma et al., 1995; Caruana, 1996; Ueltschy, 1998). The reasoning behind the argument is that high income consumers travel more, resulting in greater openness and cosmopolitan perceptions (Sharma et al., 1995), which consequently, they favor foreign products more than domestic products. However, Han (1988) observed and contended that income level was not a significant predictor of consumer ethnocentrism, which mean that the increase in income level might not translate into the decrease in the level of consumer ethnocentrism. Because there was more support in research studies that higher income consumers exhibit less consumer ethnocentric tendencies than their lower income counterparts.

2.1.5. Socio-psychological antecedents

The relationships between consumer ethnocentrism and a number of socio-psychological variables have been investigated by various researchers (Javalgi *et al*., 2005:330). In the following section a number of these antecedents are discussed individually.

2.1.5.1.   Patriotism

The construct of patriotism taps the affective component of people's feelings towards their home country and assesses the degree of love for, and pride in one''s nation (Kosterman & Feshbach, 1989:271). According to Balabanis, Diamantopoulos and Melewar (2001:160), patriotism refers to strong feelings of attachment and loyalty to one's own country without a corresponding hostility towards other nations. Sharma *et al*. (1995:28) however pointed out that several COO studies have implicated the patriotic emotions of consumers in their purchases of imported products and in country stereotyping (Wang, 1978; Crawford & Lamb, 1981; Morello, 1984; Hooley, Shipley and Krieger, 1988; Han, 1988, Howard, 1989). Investigations to establish whether patriotic individuals would show more ethnocentric consumer tendencies than less patriotic individuals have yielded empirical support for this contention (Sharma *et al*., 1995; De Ruyter *et al*., 1998; Klein & Ettenson, 1999; Javalgi *et al*., 2005; Vida & Reardon, 2008). Results of a study conducted by Balabanis *et al*. (2001:169), demonstrated that while patriotism had a positive effect on ethnocentrism in the Turkish sample investigated, it did not in the Czech sample. The conclusion was that the effect of patriotism on ethnocentrism may vary from country to country.

2.1.5.2.   Nationalism

As citizens of a country, people reside in certain geographical areas to which they become emotionally attached and with which they identify. Nationhood becomes personally relevant to people through their attachment to their homeland, when they are motivated to serve their country and when a sense of identity and self-esteem is fostered through national identification (Akhter, 2007:144). Kosterman and Fesbach (1989:271) drew a conceptual distinction between patriotism and nationalism by stating that unlike patriotism, nationalism reflects a perception of national superiority and an orientation towards national dominance. Nationalism therefore encompasses Stellenbosch University http://scholar.sun.ac.za views that an individual''s country is superior and that it should be dominant, implying denigration of other nations (Balabanis *et al*., 2001:160). Granzin and Painter 2001:76) argue that nationalism places the home country and its status first, for example by endorsing strong national defence, reduced international involvement, restricted immigration into the country as well as preferential treatment for the dominant race, religion and/or workforce of the nation. Akhter (2007:144) argues that evaluative judgements are involved in both the concepts of nationalism and patriotism, but that nationalism, in contrast to patriotism, includes a negative evaluative bias against other countries. Previous studies have found that nationalism is an important predictor of consumer ethnocentrism (Lee, Hong & Lee, 2003 and Vida, Dmitrovič & Obadia, 2008).

2.2.   *Conceptual Framework*

Based on the theoretical framework presented in the previous section, this part highlights how the research questions are conceptualized. Miles and Huberman (1994, p.18) define conceptual frame work as, "a conceptual framework explains, either graphically or in a narrative form, the main things to be studied- the key factors, concepts, or variables—and the presumed relationships among them". The conceptualization also serves as a base for the used to collect data. A conceptual model to guide the empirical study (Figure 2.1) was developed to investigate consumer ethnocentrism and how it could influence the attitudes of Ethiopia consumers towards the purchase intention.
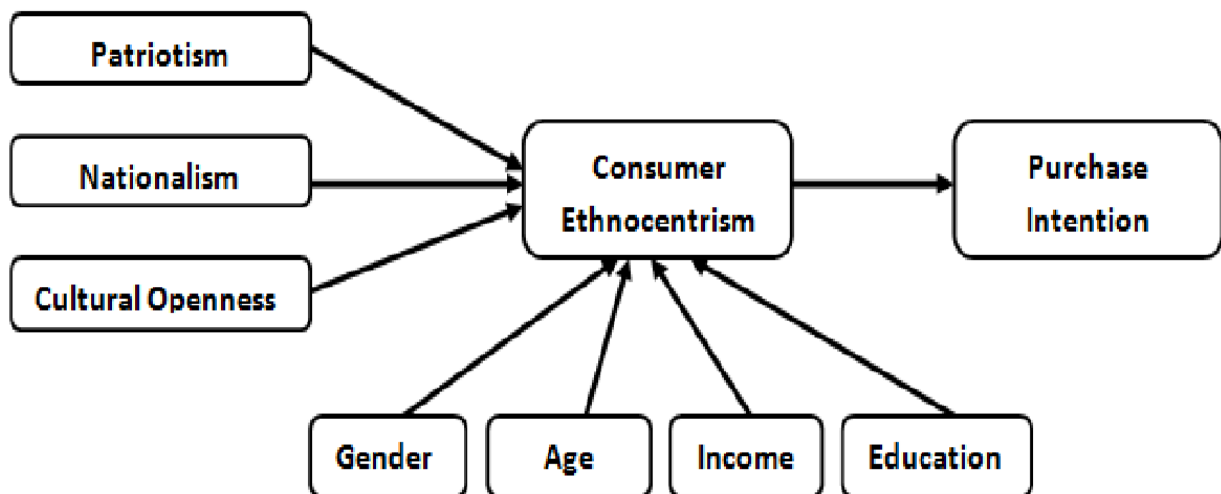
Figure 2: Research Frame Work

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

Chapter Three

RESEARCH DESIGN AND METHODOLOGY

This chapter explains the methodological approach when conducting the research. The topics related to research design, data type & source, target population, sampling technique and sample size, data collection procedure and method of data analysis are covered. Explanation about the reliability and validity of the study is also included in this chapter.

3.1. Research Design

The study has an explanatory research design which utilized a quantitative data analysis was selected with the use of statistical models to describe and measure the proposed relationship among variables. Thus, it is expected, in this thesis, the quantitative approach based on the hypotheses can deliver the generalization of the findings and, in a larger scope, help better understand the consumption behavior context in Ethiopia

3.2. Target Population

Population is defined as "the complete set of units of analysis that are under investigation, while element is the unit from which the necessary data is collected" (Davis 2000).

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

3.3.   Sample size determination method

The populations of the study were being in all Addis Ababa residents who are buyers (users) of leather shoe and their specific number is unknown. To determine the sample size for unknown population the following formula, which is based on 95% confidence interval and 5% error term, is recommended by Cochran (1996) thus:

Where:

n-   Sample size

z-   Standard deviation given corresponding confidence level of 95%

p-   Estimated proportion of incidence (success rate =0.5)

q-   (1-p) or assumed failure rate (0.5)

e-   Proportion of sampling error or error margin in a given situation (5%)

Thus, the sample size of the intended study with 95% confidence level, probability of 50% occurrence, probability of 50% failure and 5% marginal error, is obtained as:

$$n0= \frac{z2p\ (1-p)}{e2}$$

$$n0= \frac{1.9620.5\ (1-0.5)}{0.052}$$

Therefore, the sample size of the study was 385.

3.4.   Sampling Technique

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

3.5.   Target Population

Population is defined as "the complete set of units of analysis that are under investigation, while element is the unit from which the necessary data is collected" (Davis 2000).

The populations of the study were in all Addis Ababa residents who are buyers (users) of leather shoe products and to increase the representativeness, data was collected from selected big shops and malls. One of the main reasons for choosing Addis Ababa as a population of the study were

related from the nature of the residences. As the peoples of Addis Ababa come from different regions of Ethiopia, they can represent different culture, religion, political, commercial and economic backgrounds. As a result, the finding of the study can be generalized at country level. Whereas the logic behind selecting leather footwear is that the quality and style of both imported and local footwear products are relatively similar and as a result effect of quality and study.

3.6.   Data Type and Source

Basically there are two types of sources of data: Primary and secondary sources of data. According to Malhotra (2005), primary data are originated by the researcher for the specific purpose of addressing the problem at hand. Secondary data are data that are collected for some purpose other than the problem at hand. In this study, primary sources of data will be collected using structured questionnaires and secondary source of data will be collected from publications including journals, books, researches and various materials. This secondary data was also used to construct the basic framework of the study.

3.7.   Instruments/ Measurement

Sampling is the selection of a fraction of the total number of units of interest for the ultimate purpose of being able to draw general conclusions about the entire body of unit (Parasurman, 2004). There are two main sampling methods, probability and non-probability sampling (Zikmund, 2000). In probability sample, every unit in the population has equal chances for being selected as a sample unit whereas, non-probability sampling, units in the population have unequal or zero chances for being selected as a sample unit.

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

There were six parts in the questionnaires. Part one consists questions on demographic variables of the respondents.

On Part Two Patriotism were explored and it was measured using questions adopted from Wint Gregory, and Di Mascio (2008) who intern adopted it from Kosterman and Feshbach's (1988).

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

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

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

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

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

3.8.   Procedure of Data Collection

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

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

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

3.8.1. Method of selecting shopping malls

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

Table 3:Retailer shoe shop in Addis Ababa

No.	Sub City	Number of retailer shoe shop in Addis Ababa
1	Ledeta	217
2	Kirkos	990
3	Bole	1978
4	Lafto	627
5	Arada	839
6	Akaki	547
7	Addis Ketema	4136
8	Kolfie	735
9	Yeka	922
10	Gulelle	168
Total		11159

Source: Addis Ababa City Trade Office internal document (2019)

3.9. Data Analysis methods

The survey questionnaire was coded and analyzed by using Statistical Package for the Social Science (SPSS version 20) application program. To test hypothesis one, two and three (the relationship between Patriotism, Nationalism and cultural openness with consumer ethnocentrism) correlation and regression analysis were used. To test hypothesis four, five, six and seven (The difference on consumer ethnocentric tendencies among different demographic variables) ANOVA and independent sample T-test was applied. Finally, hypothesis eight (Whether there is a relationship between consumer ethnocentrism and purchase intention towards local leather products) were tested using regression analysis method.

3.10. Validity and Reliability Ethics of the Research

Reliability- The study used Cronbach alpha to assess the internal consistency of the research instrument. It is mainly used as a measure of internal consistency or reliability of a psychometric test score for a sample of examinees.

Construct Validity: There are two types of validity. These two are translation validity (which includes Face validity and Content validity) and criterion-related validity (which includes Predictive validity, Concurrent validity, Convergent validity and Discriminant validity).

Content Validity: Each attribute was derived from relevant literature to ensure the validity of the questionnaire. The questionnaires are partially taken from previous research work done by MacKenzie and Lutz (1989) and Reid and Soley (1982) and was approved by 2 professors' and enable the researcher test the effect of favorable disposition on purchase intention as stated on the literature part of the research work.

3.11. Ethical Considerations

According to Saunders, Lewis and Thornhill (2001, p. 130) "Ethics refers to the appropriateness of your behavior in relation to the rights of those who become the subject of your work, or are affected by it". The data is collected from the respondents were not required to write their name. The result of the study is to be used for academic purpose only and the response of the participants is fully confidential. The information that the respondents gave is analyzed without any change by the researcher. Furthermore, the works that has been used in this research as a base for this study are cited appropriately as the researcher respects the work of previous studies.

This chapter has presented a description of the methodology used in this study. It has covered the choices and motivations regarding research design, sample and sampling techniques, instruments of data collection, procedures of data collection, methods of data analysis, validity and reliability of the research and research ethics.

Chapter Four

DATA ANALYSIS AND PRESENTATION

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

4.1. Scale Reliability Test

Scale reliability test is done to check whether a scale applied. In this research consistently reflect the subset it measures. The reliability in this study as assessed by Cronbach's alpha, which is commonly used as a measure of the internal consistency or reliability of a psychometric test score for a sample of examinees The accepted limit of Cronbach's α is 0.70. In this paper, the Cronbach's α is computed using SPSS package 20.0 (Statistical Package for Social Sciences) and was found to be more than 0.70. the maximum and the minimum α level is 0.892 and 0.734 respectively Therefore data obtained using these scales are highly reliable to do further analysis.

Table 4: Reliability Test

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

Source: Survey data (2019)

4.2. Response Rate

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

4.3. Characteristics of Respondent

Table 5 describes the demographic characteristics of the respondents. Detail description of the respondent presented below the table.

Table 5 Respondent Characteristics

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

Source: Survey data (2019)

As it shown in table 5 the majority of the respondents were male (52.63%) whereas females took 47.37 % of the respondent. 61.51% of the respondent are between 18-37 years old. Very young people

(18-26 years old) cover 29.93 % of the sample, and age group between 27 and 35 years old consisted 46% of the total sample. 23.03 % of the respondents are above 46 years of old.

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

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

4.4.   Consumer Ethnocentrism

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

Table 6: Mean score and Standard deviation for Consumer Ethnocentrism

S. No	Consumer Ethnocentrism	N	Mean	Std. Deviation
1	Only those products that are unavailable in Ethiopia should be imported.	304	5.52	2.025
2	Ethiopian products first, last, and foremost.	304	4.45	1.897
3	Purchasing foreign-made products is un Ethiopian.	304	2.52	1.605
4	It is not right to purchase foreign products, because it puts Ethiopians out of jobs.	304	3.97	1.833
5	A real Ethiopian should always buy Ethiopian made products.	304	3.17	1.704
6	We should purchase products manufactured in Ethiopia instead of letting other countries get rich off us.	304	3.95	1.735
7	Ethiopians should not buy foreign products, because this hurts Ethiopian business and causes unemployment.	304	3.28	1.575

8	It may cost me in the long-run but I prefer to support Ethiopian products.	304	5.03	1.864
9	We should buy from foreign countries only those products that we cannot obtain within our own country.	304	4.88	1.98
10	Ethiopian consumers who purchase products made in other countries are responsible for putting their fellow Ethiopian out of work.	304	3.55	1.936

Source: Survey data (2019)

As it is described in the above table item number 1 (Only those products that are unavailable in Ethiopia should be imported, X=5.52), Item number 8 (It may cost me in the long-run but I prefer to support Ethiopian products, X=5.03) and Item number 9 (We should buy from foreign countries only those products that we cannot obtain within our own country, X=4.88) has the highest score, which implied that Ethiopian consumers believed that only those product that are not available in Ethiopia should be imported and they also believed that foreign countries product that cannot be obtained within Ethiopia should be bought by Ethiopian consumers. The other thing, which is supported by the finding of this study, is that Ethiopians are willing to incur cost in the long run which comes as a result of preferring to support Ethiopian made products.

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

Table 7: Statistical Description for Consumer Ethnocentrism

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

Source: Survey data (2019)

Finally, as shown in the above table the overall mean score for ethnocentrism is 40.32 which is near to the mid-point of the ten items CETSCALE against the 7 point Likert-scale mean of consumer

ethnocentrism i.e. 35. Therefore, it can be concluded that the ethnocentric tendencies of Ethiopian consumers are moderate. Ethiopian consumers agreed with the idea of importing products which are not available in Ethiopia and they also support local products by paying additional money if they got their preference.

4.5. Consumer Ethnocentrism and Demographic variables

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

4.5.1. One-way ANOVA / Age and consumer ethnocentrism

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

Table 8: One-way ANOVA/ Age and ethnocentrism

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

Source: Survey data (2019)

As it is shown on table 8 ethnocentric tendencies of Ethiopian consumers had a positive and significant relationship with age. Therefore, null hypothesis 4 is rejected.

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

4.5.2. One-way ANOVA for Income on ethnocentrism

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

Table 9:One-way ANOVA/ Income and ethnocentrism

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

Source: Survey data (2019)

According to table 9 the result of one-way ANOVA test shows that there is a significant (P= 0.001) difference on mean score on different income level. Therefore, null hypothesis 5 is rejected. They finding of this study is supported by scholars like Shimpa (1995), however studies (Han, 1988; Good and Huddleston, 1995) did not find significant evidence that the level of consumer income is negatively related to ethnocentric tendencies

4.5.3. Independent Sample T-test for Gender on ethnocentrism

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

Table 10: Independent Sample T-test for Gender on ethnocentrism

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

Source: Survey data (2019)

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

4.5.4. One-way ANOVA for Education and ethnocentrism

As far as the relationship between education and consumer ethnocentrism concerned, one-way ANOVA was done and statistical finding of the study presented on table 11.

Table 11: One-way ANOVA for Education and ethnocentrism

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

Source: Survey data (2019)

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

4.6. Patriotism

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

Table 12 Mean score and Standard deviation for Patriotism

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

Source: Survey data (2019)

As presented in table 12, Ethiopians loves their country and they are proud of being an Ethiopian with a mean score of 6.21 and 5.62 respectively. The score for ''in a sense, I am emotionally attached to my country and emotionally affected by its action'' is the lowest of the five questions used to measure patriotism (X=4.55). This reflects that even if Ethiopians loves their country their attachment with their country is not emotional and they do not emotionally affect by their country's action and decisions. The finding of this survey shows that at time respondent may not agree with the government their commitment to their nation remains moderately strong, meaning to some extent respondents commitment to their nation is moderately affected when they are against their current government.

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

Therefore, Ethiopians are patriot.

4.7.   Nationalism

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

Table 13: Mean score and Standard deviation for Nationalism

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

Source: Survey data (2019)

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

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

4.8. Cultural Openness

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

Table 14: Mean score and Standard deviation for Cultural Openness

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

Source: Survey data (2019)

As it is presented in table 14, item number 1(I am interested in learning more about people who live in other countries, X=5.09), item number 2 (I enjoy being with people from other countries to learn about their unique views and approaches, X=5.03) and item number (Coming into contact with people of other cultures has greatly benefited me, X=4.68) has the highest mean score. This implies that Ethiopian consumers believed that they are interested to learn more about other peoples who live in other countries and had different culture by living with these peoples and they also believed that being with peoples of other culture has benefited them.

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

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

4.9. Purchase Intention

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

Table 15: Mean score and Standard deviation for Purchase Intention

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

Source: Survey data (2019)

As shown in table 15 the highest mean score which is X=6.48 is observed on item 4 (Whenever available, I would prefer to buy products made in Ethiopia). This implies that Ethiopian consumers prefer Ethiopian made leather shoes whenever they got their choice.

The second highest mean score observed on item 5 with an X=6.24 (I do like the idea of owning Ethiopian leather footwear). This means that Ethiopian consumers had an idea of owning Ethiopian made leather shoes. The minimum mean score which is below the neutral value was observed on item 2 (I would feel guilty if I bought imported leather footwear, X=3.92). This refers that, Ethiopian consumers buys foreign made leather shoes when it is their preference and they don't feel guilty when they bought foreign made products.

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

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

Correlation measures the linear relationship between two variables. A correlation coefficient has a value ranging from -1 to 1. Correlation coefficients take values between 1 and 1 ranging from being negatively correlated (-1) to uncorrelated (0) to positively correlated (+). The sign of a correlation coefficient describes the type of relationship. Correlation analysis was undertaken before conducting the regression analysis and the finding of the analysis presented in table 16.

Table 16: Correlation result of patriotism, Nationalism, cultural openness, purchase intention and consumer ethnocentrism.

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

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

Source: Survey data (2019)

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

relationship between consumer ethnocentrism and purchase intention concerned, purchase intention has a positive and significant relationship with consumer ethnocentrism.

4.11. Regression Analysis

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

$Y=a+B1x1+B2x2+B3x3+e$

Where,

Y= consumer ethnocentrism

X1= Patriotism

X2= Nationalism

X3= Cultural Openness

Table 17: Linear regression analysis result Consumer ethnocentrism as a dependant variable and patriotism, nationalism and cultural openness as independent variables.

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

Source: Survey data (2019)

As it is shown in the above table patriotism and nationalism have a positive significant relationship with consumer ethnocentrism. Their R square value is 0.239 and 0.308 respectively with a significant level of 0.000. Thus, null hypothesis 1 (There is no positive relationship between Patriotism and ethnocentric tendencies towards leather local products) and 2 (There is no positive relationship between Nationalism and ethnocentric tendencies towards local leather products) are rejected. This is consistent with the previous findings example, Han (1988), Sharma et al. (1995), Klein and Ettenson (1999) and Balabanis et al. (2001) found that patriotism had a positive effect on ethnocentrism.

Similarly, Kosterman and Feshbach (1989), Lee, Hong & Lee, (2003) and Vida, Dmitrovič & Obadia, (2008) found that nationalism is closely associated with CET.

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

In order to identify the unique contribution of each variable in predicting the dependent variables a multi collinearity analysis were done. Multi collinearity exists when Tolerance is below 0.1; and VIF is greater than 10 or an average much greater than 1. However, table

Table 18 shows that there is no multi collinearity problem between variables.

Table 18: Multi collinearity Diagnostic test.

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

a. Dependent Variable: Consumer Ethnocentrism

Table 19: Multiple regression analysis result Consumer ethnocentrism as a dependent variable and patriotism, nationalism and cultural openness as independent variables.

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

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

Similarly, a simple regression analysis was done to know the effect of consumer ethnocentrism on purchase intention towards local leather products and the result of this analysis is present on table 19.

Table 20: linear regression analysis result: Consumer ethnocentrism as independent variable and Purchase Intention as independent variables.

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

Source: Survey data (2019)

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

4.12. Summary of Hypothesis Test

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

Table 21: Summary of hypothesis test.

Hypothesis	Description	Analysis Method	Remark
$H1_0$	There is no significant positive relationship between Patriotism and ethnocentric tendencies towards leather local products.	Regression	Rejected
$H2_0$	There is no significant positive relationship between Nationalism and ethnocentric tendencies towards local leather products.	Regression	Rejected
$H3_0$	There is no significant negative relationship between Cultural openness to foreign culture and ethnocentric tendencies towards local leather products.	Regression	Failed to Rejected

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H4$_0$	There is no significant relationship between age and ethnocentric tendencies towards local leather products.	One way ANOVA	Rejected
H5$_0$	There is no significant relationship between Income and ethnocentric tendencies towards local leather products.	One way ANOVA	Rejected
H6$_0$	There is no significant relationship between Gender and ethnocentric tendencies towards local leather products.	Independent sample T-Test	Rejected
H7$_0$	There is a no significant relationship between education and ethnocentric tendencies towards leather products.	One way ANOVA	Rejected
H8$_0$	There is no significant positive relationship between consumer ethnocentrism and purchase intention towards local leather products.	Regression	Rejected

Chapter Five
SUMMARY, CONCLUSION AND RECOMMENDATIONS

This chapter deals with summary conclusion and recommendations. In this chapter first, the findings which is made from chapter four is summarized then conclusions of the major findings are drawn. And at last, some possible recommendations are forwarded on the basis of the major findings of the study.

5.1.   Major Findings and Conclusions

5.1.1. Major Findings

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

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

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

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

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

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

5.1.2. Conclusion

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

Patriotism and nationalism have a positive and significant impact on consumer ethnocentrism, meaning those who exhibit strong national feeling and patriots are more ethnocentric than who are not. This result is supported by the finding of Han (1988), Sharma et al. (1995), Klein and Ettenson (1999), Balabanis et al. (2001) and, Kosterman and Feshbach (1989).

There is sufficient statistical evidence to support a significant difference among different Age, Gender, Education and Income group of respondent on their ethnocentric tendencies.

Even if there is a negative relationship between cultural openness and consumer ethnocentrism, their relationship is statistically insignificant. This is against the finding of literature. The reason for this insignificant relationship is that majority of the respondent believed that their exposure for foreign culture do not have a significant impact on their purchase preference.

There is a positive and significant relationship between consumer ethnocentrism and purchase intention. This implies that those consumers who have strong ethnocentric tendency prefer local made products against foreign made once.

5.2.   Recommendation

Based on the major findings of the study and the conclusions drawn above, the following recommendations are made.

- The findings of this research indicate the existence of consumers' ethnocentric tendencies in Ethiopia's leather shoe market. This finding encourages domestic manufacturers to use "Made in Ethiopia" marketing campaign. By doing this they can utilize this favorable attitude of consumers into actual purchasing of local made leather shoes.
- In addition to improving the quality and style of domestic shoes local marketers should consider ethnocentrism while preparing different promotional complain, if they did it well they can change the beliefs that foreign products are better than local one which is held by low ethnocentric consumers.

- As consumer ethnocentrism is often seen as an important informal barrier in today's global marketplace (Shankarmahesh, 2006), Ethiopian local companies should use it in their marketing strategy formulation to shape consumer's attitude while making comparisons between domestic and foreign products. These help local companies to protect themselves from foreign companies' competition.

- Ethiopian local companies' manager needs to understand the ethnocentric nature of their customers and they should take highly ethnocentric customers as their target group and addressing them through an appropriate marketing mix strategy should be their major goal.

Since the national feeling of Ethiopian consumer is high domestic companies should work more on sponsoring events which are related to the local traditions. Because this will help local companies both to create a favorable image and for positioning their brand in the mind of their customers.

5.3. Limitation and Implications for further research

The research has several limitations shown as follows:

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

The researcher suggests the following further research arias:

Additional researches should be done by taking samples drown from differ part of Ethiopia.

Future researchers should work their study by including additional variable like political and economic antecedents of ethnocentrism.

Furthermore, one of the finding of this study which related to the relationship between cultural openness and consumer ethnocentrism statistically insignificant is against literature but it is true for the sample used in this research. What the researcher wants to recommend that to check it further study should be done by taking sample from different part of Ethiopia.

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APPENDIX 1

1. Statistical Output

Appendices 1 .1 Patriotism Reliability statistics

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

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

Reliability Statistics	
Cronbach's Alpha	N of Items
0.892	5

Appendices 1 .2 Nationalism Reliability statistics

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

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

Reliability Statistics	
Cronbach's Alpha	N of Items
0.741	6

Appendices 1 .3 Cultural Openness Reliability statistics

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
0.734	5

Appendices 1 .4 Consumer Ethnocentrism Reliability statistics

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

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

Reliability Statistics	
Cronbach's Alpha	N of Items
0.859	10

Appendices 1 .5 Purchase Intention Reliability statistics

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

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

Reliability Statistics	
Cronbach's Alpha	N of Items
0.877	5

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

ANOVA

Consumer Ethnocentrism

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

Descriptive

Consumer Ethnocentrism

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

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

ANOVA

Consumer Ethnocentrism

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

Descriptive

Consumer Ethnocentrism

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

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

Group Statistics

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

Independent Samples Test

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

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

ANOVA

Consumer Ethnocentrism

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

Descriptive

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

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

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

		.000	.000	.063		.000
	N	304	304	304	304	304
Consumer Ethnocentrism	Pearson Correlation	.489**	.555**	-.082	.497**	1
	Sig. (2-tailed)	.000	.000	.155	.000	
	N	304	304	304	304	304

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

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

Descriptive Statistics

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

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Patriotism^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Consumer Ethnocentrism

Model Summary

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

a. Predictors: (Constant), Patriotism

Coefficients^a

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

a. Dependent Variable: Consumer Ethnocentrism

b.

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

Descriptive Statistics

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

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Nationalism^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Consumer Ethnocentrism

Model Summary

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

a. Predictors: (Constant), Nationalism

Coefficients^a

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

a. Dependent Variable: Consumer Ethnocentrism

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

Descriptive Statistics

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

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Cultural Openness^a		. Enter

a. All requested variables entered.

b. Dependent Variable: Consumer Ethnocentrism

Model Summary

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

a. Predictors: (Constant), Cultural Openness

Coefficients^a

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

a. Dependent Variable: Consumer Ethnocentrism

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

Descriptive Statistics

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

Variables Entered/Removed[b]

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

a. All requested variables entered.

b. Dependent Variable: Purchase Intent

Model Summary

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

a. Predictors: (Constant), Consumer Ethnocentrism

Coefficients[a]

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

a. Dependent Variable: Purchase Intent

APPENDIX 2

2. Questionnaires

Letter of Consent to participate in research

Dear Sir/Madam

My name is Fikre w/gebireal. I am a post-graduate Student at St.Mary's university school of Graduate studies and Currently, I am doing research on the title "The effect of Consumer Ethnocentrism on Purchase Intention towards local leather shoe products'' for the partial fulfillment of Masters of Art Degree in Marketing Management and you are requested to participate in this research by filling the following questionnaires.

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

The report of the study will only be communicated in aggregate form to protect the identity of the respondents and the finding of the study will be used only for academic purpose.

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

Fikre W/gebireal

Cell Phone: 0912725661

Thank you for your kind cooperation and precious time.

Instruction: Please mark your answer with a tick (√) in the space provided.

PART 1: General information of students'

1. Age

18-26 ⬭   27-35 ⬭   36-45 ⬭   Above 46 ⬭

2. Gender

Male ⬭   Female ⬭

3. Level of education

No formal education ⬭ Primary education ⬭ Secondary education ⬭   ⬭
Diploma

Degree ⬭   Second Degree and above ⬭

4. Income

Below 1200 ⬭ 1201 – 2000 ⬭ 2001-3000 ⬭ 3001- 4000 ⬭ Above ⬭
4000

PART 2: Instruction:

The following statements relate to your perception (view/opinion/observation) about "The effect of Consumer Ethnocentrism on Purchase Intention towards local leather shoe products''. For each statement, please show the extent to which you believe the "The effect of Consumer Ethnocentrism on Purchase Intention towards local leather shoe products'' has the feature described by the statement after reading carefully. Use the response from "1" to "7" to answer your level of agreement or disagreement, where indicating or circling "1" means that you very strongly disagree, "2" strongly disagree, "3" disagree, "4" neither agree nor disagree/don't know, and "5" agree, "6" strongly agree and "7" very strongly agree.

Consumer Ethnocentrism Dimensions	No.	Consumer Ethnocentrism Dimensions statements	Your perception						
			very strongly disagree	Strongly disagree	Disagree	neither agree nor disagree	Agree	Strongly agree	Very strongly agree
Patriotism	1.	I love my country.	1	2	3	4	5	6	7
	2.	I am proud to be an Ethiopian.	1	2	3	4	5	6	7
	3.	I feel Great Pride in this land that is our Ethiopia.	1	2	3	4	5	6	7
	4.	Although at times I may not agree with the government, my commitment to Ethiopia always remains strong.	1	2	3	4	5	6	7
	5.	In a sense, I am emotionally attached to my country and emotionally affected by its action.	1	2	3	4	5	6	7
Nationalism	1.	The first duty of every young Ethiopian is to honor the national Ethiopian history and heritage.	1	2	3	4	5	6	7
	2.	Other countries should try to make their government as much like our as possible.	1	2	3	4	5	6	7

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	3.	Generally, the more influence Ethiopian has on other nations the better off they are.	1	2	3	4	5	6	7
	4.	Foreign nations have done some very fine things but it takes Ethiopian to do things in a big way.	1	2	3	4	5	6	7
	5.	It is important that the Ethiopian win in international sporting competitions like the Olympics.	1	2	3	4	5	6	7
	6.	It is really important that the Ethiopian be number one in whatever it does.	1	2	3	4	5	6	7
Cultural Openness	1.	I am interested in learning more about people who live in other countries.	1	2	3	4	5	6	7
	2.	I enjoy being with people from other countries to learn about their unique views and approaches	1	2	3	4	5	6	7
	3.	I like to try restaurants that offer food that is different from my culture.	1	2	3	4	5	6	7
	4.	I find people from other cultures have abilities to change my preferences	1	2	3	4	5	6	7
	5.	Coming into contact with people of other cultures has greatly benefited me.	1	2	3	4	5	6	7
ConsumerEthnocentrism	1.	Only those products that are unavailable in Ethiopia should be imported.	1	2	3	4	5	6	7
	2.	Ethiopian products first, last, and foremost.	1	2	3	4	5	6	7
	3.	Purchasing foreign-made products is un-Ethiopian.	1	2	3	4	5	6	7
	4.	It is not right to purchase foreign products, because it puts Ethiopians out of jobs.	1	2	3	4	5	6	7

			1	2	3	4	5	6	7
	5.	A real Ethiopian should always buy Ethiopian-made products.	1	2	3	4	5	6	7
	6.	We should purchase products manufactured in Ethiopia instead of letting other countries get rich off us.	1	2	3	4	5	6	7
	7.	Ethiopians should not buy foreign products, because this hurts Ethiopian business and causes unemployment.	1	2	3	4	5	6	7
	8.	It may cost me in the long-run but I prefer to support Ethiopian products.	1	2	3	4	5	6	7
	9.	We should buy from foreign countries only those products that we cannot obtain within our own country.	1	2	3	4	5	6	7
	10.	Ethiopian consumers who purchase products made in other countries are responsible for putting their fellow Ethiopian out of work.	1	2	3	4	5	6	7
Purchase Intention	1.	I would buy leather footwear that was made in Ethiopia.	1	2	3	4	5	6	7
	2.	I would feel guilty if I bought imported leather footwear.	1	2	3	4	5	6	7
	3.	If buying footwear, I will buy Ethiopian made leather footwear.	1	2	3	4	5	6	7
	4.	Whenever available, I would prefer to buy products made in Ethiopia.	1	2	3	4	5	6	7
	5.	I do like the idea of owning Ethiopian leather footwear.	1	2	3	4	5	6	7

APPENDIX 3

ቅስድ ማርያም ዩኒቨርስቲ

የገብያ አመራር ድህረ-ምረቃ ፕሮግራም

<u>በምርምር ጥናት ላይ ለሚደረግ ተሳትፎ ፍቃደኝነትን ስለመጠየቅ</u>

ውድ መላሾች

ይህ ጥናት ከንግድ ስራ ኮሌጅ የድህረ ምረቃ ትምህርት ክፍል በገብያ አመራር ትምህርት (Masters of Art in Marketing Management) ከፌል ማሚያነት፤"በሀገር ምርት መኩራት የሀገር ምርትን የመግዛት ሀሳብ ላይ ያለው ተጽዕኖ'' (The Consumer Ethnocentrism on Purchase intention towards local leather products) በሚል ርዕስ ምርምሬን በማካናዉን ላይ እገኛለሁ። ስለሆነም በዚህ ምርምር ላይ የሚከተለውን መጠይቅ በመሙላት እንድትሳተፉ ጥያቄዬን አቀርባለሁ። እርሶም ይህንን በመገንዘብ መጠይቁን በአግባቡ በመሙላት የበኩሎን ትብብር እንዲያደርጉ በትህትና እየጠየቅሁ ከዚሁ ጋር በተያያዘ ማንኛዉም የምትሰጡት ምላሽ በተገቢው ሁኔታ በሚስጥር ተጠብቆ የሚቀመጥ ከመሆኑም ባሻገር ለጥናቱ አገልግሎት ብቻ የሚዉል መሆኑን ላረጋግጦሎት እወዳለሁ። ለምታደርጉልኝ ትብብር በቅድሚያ አመሰግናለሁ።

ከሰላምታ ጋር

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<u>ክፍል አንድ</u>: የግል መረጃ

<u>መመሪያ</u>: እባክዎ ለጥያቄዎቹ በመልስነት ከቀረቡት አማራጮች እርሶን እና ከባንኩ ጋር ያሎትን ግንኙነት የሚገልፀውን ምላሽ ውስጥ ምልክት (√) በማድረግ ምላሾዎትን ይስጡ።

1. ጾታ :   ወንድ ☐   ሴ ☐

2. ዕድሜ

   18-26 ☐   27-3[☐   36-45 ☐   46 በላ ☐

3. የትምህርት ደረጃ

   መደበኛ ትምህርት ያልወሰ[☐   የመጀመሪያ ደ ☐   ሁለተኛ ☐
   ደረጃ

   ዲፕሎማ ☐   ድግ ☐   ሁለተኛ ድግሪ ☐
   በላይ

4. ገቢ

   1200 በታች ☐   1201-200 ☐   2001-3 ☐   3001- ☐   [☐
   በላይ

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ክፍል ሁለት: የአገልግሎት ጥራት አመለካከት

ከዚህ በታች ያሉ ጥያቄዎች ሀገር ወዳድነትን፣ ብሄራዊ ስሜትን፣ለውጫ ባህል ክፍት መሆንን፣ በሀገር ውስጥ ምርት ስለመኩራት እና በተመለከተ ከጥናቱ ተሳታፊዎች መረጃ ለመሰብሰብ የተዘጋጁ ናቸው። ከተጠቀሱት አረፍተ ነገሮች ጋር በማወዳደር ከ 1-7 በተቀመጡት ቁጥሮች ላይ በማክበብ እንዲያሰፍሩ እጠይቃለሁ። '1' እጅግ በጣም አልስማማም ሲሆን '2' በጣም አልስማማም' '3' አልስማማም '4' ገለልተኛ/አላውቅም '5' እስማማለሁ '6' በጣም እስማማለሁ እና '7' እጅግ በጣም እስማማለሁ የሚሉትን ይወክላሉ።ስለሆነም ጥያቄዎችን በጥንቃቄ በመመለስ እንዲተባበሩኝ በድጋሚ እጠይቃለሁ።

			የእርሶ ግምገማ						
የሀገር ውስጥ ምርት የመግዛት ፍላጎትን	**ተ.ቁ**	**የሀገር ውስጥ ምርት የመግዛት ፍላጎትን መገለጫ ዝርዝር ዓረፍተ ነገሮች**							
ሀገር ወዳድነት	1.	ሀገሬን እወዳለሁ።	1	2	3	4	5	6	7
	2.	በኢትዮጵያዊነቴ እኮራለሁ።	1	2	3	4	5	6	7
	3.	በዚህች የኢትዮጵያ ምድር ከፍተኛ ክብር ይሰማኛል።	1	2	3	4	5	6	7
	4.	ከመንግስት ጋር በማልስማማበት ጊዜ እንኪን ከሀገሬ ጋር ያለኝ ቁርኝት ጠንካራ ነው።	1	2	3	4	5	6	7

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			1	2	3	4	5	6	7
	5.	ከሃገሬ ጋር ያለኝ ትስሰር ስሜታዊ በመሆኑ ሀገሬ የምትወስነው ውሳኔ ስሜታዊ ያደርገኛል።	1	2	3	4	5	6	7
ብሄራዊ ስሜት	1.	የማንኛውም ኢትዮጵያዊ ወጣት የመጀመሪያ ሀላፊነት የሀገሩን ብሄራዊ ታሪክ እና ቅርስ ማክበር ነው።	1	2	3	4	5	6	7
	2.	ሌሎች ሀገሮች ያላቸውን የመንግስት አወቃቀር በቻሉት መጠን እንደ እኛ ማድረግ ይኖርባቸዋል።	1	2	3	4	5	6	7
	3.	ኢትዮጵያ በሌሎች ሀገሮች ላይ የምታሳርፈው ተጽዕኖ ሀገራቱ ጥሩ እንዲሆኑ ያደርጋቸዋል።	1	2	3	4	5	6	7
	4.	ሌሎች ሀገሮች ነገሮችን ጥሩ አድርገው መስራታቸው ኢትዮጵያ የተሻለ እንድትሰራ ያደርጋታል።	1	2	3	4	5	6	7
	5.	ኢትዮጵያውያኖች በአለም-ዓቀፍ የስፖርት ውድድሮች ላይ አሸናፊ መሆናቸው አስፈላጊ ነው።	1	2	3	4	5	6	7
	6.	ኢትዮጵያውያኖች በሚሰሩት ስራ ሁላ አንደኛ መሆናቸው አስፈላጊ ነው።	1	2	3	4	5	6	7

			1	2	3	4	5	6	7
ለውጭ ባህል ክፍት መሆን	1	በሌሎች ሃገራት ስለሚኖሩ ሰዎች የማወቅ ፍላጎት አለኝ።	1	2	3	4	5	6	7
	2	ከሌሎች ሃገራት ህዝቦች ጋር በመሆን ልዩ የሆነ አመለካከታቸውን ማወቅ ያስደስተኛል።	1	2	3	4	5	6	7
	3	ከባህሌ የተለየ ምግብ የሚያዘጋጁ ሬስቶራንቶችን መጠቀም እወዳለሁ።	1	2	3	4	5	6	7
	4.	ከሌሎች ባህል የተገኙ ሰዎች ምርጫየን የመቀየር አቅም እንዳላቸው ተረድቻለሁ።	1	2	3	4	5	6	7
	5.	የተለየ ባህል ካላቸው ህዝቦች ጋር ግንኙነት መፍጠር በከፍተኛ ደረጃ ይጠቅመኛል።	1	2	3	4	5	6	7
በሀገር ውስጥ ምርት ስለመኩራት	1.	በኢትዮጵያ የማይገኙ ምርቶች ብቻ ከውጭ መግባት አለባቸው።	1	2	3	4	5	6	7
	2.	በኢትዮጵያ የሚመረት ዕቃ የመጀመሪያም የመጨረሻም ምርጫየ ነው።	1	2	3	4	5	6	7
	3.	ከኢትዮጵያ ውጭ የተመረቱ ዕቃዎችን መግዛት ኢትዮጵያዊነት አይደለም።	1	2	3	4	5	6	7
	4.	የውጭ ዕቃ መግዛት ኢትዮጵያውያን ሰራተኞችን ስራ አጥ ስለሚያደርግ ትክክል አይደለም።	1	2	3	4	5	6	7

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	5.	ትክክለኛ ኢትዮጵያዊ ሁሌም የኢትዮጵያ ምርቶችን ብቻ መግዛት አለበት።	1	2	3	4	5	6	7
	6.	ሌሎች ሃገራት በእኛ ተጠቃሚ ከሚሆኑ፤ የሀገር ውስጥ ዕቃ ብቻ መግዛት አለብን።	1	2	3	4	5	6	7
	7.	ኢትዮጵያዊ የውጭ ምርቶችን መግዛት የለበትም፤ ምክንያቱም ይህ ተግባር የኢትዮጵያውያን ቢዝነስ በመጉዳት ስራ አጥነትን ሰለሚያመጣ።	1	2	3				
	8.	ምንም እንኪ ወደፊት ሊጎዳኝ ቢችልም የኢትዮጵያን ምርት መደገፍ እመርጣለሁ።	1	2	3				
	9.	በሃገራችን የማናገኘውን ምርት ብቻ ከውጭ ሃገራት መግዛት ይኖርብናል።	1	2	3				
	10.	የውጭ ምርቶችን የሚገዙ ኢትዮጵያውያን ስራ አጥ ለሚሆኑ ወገኖቻቸው ተጠያቂ ናቸው።	1	2	3	4	5	6	7

			1	2	3	4	5	6	7
የሀገር ምርት የመግዛት ፍላጎት	1.	በኢትዮጵያ የተሰራ የቆዳ ጫማ እገዛለሁ።	1	2	3	4	5	6	7
	2.	የውጭ ሀገር ቆዳ ጫማ ብገዛ የጥፋተኝነት ስሜት ይሰማኛል።	1	2	3	4	5	6	7
	3.	የቆዳ ጫማ ከገዛሁኝ በኢትዮጵያ የተሰረተ እገዛለሁ።	1	2	3	4	5	6	7
	4.	የማግኘቱ እድል ካለኝ በኢትዮጵያ የተሰረተ ቆዳ ጫማ እመርጣለሁ።	1	2	3	4	5	6	7
	5.	በኢትዮጵያ የተሰረተ ቆዳ ጫማ ባለቤት የመሆን ሃሳቡ ደስ ይለኛል።	1	2	3	4	5	6	7

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