

ETHNOCENTRISM MEDIATION EFFECT ON SOCIAL PSYCHOLOGICAL ANTECEDENTS AND BAKERS PURCHASE INTENTION OF FLOUR FROM DOMESTICALLY GROWN WHEAT IN NIGERIA

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Abstract

Consumer ethnocentrism has featured in marketing literature for quite some time and has been described as a positive attitude toward the domestic country, which questions the appropriateness and morality of purchasing foreign made products. The influence of consumer ethnocentrism on consumer attitudes, intentions and actions is well established however not many studies have been conducted to underpin the mediation of ethnocentrism on Social Psychological Antecedents. The objectives includes to determine whether ethnocentrism mediates the effect of patriotism; cosmopolitanism; conservatism; collectivism; conspicuous consumption on baker's purchase intention of flour from domestically grown wheat in Nigeria. The study adopted survey research design and questionnaire was used to collect primary data. The population of the is 1410 total registered bakers in Southeast Nigeria as sourced from the compilation by the Master Bakers Association of Nigeria. The statistical package for social sciences (SPSS) version 25 was used for preliminary analysis while SEM was used to test the hypotheses with the aid of Stata 15 small software. The results of the

analysis show that all the five socio-psychological dimensions of ethnocentrism: patriotism, conspicuous consumption, collectivism, conservatism, and cosmopolitanism have statistically significant effect on baker ethnocentrism. It was also found out that ethnocentrism has a significant effect on purchase intention. Finally the study found that ethnocentrism partially mediate the effects of conspicuous consumption, conservatism and cosmopolitanism on purchase intention. In conclusion ethnocentrism mediates cosmopolitanism; conservatism; collectivism; conspicuous consumption on purchase intention while ethnocentrism does not mediate patriotism. We recommend that both the government and producers need to launch appeals that create and enhance ethnocentrism among the consumers.

Keywords: Ethnocentrism;
Cosmopolitanism; Conservatism;
Collectivism; Conspicuous Consumption
Purchase Intention

1. Introduction

Due to globalization and dismissal of trade barriers as a part of trade liberalisation, many companies became interested in foreign markets. Many foreign firms penetrate into new markets with new brands to compete with domestic products. Many companies faced a challenge of gaining consumer acceptance. Researchers found that globalization and internationalization affects consumer attitudes in different ways (Fernández-Ferrín, 2015; Josaißen, 2011). On one side, variety of products and services exists due to the effects of globalization. On the other side, due to fear of losing national identity, ethnicity and nationalism remain strong motivations in the market (Balabanis, Diamantopoulos, Mueller, & Melewar, 2001).

The concept of consumer ethnocentrism has featured in marketing literature for quite some time and has been described as a positive attitude toward the domestic country, which questions the appropriateness and morality of purchasing foreign made products (Shimp & Sharma, 1987). Even when foreign products may be of superior quality or price to domestic products, some consumers still desire to patronize national brands. Shimp and Sharma (1987) defined consumer ethnocentrism as the belief held by consumers about the appropriateness of, indeed morality of, purchasing foreign-made products. The argument behind consumer ethnocentrism is underpinned by a preference for in-group (domestic) products (Pentz, 2011). Consumer ethnocentrism is believed to be built based on domestic preference and not, a negativity towards any particular country (Josaißen, 2011). The greater the domestic country bias the greater the likelihood that the individual will exhibit high levels of ethnocentrism. As described by Sharma et al. (1995), consumer ethnocentrism therefore has three key characteristics: (1) High identification with and concern about the home country and a wish to not harm the local economy through increased imports (2) A reluctance to buy foreign products (3) A prejudice towards foreign products. Consumer ethnocentrism is

a marketing and domain-specific form of ethnocentrism. 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).

Consumer ethnocentrism is not only studied in isolation, but in context of a variety of antecedents and outcomes. Even though a large amount of research has been added to the field since its first introduction by Shimp and Sharma in 1987. Several studies have reported that consumer ethnocentrism has a positive influence on consumer preference for domestic products (Juric and Worsley, 1998). Few studies, (Javalgi, Khare and Gross, 2005; Clarke, Shankarmahesh, and Ford, 2001) have examined the influence of ethnocentrism and socio- psychological antecedents on purchase intention. However, none has examined how patriotism, cosmopolitanism, collectivism, conspicuous consumption, and conservatism influence baker's intention to purchase and use flour from domestically grown wheat in Nigeria with ethnocentrism as a mediating variable.

Over the years the effect of ethnocentrism on purchase intention is mixed. Why some studies claim that the influence of ethnocentrism on consumer attitudes, intentions and actions has negative effect (Fernández-Ferrín, Bande-Vilela, Klein, & del Río-Araújo, 2015). Still other researches in international marketing found that ethnocentrism has a positive effect on consumer evaluations of foreign products (Klein, 2002; Klein, Ettenson, and Morris, 1998; Shimp & Sharma, 1987) as well as their attitudes toward foreign products (Sharma, Shimp, & Shin, 1995). While other studies claim no effect mostly in developed countries (Selomulyo & Zhou, 2007). In the bakery industry, it has not been ascertained how ethnocentrism mediates the effect of socio-psychological antecedents on bakers purchase and usage of flour from domestically grown wheat, this has led to economic sabotage, poor economic growth,

capital flight etc. Predominantly, in developing countries like Nigeria there is supposedly preference for superiority of foreign products, however, on the industrial sector in Nigeria, ethnocentrism seems not to have being wildly explored. Furthermore, it is noted above that extensive literature has examined ethnocentric and socio-psychological antecedents in the context of Western countries and particularly developed nations (Bannister and Saunders, 1978; Shimp & Sharma, 1987; Herche, 1992; Olsen et al., 1993; Klein et al., 1999; Shankamahesh, 2006). Despite several attempts to concentrate the concepts on developing markets (Good and Huddleston, 1995; Caruana, 1996; Cumberland et al., 2010; Bandyopadhyay et al., 2014), in general, the context of developing economies remains being overlooked. In Nigeria, little or no attention has been paid on investigating the mediating role of ethnocentrism on purchase intention of flour from domestically grown wheat despite the recent increase on domestic wheat production in Nigeria and government attention towards home grown wheat and usage in flour mills within the country, hence, a major inquisitional question arises, whether ethnocentrism mediates the effects of socio psychological antecedents and purchase intention of bakers in Nigeria.

Objectives of the Study

The main objective of this study is to investigate the mediating role of ethnocentrism on baker's purchase intention of flour from domestically grown wheat in Nigeria. The specific objectives of the study are:

1. To determine whether ethnocentrism mediates the effect of patriotism on baker's purchase intention of flour from domestically grown wheat in Nigeria.
2. To investigate whether ethnocentrism mediates the effect of cosmopolitanism on baker's purchase intention of flour from domestically grown wheat in Nigeria.
3. To ascertain whether ethnocentrism mediates the effect of conservatism on

baker's purchase intention of flour from domestically grown wheat in Nigeria.

4. To examine whether ethnocentrism mediates the effect of collectivism on baker's purchase intention of flour from domestically grown wheat in Nigeria.
5. To determine whether ethnocentrism mediates the effect of conspicuous consumption on baker's purchase intention of flour from domestically grown wheat in Nigeria.

Hypotheses of the Study

1. Ho_{1a} Patriotism has a significant effect on baker's purchase intention of flour from domestically grown wheat in Nigeria.
Ho_{1b} Ethnocentrism mediates the significant effect of patriotism on purchase intention of flour from domestically grown wheat in Nigeria.
2. Ho_{2a} Cosmopolitanism has a significant effect on baker's purchase intention of flour from domestically grown wheat in Nigeria.
Ho_{2b} Ethnocentrism mediates the significant effect of cosmopolitanism on purchase intention of flour from domestically grown wheat in Nigeria.
3. Ho_{3a} Conservatism has a significant effect on baker's purchase intention of flour from domestically grown wheat in Nigeria.
Ho_{3b} Ethnocentrism mediates the significant effect of conservatism on purchase intention of flour from domestically grown wheat in Nigeria.
4. Ho_{4a} Collectivism has a significant effect on baker's purchase intention of flour from domestically grown wheat in Nigeria.
Ho_{4b} Ethnocentrism mediates the significant effect of collectivism on purchase intention of flour from domestically grown wheat in Nigeria.
5. Ho_{5a} Conspicuous consumption has a significant effect on baker's purchase intention of flour from domestically grown wheat in Nigeria.

Ho_{5b} Ethnocentrism mediates the significant effect of conspicuous consumption on purchase intention of flour from domestically grown wheat in Nigeria.

6. Ho₆ Baker's ethnocentrism has no significant effect with purchase intention of flour from domestically grown wheat in Nigeria.

2. Related Literature

Ethnocentrism

Shimp and Sharma (1987) were the first to formally conceptualize the construct of consumer ethnocentrism, a specific form of ethnocentrism relevant for marketing when applying it to consumers and their behavior in an international marketplace (Javalgi, Khare, Gross, and Scherer, 2005). For ethnocentric consumers, buying products from their home country is a moral obligation, in order to support their country and to keep the local economy going. As seen from an in-group vs. out-group perspective, products from the home country are perceived as better and superior to those coming from other countries, which are looked upon in disdain and seen as inferior (Shimp & Sharma, 1987). Put differently, ethnocentric consumers think that the purchase of foreign products is bad, as it is perceived as causing domestic job loss and economic downfall (Shimp & Sharma, 1987). According to Sharma et al. (1995), highly ethnocentric consumers may buy domestic products even when the quality of foreign goods is better, out of a sense of moral obligation towards the home country, and are also relatively price inelastic (Shankarmahesh, 2006). Consumers with low ethnocentrism, on the other hand, evaluate products simply upon their quality, their appearance or other product attributes. This can also include buying a product because it is from a certain country (Shimp & Sharma, 1987). As described by Sharma et al. (1995), consumer ethnocentrism therefore has three key characteristics: (1) High identification with and concern about the home country and a wish to not harm the local economy through

increased imports (2) A reluctance to buy foreign products (3) A prejudice towards foreign products. Resulting from this, domestic products are favored over imported products, because of both moral reasons and the perception of domestic products being superior. Consumer ethnocentrism accordingly serves as a guideline for consumers in a world with an ever-increasing product offer to determine which purchasing behavior is appropriate for the in group (Shimp & Sharma, 1987). It helps the consumer to identify with certain products, and to give him a feeling of belongingness in his social and cultural environment (Shimp & Sharma, 1987). For multinational firms seeking to enter new markets, consumer ethnocentrism can be regarded as a kind of protectionism that takes place at the consumer level (Feurer, Baumbach, & Woodside, 2016; Verlegh, 2007).

Empirical findings of consumer ethnocentrism related research indicate that consumer ethnocentric tendencies result in product evaluations and purchase intention for foreign made products (Shimp and Sharma, 1987; Sharma et al., 1995; Nguyen et al., 2008; Cumberland et al., 2010; Bandyopadhyay et al., 2014). Herche (1992) performed a statistical analysis and concluded that ethnocentric tendencies can lead to positive purchase intention of domestic products. Wall and Heslop (1986) also contended that consumers appraise domestic goods more favorably. However, consumer ethnocentrism indicates the positive evaluations for domestic goods but might not necessarily lead to negative evaluations for foreign products (Bandyopadhyay et al., 2014). Yet Klein et al. (1999) and Sharma et al. (1995) found that consumer ethnocentrism can result in a negative intention to purchase foreign products.

To measure how ethnocentric consumers of a certain country are, Shimp and Sharma (1987) developed the Consumer Ethnocentric Tendencies Scale (CETSCALE), which has now become a widely-applied construct to study consumer behavior. It is important to

note that the construct measures a tendency, rather than specific attitudes. Since the CETSCALE measures consumer behavior, consumer ethnocentrism is not a static concept, but rather must be seen in a larger context of consumer characteristics and consumer behavior. For consumer ethnocentrism, as measured by the CETSCALE, to be an important contributor to understanding consumer behavior, it needs to lead to consequences that provide meaningful implications for practitioners. In addition, practitioners should be able to understand the drivers of consumer ethnocentrism and how they could influence them. This motivates the research of outcomes (consequences) and antecedents (drivers) of consumer ethnocentrism, which has already been included in the initial study by Shimp and Sharma (1987). There, the authors examined the correlation between consumer ethnocentrism and attitudes towards foreign products, as well as purchase intention, and subsequent authors have added to this approach. Consumer ethnocentrism is thus often not studied in isolation but in context of its antecedents, moderators, and outcomes, but many studies only include few of these factors, and these factors, especially the antecedents, differ greatly across studies. A broad overview of these factors has first been conducted by Shankarmahesh (2006) in his literature review about consumer ethnocentrism. He identified four different types of antecedents, namely socio-psychological, economic, political, and demographic antecedents. In addition, he included outcomes of consumer ethnocentrism, as well as mediators and moderators that influence these outcomes. Gaining further understanding about the socio-psychological antecedents and the outcomes of consumer ethnocentrism is highly relevant for the practical world as it allows for better understanding of consumers and influences of their purchasing behavior.

Patriotism

Sharma et al. (1995) see patriotism as love for or devotion to one's country. Sharma et al.

(1995) remark that Moore (1989) describes patriotism to reflect non-tariff trade barriers better than for example protectionism. Earlier research of international marketing done by Han (1988) found a significant influence of patriotism on product choice. More precisely, patriotic consumers preferred domestic over foreign products when it came to product choice, but the influence of attitudes towards foreign products was limited. Additionally, his research showed that patriotic consumers evaluate domestic products more favorably in terms of quality and serviceability. Due to its close link to ethnocentrism, the influence of patriotism on consumer ethnocentrism has been extensively examined in the field and was subject to many studies. The systematic review revealed that 31 out of 138 accepted studies included the research of patriotism as an antecedent to CET. Most authors used established scales from psychology research, and adapted them to their needs. Most frequently (adapted) scales were taken from the works of Adorno et al. (1950) and Kosterman and Feshbach (1989), and only eight studies used other measurements. Even though the number of items used to measure patriotism varies between the studies, the type of scale measurement is highly consistent and therefore allows for a coherent overall capture of the concept. In line with previous research, the majority of studies found a medium to strong link between patriotism and ethnocentrism. Still, several analyses found weak links or even a negative link. For example, Lee, Hong, and Lee (2003) conclude that the impact of patriotism and other antecedents might be country- or at least culture-specific. A similar conclusion is drawn by Balabanis, Diamantopoulos, Mueller, and Melewar (2001), who had partially greatly conflicting results in the comparison between Turkey and the Czech Republic. Caution towards the influence of patriotism on consumer behavior has also been called for by Shankarmahesh (2006), who argues that consumers can both love their country and still be world-minded, which relativizes the link between patriotism and purchase behavior. It is anticipated that

patriotism relate positively with ethnocentrism as a mediator variable that will in turn positively affect baker's intention to use flour from domestically grown wheat.

Cosmopolitanism

In their extensive study about the influence of cosmopolitanism on consumer ethnocentrism, Cleveland, Laroche, and Papadopoulos (2009) use a definition from Hannerz (1990) for the construct. Accordingly, cosmopolitan people are characterized by frequent travelling and meeting of people from different cultures, as well as by representing the voice of other cultures and deciding how they are perceived in their home country. Another important characteristic is an understanding of and desire for experiencing cultural differences expressed by cosmopolitans. Instead of being spectators, they want to be part of another culture (Cleveland et al., 2009). The authors also argue that while cosmopolitanism has long been exclusive for the elite, it is now possible to be a cosmopolitan without even leaving one's home country, due to the influence of media and also the presence of multiple cultures in a country through migration. Parts and Vida (2013) added that cosmopolitans have a positive attitude towards the out-group, which is directly opposite to the characteristics of ethnocentrism. Jin et al. (2015) added that cosmopolitanism results in greater homogeneity of purchasing behaviour of consumers across countries, whereas consumer ethnocentrism leads to greater heterogeneity. In their work of developing a new scale to measure consumer cosmopolitanism, Riefler, Diamantopoulos, and Sigauw (2012) added a more specific view on the consumer and consumption-specific characteristics. According to them, consumer cosmopolitanism consists of three dimensions: "the extent to which a consumer (1) exhibits an open-mindedness towards foreign countries and cultures, (2) appreciates the diversity brought about by the availability of products from different national and cultural origins, and (3) is positively disposed towards consuming products from foreign

countries. Their cosmopolitanism scale therefore consists of twelve items, which can be divided into the three categories open-mindedness, diversity appreciations, and consumption transcending borders. This approach has also been used by Zeugner-Roth et al. in their recent study from 2015. It is estimated that cosmopolitanism relate positively with ethnocentrism as a mediator variable that will in turn positively affect baker's intention to use flour from domestically grown wheat.

Collectivism

People with a collectivistic mind-set value group goals or goals of society as more important than individual goals, reflect their actions on their impact on the group or society as a whole, and highly identify with the group or society they belong to (Sharma et al., 1995). Individualistic people, on the other hand, put more emphasis on the pursuit on personal goals, and use society to achieve them (Sharma et al., 1995). Huang, Phau, Lin, Chung, and Lin (2008) point out that Triandis (1989) introduced the terms allocentrism and idiocentrism for referring to collectivism and individualism on the group-level, because the latter are used to reflect behaviour towards societies and cultures. For simplicity, it is assumed here that collectivism applies to groups, societies and cultures. Due to their increased feelings of responsibility towards society, collectivistic people show close resemblance to characteristics of ethnocentric people, who feel responsible about the products made in their own country (Yoo & Donthu, 2005). Therefore, they may buy imported products out of a moral obligation to act in a way that is best for their own society, and are more likely than individualistic consumers to sacrifice their own goals, for example of owning a status reflecting imported product, if it benefits the society (Sharma et al., 1995; Yoo & Donthu, 2005). Most of the ten research papers on collectivism as an antecedent to consumer ethnocentrism used a scale adapted from Hui (1988), while Yoo and Donthu (2005) used their own scale, and two used adaptations

from studies done by (Kamaruddin, Mokhlis, and Othman, 2002; Kumar, Fairhurst, and Kim, 2013). The number of items used to measure the construct ranges from three to eleven. Three authors further distinguished between different subscales of collectivism, namely collectivism towards parents and towards friends (Huang et al., 2008; de Ruyter, van Birgelen, and Wetzels, 1998; although the latter pool the two constructs for the analysis), or towards parents and towards co-workers (Sharma et al., 1995). In total, the investigated studies have found medium effects of collectivism on CE. It is likely that collectivism relate positively with ethnocentrism as a mediator variable that will in turn positively affect baker's intention to use flour from domestically grown wheat.

Conspicuous Consumption

A concept related to that of materialism, but studied separately, is that of conspicuous, or status, consumption (Sharma, 2011). As mentioned by Sharma (2011), Eastman, Fredenberger, Campbell, and Calvert (1997) described conspicuous consumption as being motivated by expressing and improving one's status through the possession of costly products. Wang and Cheng (2004) used a definition by Piron (2000), whereby conspicuous consumption "refers to consumers' desire to provide prominent visible evidence of their ability to afford luxury goods" (p. 393). People with high tendencies of susceptibility to normative influence (SNI) are more easily influenced by others and will therefore seek to impress them through the purchase of certain possessions (Alden et al., 2006). From six studies reviewed that measure the influence of conspicuous consumption on consumer ethnocentrism, two use a scale by Bearden et al. (1989), two the scale by Eastman et al. (1999) and the others use different measurements. The studies find conflicting results on the correlations between the two constructs. Half of the studies report a small negative correlation of conspicuous consumption and CE (Wang & Cheng, 2004; Ranjbarian et al., 2011; Mai & Tambyah,

2011), while the other half see a small positive one (Bevan-Dye, Garnett, & De Klerk, 2012; Alden et al., 2006; Wang et al., 2013). No pattern in the characteristics of the studies can be found to explain these conflicting findings. Further validation of the correlation between conspicuous consumption and CE is therefore needed, although the current findings propose that the influence is very limited. In total, the investigated studies have found medium effects of collectivism on CE. It is expected that conspicuous consumption relate positively with ethnocentrism as a mediator variable that will in turn positively affect baker's intention to use flour from domestically grown wheat.

Conservatism

In the context of studying consumer ethnocentric tendencies, conservatism relates to the admiration and preservation of traditions and social institutions throughout time, and the reluctance to change or alter them (Sharma et al., 1995). A highly conservative person is fundamentally religious, orients himself on the establishment, keeps and insists on strict rules, sticks to conventions, and gives little value to hedonic activities (Sharma et al., 1995). Altintas and Tokol (2007) see conservatism as part of a set of values, which in turn shape a person's attitude. In this context, they list conservation as one of four values describes by Schwartz (1994), which consists of the three sub-factors tradition, conformity, and security. Due to these values, a conservative consumer is more reluctant to anything foreign, which in turn has a positive influence on his consumer ethnocentric tendencies and preference for products from the home country. In total, 16 studies measured conservatism as an antecedent of consumer ethnocentrism. Measurement of conservatism is mostly taken from Ray (1983), while some studies use individually adapted versions from Schwartz (1994), or McCullough et al. (1986). In their research, Sharma et al. (1995) found a strong correlation between conservatism and

patriotism, which resulted in the combination of the two constructs. Other studies on conservatism have found them to be distinct from one another (e.g. Javalgi et al., 2005; Jain & Jain, 2013). Shankarmahesh (2006) argues that the influence of conservatism on CET may also be limited for the same reasons as with patriotism. More specifically, this is the case due to conservative parties standing for open trade in many countries, the ability of consumers to distinct between their conservative values and purchase behaviour, and the construct not being completely distinct from world-mindedness. It is expected that conservatism relate positively with ethnocentrism as a mediator variable that will in turn positively affect baker's intention to use flour from domestically grown wheat.

Purchase Intention

Purchase intention means a consumer has a particular need for a product or service and then he prefers to buy a product or service to meet that need, or even attitude towards a product and awareness of product. In other sense, purchase intention means consumer will rebuy a product after she or he evaluates a product and discovers that the product worth buying. The ultimate decision on accepting a product to buy or rejecting it is rest on consumer's personal intention (Keller, 2001). Purchase intention refers to a consumer propensity to purchase the brand consistently in the future and resists switching to other brands (Yoo, Donthu N & Lee, 2000). Traditionally, the term intention is defined as the antecedents that stimulate and drive consumers' purchases of products and services (Hawkins & Mothersbaugh, 2010). One of the most common approaches undertaken by marketers in gaining an understanding about consumers' actual behavior is through studying their intentions (Blackwell, Miniard, & Engel, 2006; Ghalandari & Norouzi, 2012). Kim and Pysarchik (2000) have demonstrated the existence of a strong correlation between these two respective constructs. Hence, they assert that purchase intention serves as an alternative for measuring consumers'

purchase behavior. Therefore, consumers' intention toward a particular behavior has remained the central focus of well-known theories like theory of reasoned action (TRA). This claim is also supported by Azjen (1991) who mention that intention is the factor that motivates consumers and in turn influences their behavior. To a greater extent, it reveals how hard consumers are willing to try, as well as the amount of effort they intend to exert for performing a respective behavior. According to them, the probability that a particular behavior will actually be performed by individuals largely relies on the strength of their intentions. When the intentions of performing certain behavior are strong, there are higher likelihoods that the respective behavior will be performed.

Ethnocentrism and Purchase Intention

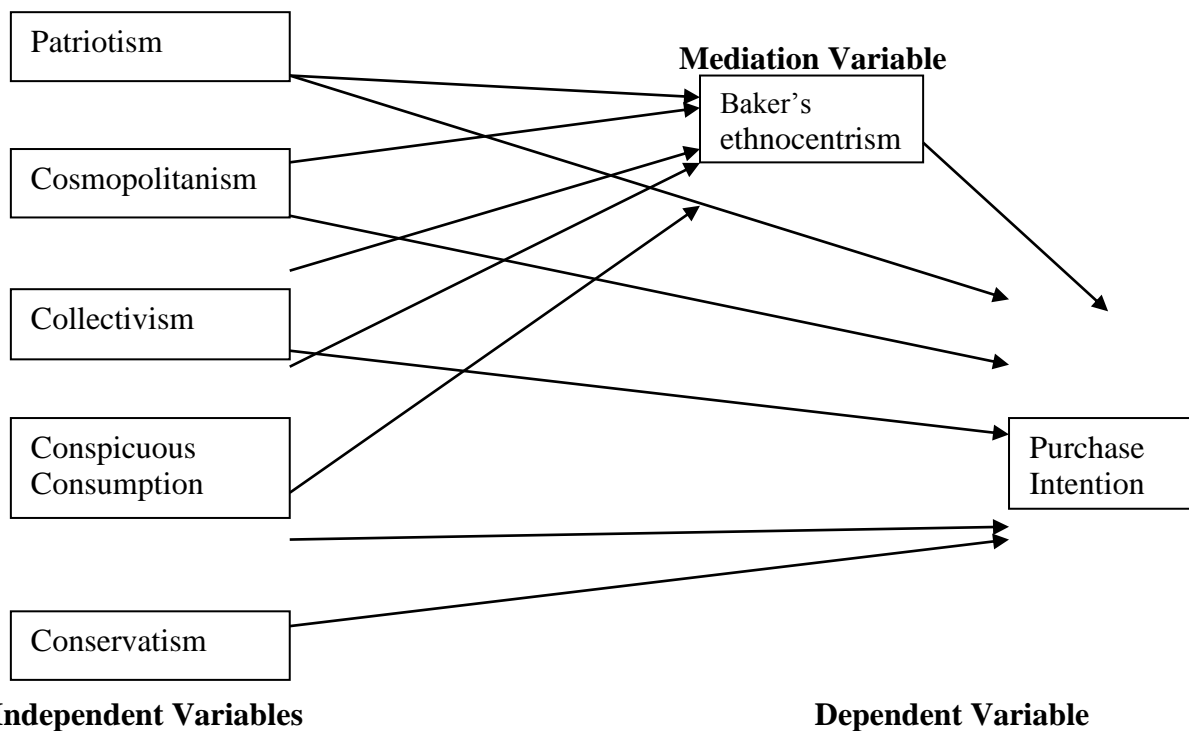
In addition to the proposed relationships between various antecedents and consumer ethnocentrism, it is suggested that there is a relationship between consumer ethnocentrism and purchase of domestically produced goods. Klein (1998) reported that ethnocentric consumers prefer domestically produced goods because they believe that products from their own country are the best. Herche (1992) found that consumer ethnocentrism can predict consumers' preferences to buy domestically produced goods as opposed to foreign products; indeed, he reported that ethnocentric tendencies are better predictors of import purchase behaviour than demographic and marketing mix variables. Durvasula (1997) demonstrated that higher levels of consumer ethnocentricity are associated with more positive beliefs about the virtues of domestically produced goods and stronger attitudes about the importance of buying such products. Shohamand Brenčič (2003) reported that consumer ethnocentrism had a significant impact on consumers' intentions to purchase domestically produced goods. Taken together, the above findings suggest that a positive link exists between consumer ethnocentrism and intention to purchase domestically produced goods.

Besides, the finding of Okechuku (1994) demonstrates that consumers in developed countries prefer their own domestic goods first. The more customers prefer domestic goods, the less positive they feel about foreign products. In addition, ethnocentric consumers believe that the purchase of imported products can hurt the domestic enterprises and cause unemployment as well as be unpatriotic (Netemeyer, 1991; Shimp & Sharma, 1987). As a result, ethnocentrism gives consumers feelings of belonging and guidelines for buying behaviour, which can be acceptable to a group and contribute to various evaluations of foreign and domestic goods. Several studies also have the same conclusion that customers tend to evaluate domestic products more favourably than

foreign ones. (Balabanis & Diamantopoulos, 2011; Juric & Worsley, 1998). However, in the recent study, Balabanis (2017) suggest that ethnocentrism has no essential effect on the purchase intention of convenience or low-cost products.

Conceptual Framework for this Study

Based on the model reviewed, CET, it's Antecedents and Outcomes, by Shankarmahesh (2006), the research framework was developed to explore the relationship between the various constructs. The model consists of five independent variables namely: patriotism, cosmopolitanism, collectivism, conspicuous consumption and conservatism. The dependent variable is purchase intention.



Conceptual Model: Adopted and modified from Model of Consumer Ethnocentrism Tendencies, its antecedents and outcomes, by Shankarmahesh (2006)

3. Material/Method

Descriptive design was adopted for the study. Descriptive research designs help provide answers to the questions of who, what, when, where, and how associated with a particular

research problem. The study sourced data from two principal sources; primary and secondary. The population of study were all the registered bakers in the five South- East states in Nigeria (Abia, Imo, Anambra, Enugu and Ebonyi States). According to each of the

states Association of Registered Bakers (2017), the total numbers of registered bakers are Abia state 210. Anambra state 380, Enugu state 290, Ebonyi state 220, Imo state 310, total 1410. The study employ purposive sampling technique, purposive sampling involves the systematic process of selection of potential respondents according to pre-specified behaviors though disproportionately (Okeke, Olise and Eze, 2010). Considering the size of the population, the researcher belief that it is within the reach to study the entire population. Hence, the entire population was studied and questionnaires were distributed base on population of each state under study. In this study, descriptive statistics such as frequency counts with simple percentage will be used to analyze bio-data of the respondents and the five research questions. At the inferential level of analyses, Discriminant analysis was used to test the validity of the instrument with the aid of Pearson product moment correlation coefficient while exploratory factor analysis was used to test the reliability of the

instrument. The hypotheses were tested using structural equation modelling with the aid of software Stata 15.0

4. Result and Discussion

Out of the 1410 copies of the questionnaire distributed to bakers in Southeast Nigeria, 946 copies which is approximately 67.1% were returned as duly filled and usable. The first sets of data presentation are the socio-demographic variables which include gender, age, education, marital status and number of years/experience as a baker. To demonstrate and show a clearer picture of the trend of events, the socio-demographics were cross tabulated with number of years/experience as a baker. Cross tabulation is used for bivariate data presentation so as to show the relation or partial relationship between bivariate data (Okeke, Olise & Eze, 2014). This is to shown a kind of association between these socio demographics and experience as a baker. The first is the cross tabulation between gender and number of years as a baker.

Table 4.1: Number of years as a baker * gender Crosstabulation

Count		Gender		Total
		male	female	
Number of years as a baker	5-10 years	115	131	246
	11-15 years	178	47	225
	16-20 years	174	137	311
	above 20 years	89	75	164
Total		556	390	946

Table 4.1 is data on gender number of years as a baker cross tabulation. As shown in the table, 115 male against 131 females have spent between 5-10 years as a baker. 178 males against 47 females have between 11 – 15 years baking experience; 174 males

against 137 females have 16 – 20 year experience as baker, while 89 males against 75 females have over 20 years baking experience. In all there are 556 male bakers against 390 female bakers. This cross tabulation is displayed in the figure 1 below.

Table 4.2: Number of years as a baker * age Crosstabulation

Count		Age				Total
		20-30 years	31-40 years	41-50 years	above 51 years	
Number of years as a baker	5-10 years	157	89	0	0	246
	11-15 years	26	110	89	0	225
	16-20 years	21	47	222	21	311
	above 20 years	0	26	27	111	164
Total		204	272	338	132	946

Table 4.2 contain information on the cross tabulation of age bracket and number of years as a baker. As shown in the table 246 respondents are have between 5 – 10 year-experience in baking; 225 respondents have spent between 11 – 15 years as bakers, 311 respondents have been in baking for 16 – 20 years, while the remaining 164 respondents have above 20 year-experience in bakery. On the other hand, 204 respondents are within

20-30 years of age; 272 are within 31 – 40 years of age; 388 are within 41- -50 years of age while the remaining 132 are above 50 years. The implication of this is that majority of the respondents (610) respondents are within 31 -50 years age bracket. This means that the bakers are matured enough with reasonable experience to give valid information for the study. The information in Table 4.2 is displayed in figure 4.2.

Table 4.3: Number of years as a baker * education Crosstabulation

Count		Education				Total	
		PLSC	O'Level	OND/ NCE	HND/ BSc		Post- Graduate
Number of years as a baker	5-10 years	63	63	47	73	0	246
	11-15 years	0	47	0	136	42	225
	16-20 years	21	47	48	168	27	311
	above 20 years	42	27	0	95	0	164
Total		126	184	95	472	69	946

Table 4.3 shows that 126 respondents have primary school certificate; 184 have O'level certificate; 95 have OND/NCE certificates; 472 have HND/BSc; while 69 have postgraduate qualifications. From the presentation therefore it is clear that majority of the respondents have tertiary education

certificates/qualifications. The implication of this is that majority of the respondents have higher education and are there in a position to give valid information relevant to the study. This information is also displayed in figure 4.3.

Table 4.4: Number of years as a baker * marital status Crosstabulation
Count

		Marital status			Total
		single	married	divorced	
Number of years as a baker	5-10 years	157	89	0	246
	11-15 years	21	183	21	225
	16-20 years	68	227	16	311
	above 20 years	42	122	0	164
Total		288	621	37	946

On marital status, majority of the respondents (621) are married, 288 are single, while 37 are divorced. This information is displayed in Table 4.4. It is also shown in figure 4.4 which is the bar graph showing the cross tabulation of the two graphs. Among the majority married bakers, 227 have 16-20 year experience as bakers, 183 have 11-15 year

experience, 122 respondents have been in baking for above 20 years, while 89 have been in bakery for 5-10 ten years. For the single, 157 have been in baking for just 5-10 years and this is more than half of respondent bakers in that segment. The next is the presentation of the responses to the items used to measure the constructs.

Table 4.5: Responses on Patriotism

Patriotism Items	Strongly Agree		Agree		Undecided		Disagree		Strongly Disagree		\bar{X}	SD
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%		
Patriotism1	480	50.7	358	37.8	48	5.1	12	1.3	48	5.1	4.28	.994
Patriotism2	294	31.1	424	44.8	204	21.6	24	2.5	-	-	4.04	.792
Patriotism3	150	15.9	508	53.7	112	11.8	128	13.5	48	5.1	3.62	1.06

The first construct is patriotism which we measured with three items as shown and displayed in table 4.5. The first item has mean of 4.28 and standard deviation of .994; item 2 has mean of 4.04 and standard deviation of

.792; while item 3 has mean 3.62 and mean of 1.06. The means are above the 2.5 cut-off for a five-point Likert scale hence it is an indication that the respondents agree with this dimension of our research model.

Table 4.6: Responses on Collectivism

Collectivism Items	Strongly Agree		Agree		Undecided		Disagree		Strongly Disagree		\bar{X}	SD
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%		
Collectivism1	192	20.3	358	37.8	96	10.1	276	29.2	24	2.5	3.44	1.18
Collectivism2	168	17.8	452	47.8	50	5.3	192	20.3	84	8.9	3.45	1.24
Collectivism3	416	44.0	432	45.7	68	7.2	12	1.3	18	1.9	4.29	.808

Table 4.6 contain information on the construct collectivism which we measured with three items as shown and displayed in table 4.6. The first item has mean of 3.44 and standard deviation of 1.18; item 2 has mean of 3.45 and standard deviation of 1.24; while item 3 has mean 4.29 and mean of .808. The

means are above the 2.5 cut-off for a five-point Likert scale while two of the standard deviations are above hence this is an indication that the respondents are varied in their opinions on this dimension of our research model.

Table 4.7: Responses on Cosmopolitanism

Cosmopolitanism Items	Strongly Agree		Agree		Undecided		Disagree		Strongly Disagree		\bar{X}	SD
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%		
cosmopolitanism1	302	31.9	488	51.6	64	6.8	40	4.2	52	5.5	4.00	1.03
cosmopolitanism2	299	31.6	320	33.8	179	18.9	72	7.6	76	8.0	3.73	1.21
cosmopolitanism3	452	47.8	354	37.4	80	8.5	12	1.3	48	5.1	4.22	1.01
cosmopolitanism4	273	28.9	507	53.6	75	7.9	35	3.7	56	5.9	3.96	1.02

Table 4.7 contain information on the construct cosmopolitanism which was measured with four items as shown. The first item has mean of 4.00 and standard deviation of 1.03; item 2 has mean of 3.73 and standard deviation of 1.21; item 3 has mean 4.22 and mean of 1.01; while item 4 has mean 3.96 and

mean 1.02. All the means are above the 2.5 cut-off for a five-point Likert scale but all the standard deviations are above one and this is an indication that the respondents are varied in their opinions on this dimension of our research model. Respondents are varied in their opinion on this dimension of the model.

Table 4.8: Responses on Conservatism

Conservatism Items	Strongly Agree		Agree		Undecided		Disagree		Strongly Disagree		\bar{X}	SD
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%		
Conservatism1	312	33.0	460	48.6	102	10.8	48	5.1	24	2.5	4.04	.932
Conservatism2	192	20.3	410	43.3	88	9.3	224	23.7	32	3.4	3.53	1.15
Conservatism3	260	27.5	516	54.5	62	6.6	72	7.6	36	3.8	3.94	.993
Conservatism4	442	46.7	248	26.2	156	16.5	92	9.7	8	.8	4.08	1.05

Table 4.8 contain information on the construct conservatism which was measured with four items as shown. The first item has mean of 4.04 and standard deviation of .932; item 2 has mean of 3.53 and standard deviation of 1.15; item 3 has mean 3.94 and mean of .993; while item 4 has mean 4.08 and mean 1.05. All the means are above the 2.5

cut-off for a five-point Likert scale; two standard deviations are above 1 while 2 are below 1 and this is an indication that the respondents are varied in their opinions on this dimension of our research model. Respondents are varied in their opinion on this dimension of the model.

Table 4.9: Responses on Conspicuous consumption

Conspicuous Consumption Items	Strongly Agree		Agree		Undecided		Disagree		Strongly Disagree		\bar{X}	SD
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%		
conspicuous_consumption1	364	38.5	360	38.1	118	12.5	68	7.2	36	3.8	4.00	1.07
conspicuous_consumption2	250	26.4	338	35.7	120	12.7	59	6.2	179	18.9	3.45	1.43
conspicuous_consumption3	218	23.0	509	53.8	68	7.2	38	4.0	113	11.9	3.72	1.21
conspicuous_consumption4	401	42.4	466	49.3	51	5.4	8	.8	20	2.1	4.29	.787

Table 4.9 contain information on the construct conspicuous consumption which was measured with four items as shown. The first item has mean of 4.00 and standard deviation of 1.07; item 2 has mean of 3.45 and standard deviation of 1.43; item 3 has mean 3.72 and standard deviation of 1.21; while item 4 has mean 4.29 and standard

deviation.787. All the means are above the 2.5 cut-off for a five-point Likert scale which indicates agreement; three standard deviations are above 1 while one is below 1 and this is an indication that the respondents are varied in their opinions on this dimension of our research model.

Table 4.10: Responses on Baker Ethnocentrism

Baker ethnocentrism Items	Strongly Agree		Agree		Undecided		Disagree		Strongly Disagree		\bar{X}	SD
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%		
baker_ethnocentrism1	403	42.6	408	43.1	99	10.5	28	3.0	8	.8	4.24	.818
baker_ethnocentrism2	276	29.2	361	38.2	76	8.0	193	20.4	40	4.2	3.68	1.21
baker_ethnocentrism3	380	40.2	412	43.6	58	6.1	32	3.4	64	6.8	4.07	1.10
baker_ethnocentrism4	487	51.5	248	26.2	131	13.8	68	7.2	12	1.3	4.19	1.10
baker_ethnocentrism5	325	34.4	242	25.6	82	8.7	246	26.0	51	5.4	3.58	1.33
baker_ethnocentrism6	294	31.1	428	45.2	98	10.4	59	6.2	67	7.1	3.87	1.13
baker_ethnocentrism7	482	51.0	243	25.7	110	11.6	88	9.3	23	2.4	4.13	1.10
baker_ethnocentrism8	357	37.7	280	29.6	98	10.4	59	6.2	152	16.1	3.67	1.44
baker_ethnocentrism9	267	28.2	512	54.1	79	8.4	36	3.8	52	5.5	3.96	1.01
baker_ethnocentrism10	382	40.4	425	44.9	67	7.1	52	5.5	20	2.1	4.16	.927
baker_ethnocentrism11	240	25.4	518	54.8	128	13.5	40	4.2	20	2.1	3.97	.865
baker_ethnocentrism12	401	42.4	310	32.8	111	11.7	48	5.1	76	8.0	3.96	1.21
baker_ethnocentrism13	475	50.2	312	33.0	83	8.8	60	6.3	16	1.7	4.24	.970
baker_ethnocentrism14	351	37.1	273	28.9	146	15.4	136	14.4	40	4.2	3.80	1.20
baker_ethnocentrism15	518	54.8	348	36.8	8	.8	32	3.4	40	4.2	4.34	.977
baker_ethnocentrism16	454	48.0	412	43.6	40	4.2	12	1.3	28	3.0	4.32	.858
baker_ethnocentrism17	309	32.7	325	34.4	246	26.2	40	4.2	24	2.5	3.90	.989

Baker ethnocentrism construct was measured with 17 items as shown in table 4.10. as already mentioned the mean cut-off or cut-point for a five point Likert scale is 2.5. As shown in table 4.10 above, all the 17 items used to measure the baker ethnocentrism construct have means above the 2.5 cut-off. On the other hand 10 out of the 17 items have

standard deviations above 1 while the remaining 7 have standard deviations below 1. SD above one indicate high variations in respondents' opinion while below one means agreement with the dimension of the model. As it is more respondents are varied in their responses than those in agreement. The next construct is on bakers' purchase intention.

Table 4.11: Responses on Purchase intention

Purchase intention Items	Strongly Agree		Agree		Undecided		Disagree		Strongly Disagree		\bar{X}	SD
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%		
purchase_intention1	409	43.2	318	33.6	44	4.7	32	3.4	143	15.1	3.86	1.40
purchase_intention2	310	32.8	461	48.7	111	11.7	40	4.2	24	2.5	4.05	.917
purchase_intention3	324	34.2	504	53.3	82	8.7	28	3.0	8	.8	4.17	.771
purchase_intention4	354	37.4	441	46.6	71	7.5	48	5.1	32	3.4	4.10	.974
purchase_intention5	299	31.6	591	62.5	44	4.7	12	1.3	-	-	4.24	.595
purchase_intention6	336	35.5	519	54.9	59	6.2	24	2.5	8	.8	4.22	.741

Purchase intention is the second dependent variable. It was measured with six items as shown in table 4.11. The first item has mean of 3.86 and standard deviation of 1.40; item 2 has mean of 4.05 and standard deviation of .917; item 3 has mean 4.17 and standard deviation of .771; item 4 has mean 4.10 and standard deviation .974; item 5 has mean of 4.24 and standard deviation .595; while item 6 has mean 4.22 and standard deviation .741. All the means are above the 2.5 cut-off for a five-point Likert scale which indicates agreement; also all the standard deviations except one are below 1 and this is an indication that the respondents' agreement with the dimensions on this dimension of our research model. The next section is on the descriptive statistics.

Descriptive Statistics

Descriptive statistics was employed and used to carry out preliminary analysis of the data collected from the field. The descriptive statistics were employed to check the behaviour of the data and to ready the data for inferential statistics analysis. The results of the analysis are shown in Table 4.12

Table 4.12: Descriptive Statistics

	N Statistic	Minimum Statistic	Maximum Statistic	Mean Statistic	S.D. Statistic	Skewness Statistic	SE	Kurtosis Statistic	S.E.
baker_ethnocentrism1	946	1	5	4.24	.818	-1.157	.080	1.616	.159
baker_ethnocentrism2	946	1	5	3.68	1.211	-.626	.080	-.806	.159
baker_ethnocentrism3	946	1	5	4.07	1.097	-1.526	.080	1.865	.159
baker_ethnocentrism4	946	1	5	4.19	1.009	-1.115	.080	.379	.159
baker_ethnocentrism5	946	1	5	3.58	1.333	-.398	.080	- 1.285	.159
baker_ethnocentrism6	946	1	5	3.87	1.134	-1.170	.080	.729	.159
baker_ethnocentrism7	946	1	5	4.13	1.095	-1.139	.080	.317	.159
baker_ethnocentrism8	946	1	5	3.67	1.438	-.831	.080	-.694	.159
baker_ethnocentrism9	946	1	5	3.96	1.006	-1.440	.080	2.075	.159
baker_ethnocentrism10	946	1	5	4.16	.927	-1.375	.080	1.936	.159
baker_ethnocentrism11	946	1	5	3.97	.865	-1.122	.080	1.827	.159
baker_ethnocentrism12	946	1	5	3.96	1.211	-1.191	.080	.520	.159
baker_ethnocentrism13	946	1	5	4.24	.970	-1.353	.080	1.340	.159
baker_ethnocentrism14	946	1	5	3.80	1.201	-.701	.080	-.615	.159
baker_ethnocentrism15	946	1	5	4.34	.977	-2.045	.080	4.125	.159
baker_ethnocentrism16	946	1	5	4.32	.858	-1.924	.080	4.842	.159
baker_ethnocentrism17	946	1	5	3.90	.989	-.701	.080	.156	.159
cosmopolitanism1	946	1	5	4.00	1.026	-1.467	.080	2.025	.159
cosmopolitanism2	946	1	5	3.73	1.210	-.830	.080	-.167	.159
cosmopolitanism3	946	1	5	4.22	1.012	-1.694	.080	2.845	.159
cosmopolitanism4	946	1	5	3.96	1.024	-1.451	.080	2.019	.159
conspicuous_consumption1	946	1	5	4.00	1.068	-1.111	.080	.671	.159
conspicuous_consumption2	946	1	5	3.45	1.427	-.659	.080	-.919	.159
conspicuous_consumption3	946	1	5	3.72	1.209	-1.215	.080	.544	.159
conspicuous_consumption4	946	1	5	4.29	.787	-1.711	.080	4.805	.159

purchase_intention1	946	1	5	3.86	1.399	-1.160	.080	-.033	.159
purchase_intention2	946	1	5	4.05	.917	-1.221	.080	1.764	.159
purchase_intention3	946	1	5	4.17	.771	-1.136	.080	2.222	.159
purchase_intention4	946	1	5	4.10	.974	-1.406	.080	1.971	.159
purchase_intention5	946	2	5	4.24	.595	-.503	.080	1.319	.159
purchase_intention6	946	1	5	4.22	.741	-1.246	.080	2.977	.159
Patriotism1	946	1	5	4.28	.994	-1.901	.080	3.672	.159
Patriotism2	946	2	5	4.04	.792	-.387	.080	-.549	.159
Patriotism3	946	1	5	3.62	1.063	-.886	.080	.082	.159
Collectivism1	946	1	5	3.44	1.179	-.257	.080	-	.159
								1.236	
Collectivism2	946	1	5	3.45	1.242	-.628	.080	-.819	.159
Collectivism3	946	1	5	4.29	.808	-1.577	.080	3.791	.159
Conservatism1	946	1	5	4.04	.932	-1.222	.080	1.630	.159
Conservatism2	946	1	5	3.53	1.154	-.482	.080	-.925	.159
Conservatism3	946	1	5	3.94	.993	-1.291	.080	1.490	.159
Conservatism4	946	1	5	4.08	1.045	-.857	.080	-.346	.159
Valid N (listwise)	946								

Table 4.12 present the information requested for each of the items used to measure the constructs. Descriptives also provides information concerning the distribution of the scores on continuous variables (skewness and kurtosis) (Pallant, 2013). This information are necessary if the variables are to be used in parametric statistical techniques (eg. Pearson correlation, t-tests, among others) which is the situation in this study. The skewness value provides an indication of the symmetry of the distribution. Kurtosis on the other hand provides information about the “peakedness” of the distribution. Positive skewness values indicate positive skew (scores clustered to the left at the low values). Negative skewness indicate a clustering of scores at the high end (right-hand side of a graph). Positive kurtosis values indicate that the distribution is rather peaked (clustered in the centre), with long thin tails. Kurtosis values below 0 indicate a distribution that is relatively flat (too many cases in the extremes). With reasonably large samples, skewness will not make a

substantive difference in the analysis (Pallant, 2013). In Table 4.12, the skewness of the items are mixed with very high values and very low values. Also the kurtosis show very high and very low or values below zero. This implies that there is a mix of peakedness and flattened values in the items. This problem of distribution was overcome by the fact that the sample used in this study was very high. Tabachnick and Fidell (2013) maintain that with reasonably large samples (200+ cases) skewness ‘will not make substantive difference in the analysis.

Test of Normality

Multivariate normality is the assumption that each variable and all linear combinations of the variables are normally distributed Tabachnick and Fidell (2013). They add that when the assumption is met, the residuals of analysis are also normally distributed and independent. The result of the normality test is shown below.

Table 4.13: Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
baker_ethnocentrism1	.250	946	.000	.782	946	.000
baker_ethnocentrism2	.279	946	.000	.840	946	.000
baker_ethnocentrism3	.312	946	.000	.736	946	.000
baker_ethnocentrism4	.302	946	.000	.770	946	.000
baker_ethnocentrism5	.224	946	.000	.836	946	.000
baker_ethnocentrism6	.309	946	.000	.798	946	.000
baker_ethnocentrism7	.295	946	.000	.767	946	.000
baker_ethnocentrism8	.265	946	.000	.797	946	.000
baker_ethnocentrism9	.340	946	.000	.757	946	.000
baker_ethnocentrism10	.285	946	.000	.766	946	.000
baker_ethnocentrism11	.315	946	.000	.802	946	.000
baker_ethnocentrism12	.263	946	.000	.781	946	.000
baker_ethnocentrism13	.286	946	.000	.753	946	.000
baker_ethnocentrism14	.225	946	.000	.843	946	.000
baker_ethnocentrism15	.296	946	.000	.645	946	.000
baker_ethnocentrism16	.268	946	.000	.688	946	.000
baker_ethnocentrism17	.209	946	.000	.852	946	.000
cosmopolitanism1	.334	946	.000	.751	946	.000
cosmopolitanism2	.241	946	.000	.848	946	.000
cosmopolitanism3	.268	946	.000	.720	946	.000
cosmopolitanism4	.341	946	.000	.753	946	.000
conspicuous_consumption1	.265	946	.000	.809	946	.000
conspicuous_consumption2	.273	946	.000	.826	946	.000
conspicuous_consumption3	.360	946	.000	.757	946	.000
conspicuous_consumption4	.273	946	.000	.712	946	.000
purchase_intention1	.307	946	.000	.735	946	.000
purchase_intention2	.293	946	.000	.796	946	.000
purchase_intention3	.287	946	.000	.775	946	.000
purchase_intention4	.301	946	.000	.766	946	.000
purchase_intention5	.343	946	.000	.725	946	.000
purchase_intention6	.289	946	.000	.750	946	.000
Patriotism1	.275	946	.000	.682	946	.000
Patriotism2	.237	946	.000	.837	946	.000
Patriotism3	.336	946	.000	.824	946	.000
Collectivism1	.263	946	.000	.853	946	.000
Collectivism2	.326	946	.000	.832	946	.000
Collectivism3	.258	946	.000	.734	946	.000
Conservatism1	.297	946	.000	.795	946	.000
Conservatism2	.293	946	.000	.850	946	.000
Conservatism3	.343	946	.000	.772	946	.000
Conservatism4	.277	946	.000	.801	946	.000

a. Lilliefors Significance Correction

Kolmogorov-Smirnov and Shapiro-Wilk statistics were used to test the normality of the data distribution scores and as shown in the output, the values of both statistics are highly statistically significant with p values of .000 well below the .05 margin of error. This implies that the normality assumption is violated. The captive sample for this study is 946 hence this violation of normality assumption is not a problem. Pallant (2013)

avers that violation of normality assumption is ‘quite common with large samples p.66.’

Discriminant Validity Analysis

Pearson product moment correlations were used to test for discriminant validity and the results of the analysis is shown in the table of correlations below.

Table 4.14: Correlations Matrix

		BE	Cosmopolitan	CC	PI	Patriotism	Collectivism	Conservatism
Cetscale	Pearson Correlation	1	.383**	.425**	.396**	-.160**	-.203**	-.275**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	946	946	946	946	946	946	946
Cosmopolitan	Pearson Correlation	.383**	1	.477**	.335**	-.170**	-.194**	-.084**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.010
	N	946	946	946	946	946	946	946
Conspicuous_Consumption	Pearson Correlation	.425**	.477**	1	.472**	-.109**	-.231**	-.045
	Sig. (2-tailed)	.000	.000		.000	.001	.000	.166
	N	946	946	946	946	946	946	946
Purchase_intention	Pearson Correlation	.396**	.335**	.472**	1	-.338**	-.319**	-.348**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	946	946	946	946	946	946	946
Patriotism	Pearson Correlation	-.160**	-.170**	-.109**	-.338**	1	.176**	.404**
	Sig. (2-tailed)	.000	.000	.001	.000		.000	.000
	N	946	946	946	946	946	946	946
Collectivism	Pearson Correlation	-.203**	-.194**	-.231**	-.319**	.176**	1	.369**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	946	946	946	946	946	946	946
Conservatism	Pearson Correlation	-.275**	-.084**	-.045	-.348**	.404**	.369**	1
	Sig. (2-tailed)	.000	.010	.166	.000	.000	.000	
	N	946	946	946	946	946	946	946

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

Discriminant validity is the degree to which two conceptually similar concepts are distinct (Hair, Black, Babin & Anderson, 2014). The empirical test and the variables/constructs is again the correlation among measures, and in this research the summated scale of the constructs are correlated with each other. Hair et al. (2014) assert that the correlation should be low, demonstrating that the summated scale is sufficiently different from the other similar concept.

From the output of the Pearson product moment correlations matrix, showing the correlations between the constructs used in the research model. The correlations matrix also show the correlations between the independent variables. From the table no correlation is up to 0.6 which will mean collinearity or that two variables are doing the same job. This mean that no variable need to be eliminated as there is no collinearity

among the variables. Also this is a good indication that the constructs have discriminant validity hence we move to reliability analysis.

Reliability Analysis

Reliability is the extent to which a variable or set of variables is consistent in what it is intended to measure. If multiple measurements are taken, the reliable measures will all be consistent in their overview of multivariate methods values (Hair, et al. 2014). It differs from validity in that it relates not to what should be measured, but instead to how it is measured. Exploratory factor analysis was used to conduct the reliability analysis and this specifically measures internal reliability/consistency. The results of the factor analysis are contained in tables 4.15, 4.16 and 4.17.

Table 4.15: Factor Analysis:KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.578	
Bartlett's Test of Sphericity	Approx. Chi-Square	20323.774
	Df	820
	Sig.	.000

The first output in the factor analysis is the Kaiser-Meyer-Olkin (KMO) and Bartlett’s test. As shown in table 4.15, the KMO Measure of Sampling Adequacy is .578 which is above the .5 benchmark. Values above .50 for either the entire matrix or an individual variable indicate appropriateness (see Hair et al., 2014). On the other hand Bartlett’s Test of Sphericity is 20323.774

with 820 degrees of freedom with significant level of .000. As a rule of thumb, a statistically significant Bartlett’s test of sphericity (sig. < .05) indicates that sufficient correlations exist among the variables to proceed with the analysis. This means the factor analysis is reliable and dependable. The next output is the list of communalities.

Table 4.16: Communalities

	Initial	Extraction
baker_ethnocentrism1	1.000	.738
baker_ethnocentrism2	1.000	.800
baker_ethnocentrism3	1.000	.657
baker_ethnocentrism4	1.000	.581
baker_ethnocentrism5	1.000	.720
baker_ethnocentrism6	1.000	.666
baker_ethnocentrism7	1.000	.696
baker_ethnocentrism8	1.000	.776

baker_ethnocentrism9	1.000	.610
baker_ethnocentrism10	1.000	.619
baker_ethnocentrism11	1.000	.698
baker_ethnocentrism12	1.000	.721
baker_ethnocentrism13	1.000	.655
baker_ethnocentrism14	1.000	.721
baker_ethnocentrism15	1.000	.689
baker_ethnocentrism16	1.000	.792
baker_ethnocentrism17	1.000	.719
cosmopolitanism1	1.000	.691
cosmopolitanism2	1.000	.729
cosmopolitanism3	1.000	.643
cosmopolitanism4	1.000	.762
conspicuous_consumption1	1.000	.745
conspicuous_consumption2	1.000	.708
conspicuous_consumption3	1.000	.845
conspicuous_consumption4	1.000	.718
purchase_intention1	1.000	.818
purchase_intention2	1.000	.695
purchase_intention3	1.000	.719
purchase_intention4	1.000	.727
purchase_intention5	1.000	.830
purchase_intention6	1.000	.678
Patriotism1	1.000	.499
Patriotism2	1.000	.693
Patriotism3	1.000	.714
Collectivism1	1.000	.631
Collectivism2	1.000	.597
Collectivism3	1.000	.683
Conservatism1	1.000	.583
Conservatism2	1.000	.732
Conservatism3	1.000	.613
Conservatism4	1.000	.710

Extraction Method: Principal Component Analysis.

One main aim of factor analysis is that the researcher should look for any variables that are not adequately accounted for by the factor solution. One simple approach is to identify any variable(s) lacking at least one significant loading. Another approach is to examine each variable's communality, representing the amount of variance accounted for by the factor solution for each variable. The researcher should view the communalities to assess whether the variables meet acceptable levels of explanation. Hair et al (2014), recommends that a researcher may specify

that at least one-half of the variance of each variable must be taken into account. Using this guideline, the researcher would identify all variables with communalities less than .50 as not having sufficient explanation. Based on the above and looking at the table of communalities we see that all the items loadings are well above the .5 threshold recommended. No item need to be eliminated in the subsequent analysis. The next included items in the factor analysis is the total variance explained.

Table 4.17: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.046	14.746	14.746	6.046	14.746	14.746
2	4.841	11.808	26.554	4.841	11.808	26.554
3	2.927	7.139	33.693	2.927	7.139	33.693
4	2.311	5.637	39.330	2.311	5.637	39.330
5	1.925	4.695	44.025	1.925	4.695	44.025
6	1.788	4.361	48.386	1.788	4.361	48.386
7	1.516	3.697	52.083	1.516	3.697	52.083
8	1.449	3.534	55.617	1.449	3.534	55.617
9	1.330	3.244	58.861	1.330	3.244	58.861
10	1.268	3.092	61.953	1.268	3.092	61.953
11	1.138	2.775	64.728	1.138	2.775	64.728
12	1.080	2.634	67.363	1.080	2.634	67.363
13	1.002	2.443	69.806	1.002	2.443	69.806
14	.981	2.392	72.199			
15	.957	2.334	74.532			
16	.915	2.231	76.763			
17	.772	1.882	78.645			
18	.761	1.855	80.500			
19	.704	1.716	82.216			
20	.679	1.656	83.872			
21	.644	1.571	85.443			
22	.618	1.508	86.950			
23	.556	1.357	88.307			
24	.486	1.186	89.494			
25	.464	1.132	90.625			
26	.430	1.048	91.673			
27	.422	1.029	92.702			
28	.393	.957	93.659			
29	.364	.888	94.547			
30	.309	.753	95.300			
31	.283	.691	95.991			
32	.266	.648	96.639			
33	.251	.613	97.252			
34	.216	.526	97.778			
35	.201	.491	98.269			
36	.198	.484	98.753			
37	.154	.376	99.128			
38	.145	.354	99.483			
39	.091	.222	99.705			
40	.080	.194	99.899			
41	.041	.101	100.000			

Extraction Method: Principal Component Analysis.

As shown in figure 4.7 and the structural equation modelling (SEM)-Stata output, all the three IVs have statistically significant and positive relationship with the DV. All the coefficients have p-values well below the 5

per cent margin of error hence satisfying the condition that IVs must relate statistically and significantly with the DV. The next step is to assess the extent of mediation and then to validate the indirect hypotheses.

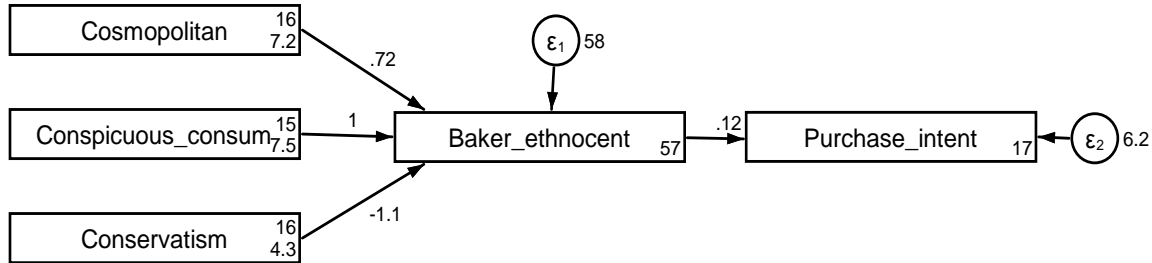


Figure 4.7: Research mediation model

Direct effects

	Coef.	OIM Std. Err.	z	P> z	[95% Conf. Interval]	
Structural						
Baker_ethnocent						
Cosmopolitan	.7151604	.1050863	6.81	0.000	.509195	.9211258
Conspicuous_consum	1.022082	.1025085	9.97	0.000	.8211689	1.222995
Conservatism	-1.055447	.1202249	-8.78	0.000	-1.291083	-.8198102
Purchase_intent						
Baker_ethnocent	.1192861	.0090057	13.25	0.000	.1016351	.136937
Cosmopolitan	0	(no path)				
Conspicuous_consum	0	(no path)				
Conservatism	0	(no path)				

Indirect effects

	Coef.	OIM Std. Err.	z	P> z	[95% Conf. Interval]	
Structural						
Baker_ethnocent						
Cosmopolitan	0	(no path)				
Conspicuous_consum	0	(no path)				
Conservatism	0	(no path)				
Purchase_intent						
Baker_ethnocent	0	(no path)				
Cosmopolitan	.0853087	.0140931	6.05	0.000	.0576867	.1129306
Conspicuous_consum	.1219201	.015305	7.97	0.000	.0919228	.1519174
Conservatism	-.1259001	.0172051	-7.32	0.000	-.1596214	-.0921787

As shown above under the indirect effects, all the three independent variables have statistically significant effect on the dependent variable, purchase intention. Indirect effect of Cosmopolitanism ($\beta = .085$; $se = .014$; $z = 6.05$; p -value = .000) is statistically significant as the p -value is well below the .05 margin of error. The 95% confidence interval has no zero in-between. Based on this, H_{02b} Ethnocentrism mediates

the significant effect of cosmopolitanism on purchase intention of flour from domestically grown wheat in Nigeria is fully validated and accepted.

Indirect effect of Conservatism ($\beta = -.126$; $se = .017$; $z = -7.22$; p -value = .000) on purchase intention is statistically significant as the p -value is well below the .05 margin of error. The 95% confidence interval has no zero in-

between. In line with this H_{03b} which states that Ethnocentrism mediates the significant effect of conservatism on purchase intention of flour from domestically grown wheat in Nigeria is fully validated and accepted.

The indirect effect of Conspicuous consumption ($\beta = .122$; $se = .015$; $z = 7.97$; p -value = .000) purchase intention is statistically significant as the p -value of .000 is well below the .05 margin of error. The 95% confidence interval has no zero in-between and based on this Based on this, H_{05b} Ethnocentrism mediates the significant effect of conspicuous consumption on purchase intention of flour from domestically grown wheat in Nigeria is fully validated and accepted.

Assessing the Extent of Mediation

We assess the extent of mediation as follows (Hair, et al., 2010): (i) if the relationship between IVs and the DV remains significant and unchanged once the mediator is introduced, then mediation is not supported. (ii) If the relationship between IVs and the DV is reduced but remains significant once the mediator is introduced, then partial mediation is supported. (iii) If the relationship between IVs and the DV reduced to a point where it is not statistically significant once the mediator is introduced, then full mediation is supported. All the indirect relationships are statistically significant at .000 which means we can assess the extent of mediation.

Using figure 4.6 and the output below it as well as figure 4.7 and the output below it, we assess the extent of mediation following the process above. The relationship between cosmopolitanism and purchase intention reduced from .12 to .085 and is still significant hence partial mediation is supported. The relationship between conspicuous consumption and purchase intention reduced from a coefficient of .40 to .122 and highly significant hence partial mediation is supported. Also the relationship between conservatism and purchase intention

is reduced from -.42 to -.126 hence taking absolute values, partial mediation is supported.

Another method used by researchers to assess the extent of mediation is to calculate the variance accounted for (VAF). The variance accounted for (VAF) determines the size of the indirect effect in relation to the total effect (i.e., direct effect + indirect effect). The rule of thumb (cf. Hair, Hult, Ringle, & Sarstedt (2014) is: if $VAF > 80\%$, full mediation is inferred; if $VAF > 20\% \leq 80\%$, partial mediation; and $VAF < 20\%$ is no mediation. $VAF = (a1*b)/(a1*b+c'1)$, where $a1$ is the coefficients for the IVs and the mediator; b is the coefficient between mediator and the DV; while $c'1$ are the direct effects/coefficients between the IVs and the DV. The calculated VAF for the three IVs are: Cosmopolitanism = .419 or 41.9%; Conspicuous consumption = .234 or 23.4%; and Conservatism = .231 or 23.1%. This implies that 41.9% effect of cosmopolitanism on purchase intention is explained by baker ethnocentrism; 23.4% of the effect of conspicuous consumption on purchase intention is explained by the mediator baker ethnocentrism; and that 23.1% of the effect of conservatism on purchase intention is explained by baker ethnocentrism. Based on the *rule of thumb* all the three IVs have VAF within $> 20\% VAF < 80\%$. Thus partial mediation is inferred. Based on the above formula, the calculated VAF for each of the three IVs further confirm that ethnocentrism partially mediates the relationship between the IVs: cosmopolitanism, conspicuous consumption and conservatism) and the DV, purchase intention.

This study was based on the mediating role of baker ethnocentrism on bakers' purchase intention of flour made from locally grown wheat. The socio-psychological dimensions of ethnocentrism: patriotism, conspicuous consumption, conservatism, collectivism, and cosmopolitanism were used as independent variables. Baker ethnocentrism was the mediating variable while purchase intention was the dependent variable. Questionnaire

was used to collect primary data and the variables/constructs were measured with multiple items. Hypotheses were analysed and tested using structural equations modelling with the aid of Stata 15 and the findings were multiple and varied.

Patriotism has a coefficient of .052, Z value of .34, p -value .735 which is higher than the .05 level of significance. Also the 95% confidence level has a zero in-between. Based on this we reject hypothesis 1a and conclude Patriotism has no significant effect on baker's ethnocentrism of flour from domestically grown wheat in Nigeria. Since hypothesis 1a which is direct effect is rejected, the hypothesis on indirect effect, that is, hypothesis 1b is also rejected and we conclude that ethnocentrism does not mediate the effect of patriotism on purchase intention of flour from domestically grown wheat in Nigeria. This decision is based on the fact that significant direct effect must proceed indirect analysis. This finding disagrees with (Spillan & Harcar, 2013) study. It also disagrees with earlier research on international marketing done by Han (1988) that found a significant influence of patriotism on product choice. The reason for this divergence can be found in the fact that this study was done in a different country Southeast Nigeria while Spillan and Harcar (2013) was in the Vietnamese. Patriotism varies among countries and among different people within same country.

Jin et al. (2015) aver that cosmopolitanism results in greater homogeneity of purchasing behaviour of consumers across countries, whereas consumer ethnocentrism leads to greater heterogeneity. Cosmopolitanism ($\beta = .719$; $se = .106$; $z = 6.78$; p -value = .000) is statistically significant as the p -value is well below the .05 margin of error. The 95% confidence interval has no zero in-between and based on this hypothesis 2a which states that Cosmopolitanism has a significant effect on baker's ethnocentrism of flour from domestically grown wheat in Nigeria is fully validated and accepted. This agrees with the findings of Oliver Parts and Irena Vida

(2016) that examined data set of 271 and 261 consumers in Estonia and Slovenia, and tested via structural equation modeling. Vida (2016) study confirms the direct effect of consumer cosmopolitanism in foreign purchase behavior, but rejects the direct relationship between cosmopolitanism and product quality. This also agrees with Jayarathne and Warnakularsooriya (2016) study of Sri Lankan young educated consumers. The results of Multiple Discriminant Analysis divulge that cosmopolitanism orientation discriminates the high from moderate and moderate from low degree of fashion consciousness though the discriminating power is weak.

Altintas and Tokol (2007) see conservatism as part of a set of values, which in turn shape a person's attitude. Conservatism relates to the admiration and preservation of traditions and social institutions throughout time, and the reluctance to change or alter them (Sharma et al., 1995). Conservatism ($\beta = -1.073$; $se = .139$; $z = -7.71$; p -value = .000) is statistically significant as the p -value is well below the .05 margin of error. The 95% confidence interval has no zero in-between and based on this hypothesis 3a which states that Conservatism has a significant effect on baker's ethnocentrism of flour from domestically grown wheat in Nigeria is fully validated and accepted. This is in line with Sharma et al. (1995) finding that a strong correlation between conservatism and patriotism, which resulted in the combination of the two constructs. Other studies on conservatism have found them to be distinct from one another (e.g. Javalgi et al., 2005; Jain and Jain, 2013).

Hoang Minh and Ajaja Joshi (2015) studied the impacts of individualism/collectivism on consumer decision-making styles – The case of Finnish and Vietnamese mobile phone buyers. Collectivism has a coefficient of -.0003, se of .127; and Z value of -.000, p -value .998 which is higher than the .05 level of significance. Also the 95% confidence level has a zero in-between. Based on this we reject hypothesis 4a and conclude that

Collectivism has no significant effect on baker's ethnocentrism of flour from domestically grown wheat in Nigeria. There is no direct relationship hence no indirect relationship also. Hypothesis 4b which states that ethnocentrism mediates the significant effect of collectivism on purchase intention of flour from domestically grown wheat in Nigeria is also rejected. This contradicts in part the study of ShekuKakay (2016) on the effect of collectivism on family meal consumption behaviour and its implications on food companies in Sierra Leone.

Campbell, and Calvert (1997) described conspicuous consumption as being motivated by expressing and improving one's status through the possession of costly products. Conspicuous consumption ($\beta = 1.02$; $se = .104$; $z = 9.83$; $p\text{-value} = .000$) is statistically significant as the $p\text{-value}$ of .000 is well below the .05 margin of error. The 95% confidence interval has no zero in-between and based on this hypothesis 5a which states that Conspicuous consumption has a significant effect on baker's ethnocentrism of flour from domestically grown wheat in Nigeria is fully validated and accepted. Studies have found conflicting results on the correlations between the two constructs. While some studies report a small negative correlation of conspicuous consumption and CE (Wang and Cheng, 2004; Ranjbarian et al., 2011; Mai and Tambyah, 2011), others see a small positive one (Bevan-Dye, Garnett, and De Klerk, 2012; Alden et al., 2006; Wang et al., 2013). No pattern in the characteristics of the studies can be found to explain these conflicting findings. The term conspicuous consumption vary among regions and among countries.

Baker ethnocentrism ($\beta = .119$; $se = .009$; $z = 13.25$; $p\text{-value} = .000$) is statistically significant as the $p\text{-value}$ of .000 is well below the .05 margin of error. The 95% confidence interval has no zero in-between and based on this hypothesis 6 which states that Baker's ethnocentrism has a significant effect with purchase intention of flour from domestically grown wheat in Nigeria is fully

validated and accepted. This is in line with Urbaitytè (2015) studied consumer ethnocentrism impact on domestic brand equity.

Discussion on Mediation

Fritz and Lester (2016) state that mediation variable are variables that lie between the cause and effect in a causal chain. In other words, mediator variable are the mechanisms through which change in one variable causes change in a subsequent variable. Mediation variable explains the relation between the independent predictor and dependent (criterion variable). It explains whether or why there is a relation between two variables. Mediation analysis is a statistical method used to answer the question as to whether some causal agent x (Independent variables) transmits its effect on y (dependent variable) (Hayes, 2013)

Cosmopolitanism ($\beta = .085$; $se = .104$; $z = 6.05$; $p\text{-value} = .000$) is statistically significant as the $p\text{-value}$ is well below the .05 margin of error. The 95% confidence interval has no zero in-between. Based on this, H_{02b} Ethnocentrism mediates the significant effect of cosmopolitanism on purchase intention of flour from domestically grown wheat in Nigeria is fully validated and accepted.

Indirect effect of Conservatism ($\beta = -.126$; $se = .017$; $z = -7.22$; $p\text{-value} = .000$) on purchase intention is statistically significant as the $p\text{-value}$ is well below the .05 margin of error. The 95% confidence interval has no zero in-between. In line with this H_{03b} which states that Ethnocentrism mediates the significant effect of conservatism on purchase intention of flour from domestically grown wheat in Nigeria is fully validated and accepted.

The indirect effect of Conspicuous consumption ($\beta = .122$; $se = .015$; $z = 7.97$; $p\text{-value} = .000$) purchase intention is statistically significant as the $p\text{-value}$ of .000 is well below the .05 margin of error. The 95% confidence interval has no zero in-

between and based on this Based on this, Ho_{5b} Ethnocentrism mediates the significant effect of conspicuous consumption on purchase intention of flour from domestically grown wheat in Nigeria is fully validated and accepted. All the three partially mediate the relationship between baker ethnocentrism and purchase intention.

These mediation results are in line with Juharsah and Hartini (2014) study the role of attitude as relationship mediation between products knowledge and ethnocentrism on purchasing intention of Buton Special Woven (Study on the City Of Bau-Bau) The results showed that the attitude plays a mediating role of relationship between product knowledge and ethnocentrism on purchasing intention of community Bau-Bau toward Buton typical weaving. WU Jianlin, ZHU Ning, DAI Qi (2015) wrote on the consumer ethnocentrism, product attitudes and purchase intentions of domestic products in China. The results show that there is significant correlation between the consumers' purchase intention of domestic goods and consumer ethnocentrism. Mediating regression analysis indicated that consumer ethnocentrism has significant effect on consumers' purchase intentions of domestic products, while product attitude has mediator effect between them.

5. Conclusion

This study is concern with the mediating role of baker ethnocentrism on purchase intention of flour from locally grown wheat. Hence baker ethnocentrism was the mediating variable while five constructs were used as IVs: patriotism, conspicuous consumption, collectivism, conservatism, and cosmopolitanism. Purchase intention was the dependent variable. Questionnaire was used to collect primary data and the analyses was done with structural equations modelling with the aid of Stata 15. The findings from the study are as follows:

- Patriotism has no significant effect on baker's ethnocentrism of flour from domestically grown wheat in Nigeria.
- Ethnocentrism does not mediate the effect of patriotism on purchase intention of flour from domestically grown wheat.
- Cosmopolitanism has a significant effect on baker's ethnocentrism of flour from domestically grown wheat in Nigeria.
- Conservatism has a significant effect on baker's ethnocentrism of flour from domestically grown wheat in Nigeria.
- Collectivism has no significant effect on baker's ethnocentrism of flour from domestically grown wheat in Nigeria.
- Ethnocentrism does not mediate the significant effect of collectivism on purchase intention of flour from domestically grown wheat in Nigeria.
- Conspicuous consumption has a significant effect on baker's ethnocentrism of flour from domestically grown wheat in Nigeria.
- Baker ethnocentrism has a significant effect with purchase intention of flour from domestically grown wheat in Nigeria.
- Ethnocentrism mediates the relationship/effect of cosmopolitanism on purchase intention of flour from domestically grown wheat in Nigeria.
- Ethnocentrism mediates the effect of conservatism on purchase intention of flour from domestically grown wheat in Nigeria.
- Ethnocentrism mediates the significant effect of conspicuous consumption on purchase intention of flour from domestically grown wheat in Nigeria.
- That 41.9% effect of cosmopolitanism on purchase intention is explained by baker ethnocentrism.

- That 23.4% of the effect of conspicuous consumption on purchase intention is explained by the mediator baker ethnocentrism.
- That 23.1% of the effect of conservatism on purchase intention is explained by baker ethnocentrism.
- Based on the *rule of thumb* all the three IVs have VAF within $> 20\%$ $VAF < 80\%$, ethnocentrism partially mediates the relationship between the IVs: cosmopolitanism, conspicuous consumption and conservatism and the DV, purchase intention.

Some conclusions can be drawn from this study and the analysis coming from it. Patriotism has no significant effect on baker's ethnocentrism but has a statistically significant effect on flour produced from domestically grown wheat in Nigeria. Since it has no significant effect on ethnocentrism it is also concluded that ethnocentrism does not mediate the effect of patriotism on purchase intention of flour from domestically grown wheat in Nigeria. Cosmopolitanism has a significant effect on baker's ethnocentrism of flour from domestically grown wheat in Nigeria. In light of this, it is also concluded that Ethnocentrism mediates the significant effect of cosmopolitanism on purchase intention of flour from domestically grown wheat in Nigeria

Conservatism has a significant effect on baker's ethnocentrism of flour from domestically grown wheat in Nigeria. Ethnocentrism mediates the significant effect of conservatism on purchase intention of flour from domestically grown wheat based on this study. Collectivism has no significant effect on baker's ethnocentrism of flour from domestically grown wheat in Nigeria. There is no direct relationship hence no indirect relationship also. Ethnocentrism does not mediate the significant effect of collectivism on purchase intention.

Conspicuous consumption has a significant effect on baker's ethnocentrism of flour from domestically grown wheat in Nigeria. Ethnocentrism mediates the significant effect of conspicuous consumption on purchase intention of flour from domestically grown wheat in Nigeria. Baker ethnocentrism has a significant effect with purchase intention of flour from domestically grown wheat.

The relationship between cosmopolitanism and purchase intention reduced from .12 to .085 and is still significant hence partial mediation is supported. The relationship between conspicuous consumption and purchase intention reduced from a coefficient of .40 to .122 and highly significant hence partial mediation is supported. Also the relationship between conservatism and purchase intention is reduced from -.42 to -.126 hence taking absolute values, partial mediation is supported. Based on the calculated VAF, it is concluded that 41.9% of the effect of cosmopolitanism on purchase intention is explained by baker ethnocentrism; 23.4% of the effect of conspicuous consumption on purchase intention is explained by the mediator baker ethnocentrism; and that 23.1% of the effect of conservatism on purchase intention is explained by baker ethnocentrism. Based on the *rule of thumb* all the three IVs have VAF within $> 20\%$ $VAF < 80\%$, hence it is concluded that ethnocentrism partially mediates the relationship/effect between the IVs: (cosmopolitanism, conspicuous consumption and conservatism) and the DV, purchase intention.

This study established that all the five socio-psychological antecedents of ethnocentrism: patriotism, collectivism, conservatism, conspicuous consumption and cosmopolitanism have statistically significant effect on the purchase intention of flour produced from locally grown. The study also established that while patriotism and collectivism have no significant effect on ethnocentrism, conservatism, cosmopolitanism and conspicuous consumption significantly affect customer

ethnocentric tendencies toward flour from locally grown wheat. These have implications for the both the flour manufacturers as well as the wheat growers. Patriotism is love for one's country and once this love is entrenched it leads to the tendency to prefer home made products to foreign ones. Hence wheat growers should ensure that they consistency strive for quality like while the flour producers. This because increased quality will continue to entrench patriotic zeal in the minds of the consumers to continue to patronize the local wheat and the flour made from the wheat.

Conservatism and collectivism are parts and parcels of culture and norms within a society. Since it is established in this study that the two constructs impinge on purchase intention of flour from local wheat. This calls for serious campaign among the manufacturers and especially the government through the Ministry of Information and its agencies to continue to campaign vigorously to entrench in the citizens the need for continue to patronize flour from local wheat. This campaign should focus on inculcating in the citizens and consumers that purchasing local wheat and the associated product flour is in the overall collective interest of the generality of the Nation. Also manufacturers and millers of wheat should strive to include some designs in their package to appeal to the minds of the conservative as well as national symbols that appeals to the patriotic and emphasize the collective ideals.

This study also established that cosmopolitanism and conspicuous consumption have significant and statistical effects with purchase intention of wheat from locally grown wheat. Conspicuous consumption in terms of the perceived rewards one expects due to favorable status dependent treatment in social interactions. Individuals have a high degree of sensitivity toward their social status, hence conspicuous consumption is considered as an expensive mode of signalling, but a profitable social strategy adopted by wealthier consumers and households. Human capital is

observable and correlated with income. A signalling equilibrium in which poor individuals tend to spend a large fraction of their income on conspicuous consumption can then emerge. In conspicuous consumption, personality traits drive consumers' materialistic behaviour. It is therefore recommended that campaigns for purchase local wheat be consider the personality traits of their audience to make more meaningful impact.

Cosmopolitan people are characterized by frequent travelling and meeting of people from different cultures, as well as by representing the voice of other cultures and deciding how they are perceived in their home country. Another important characteristic is an understanding of and desire for experiencing cultural differences expressed by cosmopolitans. Instead of being spectators, they want to be part of another culture. It has also being argued that cosmopolitanism results in greater homogeneity of purchasing behaviour of consumers across countries, whereas consumer ethnocentrism leads to greater heterogeneity.

cosmopolitanism consists of three dimensions: "the extent to which a consumer (1) exhibits an open-mindedness towards foreign countries and cultures, (2) appreciates the diversity brought about by the availability of products from different national and cultural origins, and (3) is positively disposed towards consuming products from foreign countries. These have implications for manufacturers as the advert and promotional campaigns must recognise these differences in preparing and presenting message appeals.

This study also confirmed that ethnocentrism positively and significantly affect buyers purchase intention of flour from locally grown wheat. Ethnocentrism gives consumers feelings of belonging and guidelines for buying behaviour, which can be acceptable to a group and contribute to various evaluations of foreign and domestic goods. In this regard both the government and producers need to

come together in launching appeals that create and enhance ethnocentrism among the consumers.

Contribution to Knowledge and Further Research

The study analyzed the direct effects of the socio-psychological dimensions on baker

ethnocentrism; as well as on purchase intention. It also tested the direct effect of ethnocentrism on purchase intention; as well as the indirect effects of the socio-psychological antecedents on purchase intention.

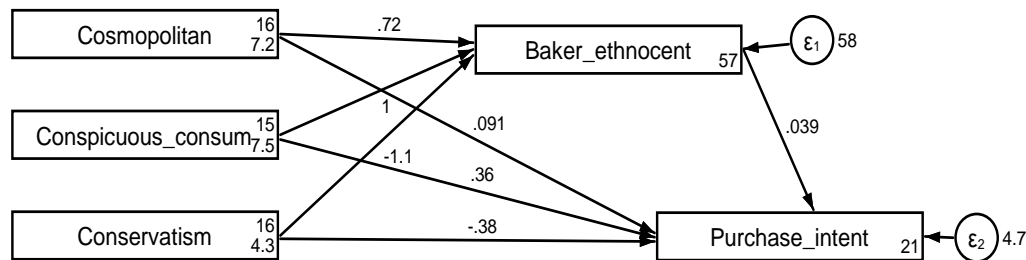


Figure 4.8: The Research SEM model

This model is therefore the contribution of the research to existing literature and to knowledge.

This study utilized both demographic and impulsive variables. Demographic variables are dynamic, and the demographic variables used in this study relate to a particular and period. Hence further studies are required to track changing consumer demographics and how the impact consumer ethnocentrism as well as the socio-psychological antecedents. Data for the study were collected on cross sectional basis but further studies could be done with longitudinal data to track changes and dynamics in consumer ethnocentrism. The study was concerned with bakers in the southeast only. Further studies could be conducted with bakers in other regions as well as with other stakeholders in the wheat/flour value chain. Questionnaire was the only instrument used to collect data hence the study was purely quantitative. Further studies could conducted used mixed method design or on qualitative basis.

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