

# MIDLANDS STATE UNIVERSITY

## FACULTY OF COMMERCE



### **THE EFFECT OF CONSUMER ETHNOCENTRISM TENDENCIES TOWARDS FOREIGN MANUFACTURED PRODUCTS AND LOCAL PRODUCTS IN THE FOOD MANUFACTURING INDUSTRY IN ZIMBABWE**

**P33**

**STUDENT REGISTRATION NUMBER R173869F**

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MASTERS OF COMMERCE IN MARKETING STRATEGY WITH MIDLANDS STATE UNIVERSITY

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## APPROVAL FORM

The undersigned certify that they have read and recommend to the Midlands State University for acceptance, a dissertation entitled, “The effect of Consumer Ethnocentrism Tendencies Towards Foreign Manufactured Products and Local Products: The Case of Food Manufacturing Industry in Zimbabwe” submitted by R173869F in partial fulfilment of the requirements for the degree of Masters in Marketing Strategy.

.....  
**SUPERVISOR**

.....  
**DATE**

.....  
**CHAIRPERSON**

.....  
**DATE**

.....  
**EXTERNAL EXAMINER**

.....  
**DATE**

## RELEASE FORM

**NAME OF AUTHOR:** P33

**REGISTRATION NUMBER:** R173869F

**DISSERTATION TITLE:** The effect on consumer ethnocentrism tendencies towards foreign manufactured products and local products in the food manufacturing industry in Zimbabwe

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**PERMANENT ADDRESS** 38 Kloof Road, Sunridge  
Harare

## DECLARATION

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.....

**R173869F**

**DATE**

**(Researcher)**

## **DEDICATIONS**

This dissertation is dedicated to my husband Sam, my unborn child for their continuous love, support, encouragement and compassion they rendered throughout my study. To my siblings, friends and colleagues – your support and determination remains my source of inspiration.

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Your efforts made this dream to be a reality

God Bless you all.

## ABSTRACT

This study sought to investigate the effect of consumer ethnocentrism tendencies towards imports and local products in the food manufacturing industry in Zimbabwe. The research was guided by the following objectives namely: to determine the impact of demographic characteristics on cognition and affect, to examine the influence of product attributes on cognition and affect, to measure Zimbabwean ethnocentric tendencies and to investigate how the local food manufacturing industry can use product attributes to prompt consumers to purchase locally manufactured products. Literature on consumer ethnocentrism and consumer attitudes was reviewed in this study. Information on consumer ethnocentrism was reviewed to understand how marketers can use the concept to promote local food products. The research was based on a positivist approach. The research was also based on a survey design of the food manufacturing industry customers and marketing personnel of OK Zimbabwe, PicknPay and Spar. The sample size was 400. The research also used a quantitative research philosophy and the data gathered was analysed through descriptive and inferential statistics using SPSS software. The data was presented in the form of data tables, cross tabulation and bar graphs. The major findings were that Zimbabwean purchased imports because of the negative beliefs and emotions they have towards locally manufactured products. Also, results show demographic characteristic as having a varying relationship on cognition and affect. Zimbabweans believed imports are of better quality and are reasonable priced compared to imports. Moreover, results also showed that Zimbabwean have less ethnocentric tendencies as they were found to be less patriotic, not socio economic conservatism. Consumers did not like bans and restrictions on imports and they were not worried about the long term impact of purchasing foreign products. The findings of this study were also similar previous studies in that consumers from developing countries are less ethnocentric therefore they prefer imports instead of local products and they view imports as of higher quality.. This study established Zimbabwean consumers as being less ethnocentric and did not overstate the quality and value of food products made in Zimbabwe. Conclusions drawn are that Zimbabwean consumers are less ethnocentric, they would prefer buying imports and locals should improve product quality attributes. The study recommends marketers of local food manufactures improve products attributes thereby creating a positive attitude towards locally produced food products. Also, local food manufactures should consider demographic differences when producing food products and the important factors considered by consumers when purchasing food products.



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## **DEFINITION OF TERMS**

### **Consumer attitude:**

The inclination of consumers to consistently behave, favourably or unfavourably, with regards to imported poultry products (Assael, 2004:216; Schiffman & Kanuk, 2004: 253).

### **Consumer ethnocentrism:**

A personality trait that shapes the beliefs of consumers concerning the suitability of buying foreign products (Apil, 2006:28; Schiffman & Kanuk, 2004:126; Shimp & Sharma, 1987:280).

# CHAPTER ONE

## GENERAL INTRODUCTION

### 1.0 Introduction

The growth of internet and globalisation has led to improved communications and transport systems thereby turning the world into a global village. The global village has led to consumers having access to a wide variety of products through increased international trade of products (Chowdhury, 2013). The phenomenon of increased access to products has also been noted in the food industry (Ramayah et al, 2011). As companies are expanding globally, it is becoming important for them to pay attention in understanding consumer attitudes of their target markets and paying more attention to consumer ethnocentrism (Bandara and Miloslava 2012, Tsai et al 2013). This chapter therefore presents the study on investigating the effects of consumer ethnocentrism tendencies towards foreign manufactured products in the food manufacturing industry in Zimbabwe. This chapter covered background of the study, statement of the problem, conceptual framework, research objectives, research questions, research justifications, assumptions, delimitation, limitations and section summary.

### 1.1 Background to the study

Pioneers of consumer ethnocentrism (Shimp and Sharma, 1987) defined consumer ethnocentrism as a “trait like property of an individual’s personality and encompasses the beliefs held by consumers, appropriateness and morality to purchase foreign products”. Consumer ethnocentrism is about reluctance to buy foreign products, prejudice towards foreign products and high concern about home country and the wish not to harm the local economy through increased imports (Shimp and Sharma, 1987). Consumers have rather different attitudes towards their home country (Kosterman and Feshbach, 1989), foreign countries in general (Shimp and Sharma 1987; Sun and Kwon, 2002) and specific foreign nation (Jaffe and Nebenzahl, 2006).

Consumer ethnocentrism analyses emotional implications for consumers in relation to buying foreign products especially in situations where the domestic economy is not in a strong position (Sharma, 1995). Ethnocentric consumers will evaluate their own products differently from those manufactures in other countries (Huddleston et al 2000) overestimating the attributes and overall quality of domestic products (Sharma, 1995). Consumer attitudes are a composite of a consumer’s beliefs about, feeling,



judgement and behavioural intentions towards a brand, product category and advertisement (Perner, 2005). Consumer attitudes towards products or brands are developed as a result of the consumer exposure to a company's marketing communication effort, or user experience with the brand or product.

Pentz et al, (2011) researched on how consumer ethnocentrism influences attitudes towards the import of foreign products (Chinese clothing) and the interest of these consumers in buying imported clothing in South Africa. The main objective of the research was to investigate consumer ethnocentrism in South Africa. Surveys were used to investigate consumer ethnocentrism among different racial groups (black and white South Africans). Results indicated that the antecedents of consumer ethnocentrism were cultural openness, patriotism, individualism, age, income, attitude towards human rights and history of oppression. The differences confirmed were the sample of white respondents which regarded nationalism and gender as predictors of consumer ethnocentrism. Results also revealed that black respondents seemed to be more ethnocentric compared to whites. Pentz et al (2001), recommended that due to differences between the two samples, marketing strategies related to consumer ethnocentrism should not be identical for whites and black South African consumers.

Furthermore, Kamwendo et al (2014) conducted a research on the concept of consumer ethnocentrism and its relationship on product selection and South African consumers' attitudes towards foreign convenience products. The aim was to determine the extent to which consumer ethnocentrism affects consumer behaviour among South African consumers. Descriptive survey was implemented and questionnaires were used to collect data. Results showed that only ethnicity has a significant relationship with customer ethnocentrism while other variables like patriotism, collectivism and conservatism showed no impact. Moreover ethnocentric tendencies seemed to be strong among black South Africans. The study concentrated on only four demographic factors; age, gender, education and ethnicity where ethnicity was the only moderating factor that had significant correlation with consumer ethnocentrism. Authors recommended that further research should be conducted to verify these findings. Also, focus should be placed on understanding the influence that other demographic characteristics may have on product selection and the effect of socio-economic characteristics such as income levels or marital status of consumers.

Moreover, Makanyeza (2014) also conducted a study on consumer awareness, ethnocentrism, consumer attitude and purchase behaviour toward imported poultry products in Zimbabwe. Both qualitative and quantitative approaches were used to collect data. Questionnaires were used to collect information from consumers in Harare and Bulawayo in Zimbabwe. Descriptive statistical analysis, exploratory factor analysis and hypothesis testing were used on quantitative data. Results of the research showed that consumer awareness positively predicts consumer attitude towards imported poultry products. Consumer

ethnocentrism was found to inversely predict consumer attitudes and no notable relationship was found between consumer ethnocentrism and consumer purchase. From the research it was revealed that consumers deliberated on country of origin, labelling, packaging, price, quality, genetically modified food status when purchasing imported poultry products. Recommendations pointed that marketers and policy makers should take into account consumer ethnocentrism and other factors when designing strategies on the marketing of imported poultry products. Recommendations of future research were put forward for research to be conducted to investigate ethnocentrism, attitudes and purchase behaviour on other industries like food, clothing and automotive products

In addition, Topcu and Mustafa (2015) did a study on how consumer ethnocentrism and world mindedness affect consumer attitude and how domestic product judgement moderates this relationship. Field survey with a sample of 292 consumers was done in Canakkale, Turkey. Results from the study revealed that consumer ethnocentrism is negatively related to willingness to buy foreign products and that domestic product judgement does not have a significant moderating effect in this relationship. On the other hand, world mindedness is not related with willingness to purchase foreign products but domestic product judgement has a significant role on relationship between world mindedness and willingness to purchase foreign products. Recommendations were put forth for further research to be done at a product or industry level.

Furthermore, Kibret, (2016) conducted a research on consumer ethnocentrism tendencies in Africa. Quota sampling technique was used to collect information from 20 developed and developing countries to study consumer ethnocentrism tendency levels and variation among countries. The results showed that developing countries had higher consumer ethnocentrism tendencies while developed countries had moderate consumer ethnocentrism tendencies. The differences between developed and African countries is significant, however the difference between developed and non-African developing countries as well as African and non-African developing countries were found not to be major. Recommendations were put forth for Africans to concentrate more in marketing aspects in order to seize opportunities associated with high consumer ethnocentrism tendencies which expressively affects consumer attitudes towards domestic products. Also, recommendations were put forth to study consumer ethnocentrism in Africa at country level.

From the previous studies, Kibret (2016) and Makanyeza (2014) both argue that African countries consumers are highly ethnocentric so marketers should concentrate on marketing aspects like country of origin, labelling, packaging, price, quality, and genetically modified food status because these are what consumers consider when making purchases. Makanyeza (2014) also recommended that marketers and policy makers in Zimbabwe or those targeting Zimbabwe should take into account consumer

ethnocentrism when designing strategies on the marketing of imported products. The issue of consumer ethnocentrism was very notable in the poultry industry, it was found to inversely predict consumer attitudes Makanyeza (2014) .Makanyeza therefore recommended marketers to take into account consumer ethnocentrism when designing strategies on the marketing of import products. Topcu and Mustafa (2015) and Makanyeza (2014) recommended future researchers to concentrate on how consumer ethnocentrism affect consumer attitudes at an industry or at product level .It is against this background that the current research would like to explore how consumer ethnocentrism affect local consumer attitudes towards imported food products in Zimbabwe. Zimbabwe is currently flooded with imports so the current research also seeks to explore how Zimbabwean consumers behave.

Zimbabwe minister of Industry and Commerce pointed out that the manufacturing sector used to be a key pillar in Zimbabwe's economy as it contributed 24% to the Gross Domestic Product(GDP) as its peak in 2009 (Chronicle Newspaper July 8, 2016). However due to a number of setbacks among them being the unavailability of long-term and affordable funding, as well as the influx of imports facing local companies, this has led to a drop in GDP to 13.1% (2016) and capacity utilisation in Zimbabwe's manufacturing sector declined from 47.4% in 2016 to 45.1% in 2017 (Manufacturing sector survey by the Confederation of Zimbabwean Industries -CZI, October 2017) and the major constraints affecting capacity utilisation are low demand for domestic products, competition from imports, local producer's constraints namely high production costs and shortages of foreign currency and this has affected the competitiveness of the sector.

Following the constraints faced by the Zimbabwean manufacturing sector, the country has observed increased importation of food products with imports amounting to \$3,6billion (Deputy Minister Agriculture, Newsday October 6, 2017).These aspects provide a good background in determining whether the decline of the manufacturing sector performance is due to the fact that Zimbabweans are not highly consumer centric or not or they just want product availability.

Zimbabwean retailers stock a wide range of products from other countries especially from South Africa. During the 2015 Confederation of Zimbabwe Industries (CZI) congress, the manufacturing industry complained of intentional sabotage by some local retailers and wholesalers who prefer to stock imported goods by shelving them strategically and placing local products in a small corner (Chronicle newspaper, September 4 2015). In the same article the Chief Executive Officer of the Buy Zimbabwe campaign, cited how the average local consumer is not aware of the impact that "a simple purchasing decision" has on the economy. It was stated that purchasing patterns of local consumers are influenced by the perception that foreign products are of better quality and value.

The influx of imports in Zimbabwe and the decline of capacity utilisation and the closure of some local food manufacturing industries are the aspects that led to the motivation to conduct this current research. This problem has not been adequately addressed and this has affected the viability of the economy. The researcher has also noted that some local products are actually cheaper compared to foreign products but nevertheless imports continue to flood Zimbabwean shelves. The influx of imports has proven to be a problem to the government and local food manufacturers leading to the introduction of Statutory Instrument 64 of 2016 (SI 64). The SI 64 imposed a temporary ban on imports of certain products. The SI 64 required traders to obtain an import licence from the Ministry of Industry and Commerce before importing basic commodities such as coffee creamers, bottled water, white petroleum jellies and body creams, canned fruits and vegetables, peanut butter, plastics pipes and fittings, builders-ware products, metal clad insulated panels, baked beans, cereals, fertilizers, flash doors, beds, wardrobes, bedroom and dining suites, office furniture and woven fabrics of cotton, among many others. The SI 64 objective was to Industrialise by import substitution, and promote “buy local”. These elements consolidate to make the perfect setting in which this study is conducted.

An understanding of consumer attitudes and consumer ethnocentrism is key as it helps marketers to understand how consumers behave towards products or brands (Argyriou and Melewar, 2011). Consumer Attitudes enables marketers to identify beneficial segments, develop new products, formulate and implement strategies (Assael, 2004). Likewise, the knowledge of consumer attitudes will enable Zimbabwean marketers to predict consumer behaviour (Wilcock et al, 2004). The phenomenon of increased access to products has also been noted in the food industry (Ramayah et al, 2011). Africa is said to have an annual food import bill of \$35 billion and estimated to rise to \$110 billion by 2025 (President of African Development Bank, April 2017). As companies are expanding globally, it is becoming important for them to pay attention in understanding consumer attitudes of their target markets and paying more attention to consumer ethnocentrism (Bandara and Miloslava 2012, Tsai et al 2013)

## **1.2 Statement of the problem**

Zimbabwe is faced with the problem of growing imports and this has created stiff competition for local industries thereby forcing some of them to shut down and this has also resulted in the GDP decline to 13.1% (2016) from 24% (2009). The government has tried to intervene by introducing SI -64 and “Buy Zimbabwe Campaign” but this has not fully solved all the problems as the influx is still visible in the market. The present study seeks to understand how consumer ethnocentrism variables like product attributes and demographics affect Zimbabwean consumers. The present research seeks to understand how marketers and policy makers can use consumer ethnocentrism factors to revive the Zimbabwean food

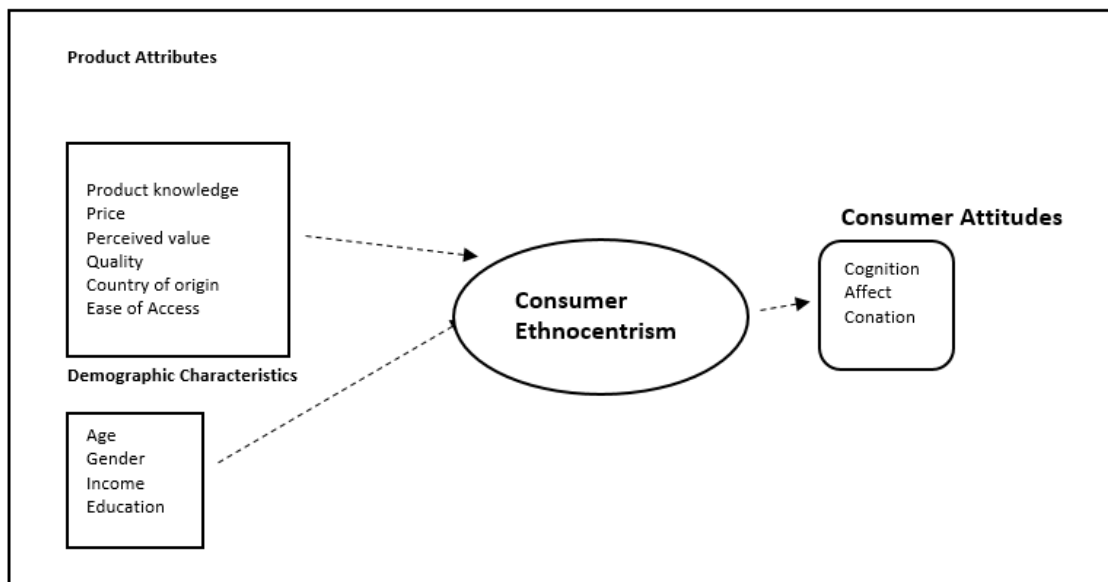
manufacturing industry. It also seeks to help local marketers with information necessary to target consumers with nationalistic feelings to influence product evaluation and purchase behaviour.

### **1.3 Conceptual Framework**

Sharma et al (1995) and Shankarmahesh M (2006) developed a framework in which consumer ethnocentrism was placed as a central focus and examined its antecedents, mediators, moderators and outcome variables. Consumers are not equally ethnocentric and differ in level of ethnocentrism due to a number of factors underlying consumer ethnocentrism. Consumer ethnocentrism is said to be affected by demographic and social-psychological constructs, Shamkarmahesh also added political and economic factors. In turn, consumer ethnocentrism will be a determinant of consumer attitudes towards importing foreign products. Moderating factors are perceived product necessity and economic threat. Kibret (2016) and Makanyeza (2014) argued that consumer ethnocentrism is affected by product attributes like price, quality, packaging and labelling and demographic factors like age, gender, income and education.

For this study, the following conceptual framework has been developed:

**Figure 1: Conceptual framework of the study**



*(Source: Sharma et al. 1995, Shankarmahesh et al.2006, Kibret 2016 and Makanyeza 2014)*

#### **1.4 Research objectives**

- To determine the impact of demographic characteristics on cognition and affect in the food manufacturing industry
- To examine the influence of product attributes on cognition and affect in the food manufacturing industry
- To investigate strategies the local food manufacturing industry can use product attributes to prompt consumers to purchase locally manufactured food products.

#### **1.5 Research questions**

- How does demographic characteristics affect cognition and affect in the food manufacturing industry?
- What is the influence of product attributes on cognition and affect in the food manufacturing industry
- How the local food manufacturing industry can use product attributes to prompt consumers to purchase locally manufactured food products?

## **1.6 Significance of the study**

### **1.61 In professional perspective**

- The researcher will be able to fulfil the requirements to complete a master's degree programme in Marketing Strategy.
- The researcher will gain experience in the field of study in how ethnocentrism affects local consumer's attitude towards imported food products using Zimbabwe as a point of reference.

### **1.62 In theoretical perspective**

- The study will contribute to the board of knowledge and in developing a comprehensive understanding of how consumer ethnocentrism and county of origin affect consumer attitudes.

### **1.63 In practical perspective**

- Professionals in the food manufacturing industry will get to understand to know why consumers would prefer to purchase imported food products instead of locally produced.
- This will also help marketers to formulate strategies from the consumer insights, how to use consumer ethnocentrism to compete with foreign products.
- Marketers in the manufacturing industry will also benefit in understanding to what extent do consumers in Zimbabwe value consumer ethnocentrism

## **1.7 Delimitations**

- The study focused mainly on consumers who purchase food products in Harare, Bulawayo and Gweru from three major retailers namely TM-PicknPay, OK and Spar Zimbabwe.
- Study participants included consumers who purchase from the listed retailers and retail marketing personnel. Consumers comprised of people who are aged 18 years and above as these are able to make their own purchase decisions and present a significant demand of food products.
- The product category comprised of food manufacturing products and limited to packaged finished basic commodities like tinned foods (baked beans), cereals, peanut butter, canned fruits and vegetables. All these products are under Statutory Instrument 64 (SI 64) which is meant to substitute imports by promoting local products.

- This research only concentrated on the following Zimbabwean food manufacturing industries: Cairns Foods Limited, Olivine Industries and Probrands Limited and South African competitor brands that are found in OK, TM-PicknPay and Spar.
- The researcher also got some of the information from local newspapers, industry reports, annual reports for the retailers and manufactures .The researcher dealt with information dated as early as January 2016.

### **1.8 Assumptions**

- For the purpose of this study it was assumed that imports are still coming in and will continue coming in through smuggling.
- It was assumed all food products referred to in this project are packaged basic commodities found in local large retailers (OK, TM-PicknPay and Spar).The range comprised of tinned foods (baked beans), cereals, peanut butter, canned fruits and vegetables.
- In order for this research to be successful it was assumed that that sample population was going to be a true representation of the population and respondents were to respond in an unbiased and truthful manner so that results obtained were going to be a true representation of actual facts and were to help in making informed decisions.
- The Zimbabwean economic, natural and political environment was to remain the same during research period
- Customers under study were remain purchasing food products under study
- Interviews and questionnaires provide detailed primary data.

### **1.9 Limitations**

- This study was limited to one product category of food products. This study concentrated on major cities only and yet there are other various cities in Zimbabwe and rural areas .However it was assumed that these three major cities were to represent a true reflection of the whole population.

### **1.10 Chapter summary**

This chapter presented the study on investigating how consumer ethnocentrism affects local consumer attitude towards imported food products in Zimbabwe. The chapter focused on the introduction giving an overview of the research. It also shows background of study which focuses on the independent variable (consumer ethnocentrism) and dependent variable (consumer attitudes) and how other researchers have viewed these concepts. The chapter also presents statement of the problem, conceptual framework,



research objectives, research questions, significance of the study, delimitations and assumptions. The following section centres on the literature of study

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

The previous chapter gave an introduction and an overview of the study. The purpose of this chapter is to take a broader perspective. Literature review enabled the researcher to identify the knowledge gap by looking on what has been done before. The information gathered helped in modifying the research objectives and assist in the answering of the research questions. The chapter presented a discussion of previous studies carried out by other researchers that helped the researcher achieve the study objectives.

#### **2.1 Consumer ethnocentrism concept**

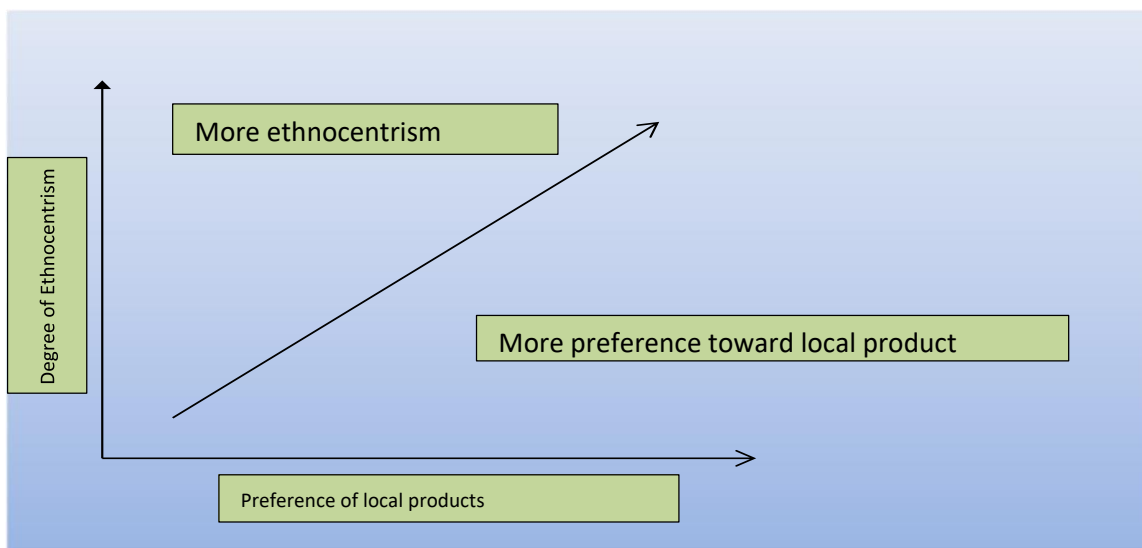
Shimp and Sharma (1987), are pioneers of the term consumer ethnocentrism. They defined consumer ethnocentrism as a “trait like property of an individual’s personality and encompasses the beliefs held by consumers, appropriateness and morality to purchase foreign products”. Consumer ethnocentrism is about reluctance to buy foreign products, prejudice towards foreign products and high concern about home country and the wish not to harm the local economy through increased imports (Shimp and Sharma, 1987). Consumers have rather different attitudes towards their home country (Kosterman and Feshbach, 1989), foreign countries in general (Shimp and Sharma 1987; Sun and Kwon, 2002) and specific foreign nation (Jaffe and Nebenzahl, 2006). Consumer ethnocentrism analyses emotional implications for consumers in relation to buying foreign products especially in situations where the domestic economy is not in a strong position (Sharma, 1995). Ethnocentric consumers will evaluate their own products differently from those manufactures in other countries (Huddleston et al 2000) overestimating the attributes and overall quality of domestic products (Sharma, 1995)

Consumer Ethnocentrism denotes consumers’ tendencies to distinguish between products of the in-group (home country) and out-groups (foreign countries) and to avoid buying foreign products due to nationalistic reasons (Herche, 1994 ). Even as non-ethnocentric consumers evaluate products on their own merits with respect to price, quality and other desired features, ethnocentric consumers consider purchasing imported products to be incorrect due to perceptions of losses to the domestic economy (Shimp and Sharma, 1987). Consequently, highly ethnocentric consumers are do not tolerate culture from other nations and they have so much pride and often despise values of foreign people (Martinez et al 2000).

Ethnocentric consumers will tend to reject people, symbols and values that are culturally dissimilar, while intra-cultural objects will become recipients of pride and attachment (Herche, 1994).

The majority of the authors (Shimp and Sharma 1987; Klein, Ettenson and Krishman, 2006; De Nisco, et al 2013) agree that consumers who hold strong ethnocentric beliefs are more likely to evaluate foreign products negatively than those who do not hold such beliefs (Shimp and Sharma 1987; Klein, Ettenson and Krishman, 2006; De Nisco, et al 2013). Consumers 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 because they also believe that their own country produces the best products (Klein et al 1998). Sharma et al (1995) as cited by (Watson 1999) argue that consumer ethnocentrism may result in an overestimation of the attributes and overall quality of domestic products and an underestimation of the quality of foreign products.

**Figure 2: Consumer Ethnocentrism Concept**



*Source: Alsughayir 2013*

Figure 2 shows the relationship between ethnocentrism and preference for local products. The more ethnocentric a consumer is the more they prefer local products. Those consumers exhibiting low levels of ethnocentric tendencies have less preference for local products. Consumer ethnocentrism can be seen as a form of an informal government procurement policy that unduly favours domestic companies (Kotabe and Helsen, 1998). Saffu, Walker and Mazurek (2010) summarises consumer ethnocentrism as a situation that favours local products over imported products. Furthermore,

Shankarmahesh (2006) notes that ethnocentric consumers not only shun imported products but do so irrespective of price and quality considerations due to nationalistic reasons.

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 biased towards domestic products (Evanschitzky et al. 2008). De Nisco et al (2013) agreed with Evanschitzky (2008) and others that ethnocentrism is a good predictor of a preference for domestic products, but goes on to argue that it cannot adequately clarify foreign product buying behaviour. A vast amount of research, as cited by Josiassen, Assaf and Karpen (2011), proves that consumer ethnocentric varies from one consumer to the other. In particular; more ethnocentric consumers are less culturally open and ( Shimp and Sharma, 1987), have lower world mindedness (Melewar,et al 2001), are more patriotic, more conservative (Sharma et al. 1995), more materialistic ( Olsen et al 1993), are more dogmatic (Anderson and Cunningham, 1972), and are less educated (Nishina, 1990).

According to (Shimp and Sharma 1987; Hamin and Elliott 2006, In developed countries, consumers to be patriotism coupled with a sense of a natural superiority of anything domestic making all foreign products to be inferior. Contrary, consumers in developing countries tend to perceive foreign goods as being of a higher quality. Kaynak and Kara (2002) indicate that ethnocentric consumers in developing countries often purchase foreign products because there are no national brands of comparable quality available. So where a normally highly ethnocentric consumer would be expected to shun foreign products in preference for domestic products, now a situation arises where there is a positive relationship between consumer ethnocentrism and the preference for foreign products (Saffu et al. 2010). Kaynak and Kara (2002) found that consumers in a developing country positively perceive imported products from the developed nations of Japan, USA and Western Europe to be well-known, technologically advanced, well-styled, expensive and well-advertised status symbols.

Shimp et al. (2005) further expanded the concept of consumer ethnocentrism. They established that consumer ethnocentrism leads to consumers not buying anything foreign thereby underestimating the value of foreign products and overestimating all local products. This therefore means positive evaluation towards and purchase intentions towards local products while negatively evaluating imported products. Previous researchers like Shimp and Sharma, 1987; Sharma et al, 1995; Nguyen et al, 2008) indicate that consumer ethnocentric tendencies result in product evaluations and purchase intentions for foreign products. Herche 1992; Wall and Helslop 1986; conducted a research and concluded that ethnocentric tendencies can lead to a positive purchase intention of domestic products

but might not necessarily lead to negative evaluations for foreign products (Bandyopadhyay et al, 2014), However, Yet Klein et al (1999), found that consumer ethnocentrism can actually lead in a negative intention to purchase foreign products.

## **2.2 Measuring consumer ethnocentrism**

Shimp and Sharma (1987) developed an instrument called CETSCALE (The Consumer-Ethnocentric Tendency Scale) measure the ethnocentric tendencies of consumers towards purchasing foreign products as opposed to buying products manufactured in the US .The development and introduction of the CETSCALE answered a plea made by Jacoby (1978) for domain-specific concepts in the fields of marketing and consumer behaviour (Saffu & Walker, 2005).Shimp and Sharma (1987) constructed and validated a 17 item uni-dimensional scale in order to measure the level of ethnocentric tendencies and is not product specific. The scale was established to be predictive of consumers' foreign product beliefs, attitudes, purchasing intention and purchasing behaviour (Bevan et al, 2011). The scale measured consumers' tendency to favour market offerings from their home country over market offerings from other countries. The resulting consumer ethnocentrism scale (CETSCALE) is one of the most referenced scales in international marketing. Over the years,the reliability and validity of the CETSCALE has been tested in various countries and on different product categories and the scale was found to be of high reliability and viability (Netemeyer, 1991).The consumer ethnocentric tendency scale has been validated across a variety of contexts (Balabanis et al, 2001; Ouellet, 2007; Shimp and Sharma, 1987; Balabanis and Diamantopoulos, 2004; Sharma et al., 1995; Herche, 1992; Netemeyer et al 1991).

According to Marcoux et al (1997), the ethnocentrism scale is divided into three dimensions: protectionism, socio economic conservatism, and patriotism. These are some of the so called “antecedents of ethnocentrism” by Shankarmahesh (2006).For the purpose of this study only those three (protectionism, socio economic conservatism and patriotism) are discussed as they elaborate more on how ethnocentric tendencies are measured. The CETSCALE will be adopted to examine the degree of consumer ethnocentrism among Zimbabwean consumers.

### ***Table 1: Consumer Ethnocentrism Scale***

<b>Protectionism</b>  2. Only those products that are unavailable in Zimbabwe should be imported <b>12.</b> Curbs should be put on all imports <b>14.</b> Foreigners should not be allowed to put their products on our markets Foreign products should be taxed heavily to reduce their entry into Zimbabwe <b>15.</b> We should buy from foreign countries only those products that we cannot obtain within our own country	<b>Patriotism</b>  <b>1.</b> Zimbabweans should always buy Zimbabwean made products instead of imports <b>7.</b> A real Zimbabwean should always buy Zimbabwean made products <b>9.</b> It is always best to purchase Zimbabwean products <b>10.</b> There should be very little trading or purchasing of goods from other countries unless out of necessity. <b>4.</b> Zimbabwean products first, last and foremost <b>5.</b> Purchasing foreign made products is un-Zimbabwean	<b>Social-Economic</b>  <b>Conservatism</b>  <b>6.</b> It is not right to purchase foreign products, because it puts Zimbabweans out of jobs. <b>8.</b> We should purchase products manufactured in Zimbabwe instead of letting other countries get rich on us. <b>11.</b> Zimbabweans should not buy foreign products because this hurts Zimbabwean business and causes unemployment <b>13.</b> It may cost me in the long-run but I prefer to support Zimbabwean products <b>17.</b> Zimbabwean consumers who purchase products made in other countries are responsible for putting their fellow Zimbabweans out of work <b>3.</b> Buy Zimbabwean made products. Keep Zimbabwean working

*Source: Spillan and Harcar (2013), Shimp and Sharma (2003)*

## 2.2.0 Antecedents of Consumer Ethnocentrism

Table 1 illustrated the antecedents of consumer ethnocentrism that are discussed in this study. Protectionism, patriotism and socio-conservatism all build into consumer ethnocentrism and are used to measure the ethnocentric tendencies of consumers. These antecedents are discussed individually in the following sections

### 2.2.1 Protectionism as a consumer ethnocentrism antecedent.

Protectionism exists when a government's demands duties, other taxes or complete ban on imported goods in order to protect domestic industries from international rivalry. These government policies confine or repress international trade. While this activity is implemented with the intention of shielding local businesses and jobs from foreign rivalry it can have unintended outcomes such as hiking prices of domestic goods (Spillan and Harcar, 2013).

A prominent way tactic to protectionism is to levy import tariffs and quotas. Another approach is to provide subsidies or tax cuts to domestic companies (Investor words. com, 2010). Even with the

reality of globalization, the idea of protectionist as a restriction to trade remains a powerful option for many people (McTeer, 2001). Job creation is the basic economic outcome when we buy and sell goods and services from other countries. When there is open trade, it makes the economic conditions better for all countries. More job development is created through international trade and it ultimately causes an increase in a society's willingness and ability to consume goods and services. This eventually raises real incomes, which begins the multiplier of consumption all over again. However, this strategy to control international imports has frequently failed (Netemeyer, 2010). While protectionists attempt to protect jobs in one country, they create more job losses in both countries. Furthermore, inefficiencies are introduced and price increases become prevalent in many goods. While there appears to be a perception of the protectionist country saving, in reality it begins to produce a lose-lose situation for both countries (Lee, 2001). A practical example of this can be the current Zimbabwean scenario. For a long period of time Zimbabweans have been importing South African products and that had seen a hive of activity within the Musina town of South Africa.

### **2.2.2 Socio economic conservatism as a consumer ethnocentrism antecedent**

There are basically three aspects that encompass the notion of conservatism. These concepts include: a.) Security through order and status; b.) Humanistic and expressive concerns; and c.) Religiosity and personal restraint (Spillan and Harcar, 2013). Karasawa (2002) acknowledged a relationship that existed with conservative attitudes, behaviours and the national heritage. Intrinsically, it follows the notion that consumers' negative attitudes towards foreign products is be influenced by their personal values. Hofstede (1980) introduced several cultural aspects of this phenomenon, which have been very useful in marketing. According Hofstede (1980), values are an inclination to desire certain specific situations to others. This understanding of values establishes belief standards by which individuals determine what is right and what is wrong. On another study, Schwartz's (1994) research discovered four essential elements in the development of values. These four elements include, openness to change, self-transcendence, self-enhancement and conservation. All of these have an impact on the construction of social economic conservative tendencies which build on ethnocentric tendencies.

### **2.2.3 Patriotism as a consumer ethnocentrism antecedent**

Patriotism is love for or devotion to one's country (Shankarmahesh, 2006, p.17). Some researchers have defined patriotism as a notion of people not willing to criticize or accept criticism of a nation. Others view patriotism as a means of consumers meeting their need to be loyal or their need for questioning in order to promote positions of change. Madupu, Sandipan and Sampath (2012), discovered that it is the uncritical patriotism that it is positively related to consumer ethnocentrism.

Balabanis and Diamantopoulos (2004) indicate that purchasing internationally vary depending on the perceived idea and image or value of the product. Some studies have indicated that patriotism is the emotional feeling people have about their own country and it does mean they ignore other countries. Other studies have found patriotism to be a good and positive feeling about ones nation and that it's the ability to view across borders can be positive. Emotional feeling about traditional customers, symbols, values and about national attributes can be part of the idea (Morse and Shive, 2011).

Consumer's patriotic emotions have a direct influence on their buying behaviour (Vassella, et al 2010). The study of the relationship of consumer ethnocentrism and patriotism appears to exhibit variations from country to country. A linkage between patriotism and consumer ethnocentrism was established in the research by Balabanis et al (2001) and Albarq and Mat (2007). Their studies indicated that such a relationship depends on a country's culture. Sharma et al (1995) showed a positive relationship between patriotism and consumer ethnocentrism

Previous studies have discovered that through consumer patriotism, people more favourably evaluate their own country's products than foreign consumers do (e.g. Nagashima, 1970; Han, 1988). In one study of consumer patriotism measurement, Hsiu Li-Chen found significant differences in between Taiwan and Indonesia with regard to terms of obligation, industry decline, and job loss. Indonesian consumers displayed noticeably greater consumer patriotism than Taiwan's consumers (Hsiu-Li Chen, 2009). Consumer patriotism has a significant effect on intentions to purchase domestic versus foreign products. Patriotic individuals show more consumer ethnocentric tendencies than individuals who are less patriotic. There is a positive correlation between patriotism and ethnocentrism (Sharma et al, 1995). The effects of patriotism on consumer ethnocentrism may vary from country to country (Vassella et al., 2010). Balabanis et al, (2001) and Albarq and Mat (2007) found that the relationship between patriotism and consumer ethnocentrism is country specific. Thus there is a positive relationship between patriotism and consumer ethnocentrism and the relationship(s) varies from culture to culture (Balabanis et al, 2001).

### **2.3 Factors Influencing Consumer Ethnocentrism**

Consumer ethnocentrism is influenced by many factors. Previous literature identified demographic factors, nature of product, product availability, product attributes, country of origin, cultural similarity, socio-psychological and economic factors as influencers of consumer ethncentrism (Shankarmahesh et al 2006; Teo et al 2011; Schiffman and Kanuk 2004; Ismael et al 2012; Sharma et al 1995)



According to Shimp (1984), consumer demographics determine consumer ethnocentrism. To assist marketers in classifying consumers who may be sensitive towards imported products, previous studies have investigated the relationship between consumer ethnocentrism and demographic factors such as age, income, education level and gender (Huddleston et al 2001; Sharma et al 1994; Keillor et al 2001). These variables are also the focus of the current study to determine how they play a role in Zimbabwe.

## **2.4 Consumer Attitudes Overview**

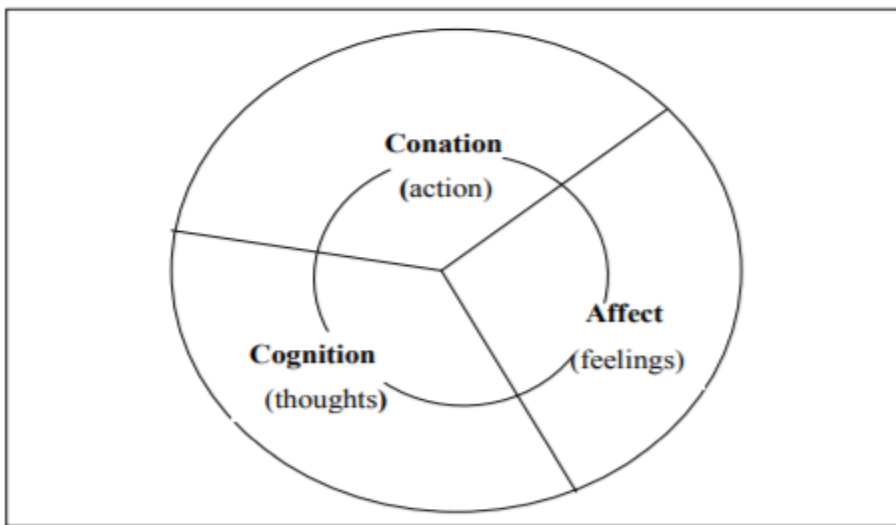
Consumer attitudes are a composite of a consumer's beliefs about, feeling, judgement and behavioural intentions towards a brand, product category and advertisement (Perner, 2005). Consumer attitude towards products or brands are developed as a result of the consumer's experience with the product, exposure to marketing communication efforts word-of-mouth information. Marketers benefit more by researching consumer attitudes towards their products therefore the first step is understanding attitudes and beliefs and working on changing or reinforcing them (Schiffman and Kanuk, 2010).

Consumer attitudes may push away or attract the consumer towards a particular product or brands (Schiffman and Kanuk, 2004:253). Attitudes tend to be consistent with behaviour, positive attitudes leads to consumer favouring the product thereby leading to positive purchase intentions. Attitudes occur within a situation therefore it is possible for an individual to have attitudes. An understanding of consumer attitudes is key as it helps marketers to understand how consumers behave towards products or brands (Argyriou and Melewar, 2011; (Schiffman and Kanuk, 2010). Attitudes enables marketers to identify beneficial segments, develop new products, formulate and implement strategies (Assael, 2004). Likewise, the knowledge of consumer attitudes enables marketers to predict consumer behaviour (Wilcock et al. 2004).

### **2.4.1 Consumer Attitude Model: The Tri-component attitude model**

According to the tri-component attitude model, an individual's attitude consists of three components namely; cognitive, affective and a conative component (Schiffman and Kanuk, 2007).

*Figure 3: The Tri-Component attitude model*



Source: Schiffman and Kanuk (2007)

#### **2.4.1.1 Conative Component of the Tri-component model**

The conative component entails the likelihood or tendency of an individual to take a specific action or behave in a particular way towards the attitude object (Schiffman and Kanuk, 2007). Schiffman and Kanuk (2007) highlighted out that in the disciplines of marketing and consumer research, the conative component is frequently treated as an expression a consumer's purchase intention and that buyer intention scales can be used to evaluate the likelihood of a consumer purchasing a product or behaving in a particular way. According to Brassington and Pettit (2003), the conative component is the most difficult attitude component to predict or control, as there are so many factors that can prevent a consumer from behaving in a particular way even if all the positive cognitive and affective attitudes of the consumer are present. Previous research by Du Plessis et al. (2007) proposed the best strategy that can be used by marketers in an attempt to change consumer attitudes is by focusing on changing the underlying component.

#### **2.4.1.2 Cognitive Component**

The cognitive component involves the reasoning and perceptions of an individual acquired from a direct experience of the attitude object as well as related information that the individual might have gathered from various sources of information. The knowledge acquired and perceptions formed, commonly take the form of beliefs which makes the individual to believe that the attitude object possesses a number of attributes and that specific behaviour will result in specific outcomes (Schiffman and Kanuk, 2007). Sheth and Mittal 2004, pointed out that there are three types of beliefs namely descriptive, evaluative and

normative. Descriptive beliefs connect a person or object to a quality or outcome. Evaluative beliefs connect an object to personal likes or dislikes, preferences and perceptions. Normative beliefs appeal to moral and ethical judgments in relation to an individual's acts. Hawkins et al. (2007) highlighted the strategies that can be used to change the cognitive element of consumer attitude. Strategies highlighted are to firstly change beliefs, followed by changing attribute importance, followed by adding certain beliefs and lastly to influence consumers' belief about the ideal product,

#### **2.4.1.3 Affective Component**

The affective component of an attitude refers to an individual's emotions or feelings about a particular product or brand (Schiffman and Kanuk, 2007). An emotional or affective evaluation of a product may be a vague, general feeling developed without cognitive information or beliefs about a product, or may be the result of several evaluations of the product's performance on each of a number of attributes (Hawkins et al., 2007). According to Hawkins et al. (2007), marketers are increasingly turning their attention to the affective or "feeling" component of attitudes to gain a better understanding of them than one based exclusively on the cognitive or "thinking" component of attitudes. Hawkins et al. (2007), highlighted that marketers can use three basic to increase affect by classical conditioning, affect towards the advertisement and simple exposure.

### **2.5 Impact of demographic factors impact on Cognition and Affect**

The socio demographic factors have been pinpointed as the most essential antecedents of consumer ethnocentrism. As a result of the different demographic characteristics varying customers show varying levels of consumer ethnocentrism, consequently highlighting their buying behaviour and intention.

This section reviews demographic factors like age, gender, level of education as well as level of income on the consumer extents of ethnocentrism. The section is also going to give an outline of some studies that were done in various nations, through the years, which will help the researcher to come up with a universal conclusion.

#### **2.5.1. Impact of Age on Cognition and Affect**

According to Caruana (2016) older people are more ethnocentric in comparison to younger people, older people are less favourably inclined to foreign made products as younger people show minimal consumer ethnocentrism. This has been explained by the fact that older people are more patriotic and conservatory (Ueltschy, 2008). Shimp and Sharma (2007) further states that older people have a higher degree of ethnocentrism because they are afraid of losing their jobs from foreign competitors. However, younger

people have appeared to be exposed to foreign produce and are more cosmopolitan, this results in a favourable tendency on imports (Bannister and Saunders, 2008).

Although age is said to be the strongest demographic factor which has an impact on cognition and affect (Cleveland, et al., 2009), are varying results when it comes to examining the two. Shankarmahesh (2016) argues of the positive relationship between the two variables as a result of the increase cosmopolitan as well as the changed socio-cultural beliefs of the younger customers. The homogenization triggers in the generation of the young can also explain the reason for such a case (Siamagka, 2009). On another note a study by Pentz (2011) has indicated that there is intense empirical evidence that the older populace have extrinsic ethnocentric than the younger populace. His study outlined various international studies that have proved the relationship. Moreover, he concluded that age is positively correlated to cognition and affect as he tested his hypothesis on South African respondents, showing the validity of the case as well as proving that the older populace is more ethnocentric than the young populace. Assaf and Karpen (2010) tested the same theory and found that the older populace in Australia is more ethnocentric than the younger populace, the case was the same for New Zealand as well (Watson and Wright, 2010). Shah and Ibrahim (2012) also conducted a study on Malaysian consumers and the findings indicated that there is a positive correlation between age and consumer ethnocentrism. Consumers from North Cyprus have also shown varying degree of ethnocentrism with basis on their age, even though there are variations among the younger consumers (Nadiri and Tumer, 2010).

However, the relationship between consumer ethnocentrism and age is not always positively correlated. In India and Bangladesh, it was found that there is no significant relationship between the age of the consumer and their cognition and affect towards foreign products (Muhammad, 2009). Another research carried out in India came out with the same findings denoting that management professionals, university students as well as secondary students belonging to the same age group have the same cognition and affect attitude towards foreign manufactured products (Bawa, 2004). The same findings were derived from a research that was conducted in Russia (Imbert et al, 2003).

Therefore there are different results as well as extensive literature on the relationship between age and consumer ethnocentrism. This leads to the conclusion that this relationship is worth examining in Zimbabwe. The varying results motivate the investigation of the influence of age on consumers' ethnocentric tendencies in Zimbabwe

### **2.5.2 Impact of gender on Cognitive and Affect**

According to Sharma et al, (1995) gender differences are as constitute that determines consumer ethnocentrism. Adding on, a number of studies found that women have more consumer ethnocentrism

tendencies than men (Wall and Heslop, 1986). The main reason for this is that female consumers are more conservative, open to practices and collectivists than men (Shankarmahesh, 2006). According to Maystek (2010) women are said to be more ethnocentric than men, he explains that this can be due to the notion that they are highly patriotic as well as harmony and positive attitude upholders. There are studies that were carried out in Malaysia, America and New Zealand which confirmed that women are more conservative than men (Muhammad, 1999; Klein, 1999; Shah and Ibrahim, 2012).

Even though studies have proven that women are more ethnocentric than men, there are studies that have the opposite findings. Banister and Saunders (1978) in contrary to other studies, men are more ethnocentric than men. A case can be of the Mauritian males that proved to have more ethnocentric tendencies than females (Ramsaran-Fowdar, 2010). There are several other studies that have shown no relationship between gender and consumer ethnocentrism. A study by Muhammad (1999) among Bangladesh male and female consumers. In the like manner Australian, Cyprus and Malta's males and females did not show any ethnocentric tendencies (Caruna, 1996) therefore the extent of consumer ethnocentrism has no relationship with gender.

Theoretical and empirical background in the field has shown no consistent results with regard to the relationship that exists between gender and cognition and affect across nations. With basis on such varying results it can be said that there is no general conclusion that women are not more ethnocentric than men, nor that gender is positively related to ethnocentrism. This study therefore serves to research if gender has a relationship with ethnocentrism.

### **2.5.3 Impact of educational Level on Cognition and Affect**

According to Friese (2000) education gives individuals an open mind; it induces them to think about various contexts this helps them realize the interrelationships in people, trade, political issues and economies around the world. He further explains that higher educated people have higher chances of interacting with people from various nations and possess the chance to travel and work abroad. It is believed that higher educated people have minimal ethnocentric tendencies and show little or no ethnocentric attitudes. Shrimp (1984) characterized ethnocentric people to be individuals that have low educational achievement than people that are not ethnocentric. This was evidenced in several studies in which the results from the relationship between people that are educated and consumer ethnocentrism were almost consistent (Shankarmahesh, 2006). In sync with this Watson and Wright (2000) defined the New Zealand ethnocentric customers as older women with very low education levels. The minimal educated Malaysian consumers also showed a very high level of ethnocentrism

(Shah and Ibrahim, 2012), just the consumers in Taiwan, thus to say higher levels of education yields low levels of ethnocentrism (Huang, Phau and Lin, 2010).

More educated Czech customers were open and receptive to foreign produce, which shows a low level of ethnocentrism, considering the previously mentioned findings from the relationship between age and consumer ethnocentrism, the proposition that educated customers are less ethnocentric is supported by various studies conducted on the Danish students, consumers from Greece, India, South Korea and South Africa (Bawa, 2004; Cleveland, et al., 2009). According to Siamagka (2009) the main reasoning behind such a scenario is that as an individual progress to advanced educational levels, they become very accustomed to foreign cultures as well as receptive to foreign products. The other reason can be found in the inverse relationship present between the world mindedness and consumer ethnocentrism, as non-world minded people are those that are less educated and come from a working class background, in comparison to world minded people (Friese, 2000).

Literature only found a limited number of studies which show no connection between level of education and the cognition and affect of consumers, or at least no consistent relationship between the variables. According to Balabanis (2001) there is no interactive relationship between the level of education and cognition and effect of the consumers. He further explained that higher educated people might have a positive evaluation. This was evidenced from customers in Bangladesh, Poland and North Cyprus (Nadiri and Turner, 2010; Pentz, 2011).

#### **2.5.4 Impact of Income on Cognition and Affect**

Research findings have shown the level of income has been said to be a demographic factor of consumer ethnocentrism that has given results that are rather varying from country to county (Siamagka, 2009). Several studies have established negative association between income and consumer ethnocentrism, high income earners are keen to spend more they have high propensity to spend as travelling abroad, which makes them cultural receptive (Maystek, 2010). In Shrimp's (1984) view ethnocentric are people that have lower incomes in comparison to the non-ethnocentric. Nadiri and Tumer (2010) carried out a research in North Cyprus examining the relationship between the level of income and the cognition and affect of consumers. The findings showed that participants that had higher monthly income levels had minimal ethnocentric tendencies than consumers that had a low monthly income level. The same findings can also be said about the Lithuanian respondents, since their growing income had an effect on the level of consumer ethnocentrism, thus to say more prosperous Lithuania consumers had lower preference for domestic products (Urbonavicius, 2010). Malaysia consumers belonging to low income group were found

to be highly ethnocentric than high income earners (Shah and Ibrahim, 2012). Similar results were also found on South African consumers and Indian consumers (Bawa, 2004; Pentz, 2011).

Notwithstanding previous research which revealed negative association between income and consumer ethnocentrism, some researchers did not find income to be a critical factor in determining consumer ethnocentrism (Shankarmahesh, 2005). A research of such kind was carried out by Cleveland, et al, (2009) who showed that the two variables were negatively correlated for the Greek participants, as their relationship was not that strong for other groups of participants. Australian customers also showed minimum connection between their income level as well as consumer ethnocentrism (Josiassen, 2010). A similar conclusion can also be said of consumers in Mauritius. (Ramsaran-Fowdar, 2010).

When one talks about income and consumer ethnocentrism the case of the US should be considered, Klein and Etternson (1999) carried out a study in America which was characterized by the income level as a predictors of consumer ethnocentrism. However, Hopkins and Powers carried out the same research and established a positive association between income and consumer ethnocentrism. This was explained by the notion that American products in the US a developed nation were more expensive than imports and they were attractive to the higher income consumers (Siagmaka, 2009). The varying finding on the effect of level of income on cognition and affect across different nations and countries, calls for a research of the same kind in Zimbabwe. This research therefore services to assess if level of income had an effect on the cognition and affect of the consumers.

## **2.6 Impact of product attributes on Cognition and Affect**

This section reviews product attributes like availability of product and nature of product on the consumer extents of ethnocentrism. The section is also going to give an outline of some studies that were done in various nations, through the years, which will help the researcher to come up with a universal conclusion.

### **2.6.1 Availability of product**

Consumer ethnocentric tendencies were established to be lower where there were no local product alternatives (Apil, 2006). In a research carried out by Fisher (2012) on the effect on product availability on consumer ethnocentrism in Malaysia. It was found that 75% of the consumers only bought foreign products that were not available in the nation. The same results can be said for Thailand shoppers, in which 98% of the respondents of the study pointed out that they bought Indo Mie made in Indonesia because it was not found in Thailand (Lee, 2005). Moreover, a study carried out Memeca (2012) in Zambia revealed that the consumers preferred some South African products because they were not available in their nation. However, other studies have come up with different

findings. Exter (2008) carried out the same research in China, to assess if the consumers would buy a foreign as a result of its unavailability in the domestic market. The respondents pointed out that they would rather not make use of the product than buying a foreign product. Still in China Tintin (2013) carried out a research on the unavailability of a product in the domestic and its effect on consumer ethnocentrism. 87% of the consumers pointed out that they would rather come up with an alternative of the Heinz Tomato Sauce than buying the foreign made product.

Moreover, Huddleston et al. (2003) proposed that ethnocentric tendencies were also affected by perceived quality of local products. In a research carried out by Lyndall (2015) on the 68% of the Tunisian consumers who preferred the Crosse & Blackwell Mayonnaise which was not available in the country pointed out that they had a positive perception about the product as it was not available in the country. Moreover, a research carried out by Swarna (2012) on H&M Abu Dhabi shoppers. 87% of the respondents pointed out that they preferred the clothing apparel store because it offered high-end fashion which could not be found in UAE.

However other studies have shown somewhat different findings. In a research carried out by Chen (2014) the consumers had no preference of foreign manufactured products. 77% of the consumers pointed out that if the product is not in the nation it is not good enough for them, hence a negative perception towards the product. Adding on, Iyer and Kalita (2017) carried out a similar research on the American made Tabasco Sauce. The respondents were asked if they would buy the foreign brand considering India had homemade peri-peri and not sauces. 68% of the respondents firmly pointed out that they would continue with the Indian made peri-peri and not the Tabasco, hence a negative attitude towards the brand and the product. Thus to say the availability of the product does not in any way have an effect on cognition and affect of the customer.

### **2.6.2 Nature of product**

Thellen et al. (2006) proclaimed that asserts that the descriptive power of CETSCALE differs across products and countries. Diamantopoulos, (2004) supported this view by admitting that consumer ethnocentrism based on specific products is more informative than a combined analysis of unspecified products from other countries. Ahmed and Astous (2015) research found out that the Malaysian consumers preferred products that were of the herbal nature more than products that were non-herbal. The respondents further pointed out that they preferred foreign products only when they were organic in nature. A research on the Body Shop sales of organic and non-organic products revealed that the UK consumers preferred the organic Tea Tree and Moringa products more than non-herbal. The respondents pointed out that they would buy a foreign product as long as it was of the herbal nature



(Cordell, 2011). Schiffman and Kanuk (2004) found that South African consumers preferred foreign luxurious products in comparison to the domestic brand. Adding on, Kaynak and Kara (2002) in their research found that the Malaysia female consumers preferred beauty products from Thailand and not China. Therefore the type of product has an effect on cognition and affect of the consumers. However, research has shown that the nature of the product has no effect on the cognition and affect of the consumers. A research carried out by Insch and McBride (2004) on the Iranin consumers' perception of the foreign herbal medication in comparison to the domestic herbal medication. The study revealed that the Iranian consumers still preferred their non-herbal medication to the foreign medication that had penetrated the market. Such findings show that results varies across nations some consumers prefer foreign products as a result of the nature as other consumers were not fazed by the nature of the product.

Furthermore, Wang and Chen (2004) postulated that the intention to purchase foreign or local products is largely influenced by the perceived quality of products. In their research, they postulated that Singaporean consumers opted for quality foreign products. The respondents pointed out that they would only buy a product if was of high quality. The same can be said about the Turkish customers who pointed out that the desire for foreign products made them opt for them in comparison to domestic products (Cho, 2011). The perception of quality is regarded as a multi-dimensional construct. It includes a number of attributes such as design, durability, appearance, colour, fashion, prestige, functionality, and reliability, value for money, technical advancement and workmanship.

In this respect, Huddleston et al. (2000) assert that, in situations where domestic products are inferior to foreign made products, ethnocentric tendencies tend to be low because foreign products would be the only products worth spending money on. This was however not the case for South African consumers, who said they would still buy low quality wine in South Africa as they thought it was of the best quality that foreign wine (Iyer and Kalita, 2017).

However, sometimes foreign brands may be better than domestic brands (Supphellen and Ritterburg, 2007). In this situation, consumers will try to compromise and reduce the gap between the superiority of foreign brands and inferiority of domestic brands. Instead of downgrading foreign products, consumers are more likely to upgrade domestic products or brands. Two possible explanations are available. First, exhibiting a negative non-conforming attitude towards foreign products would obviously be the norm of members of a particular group that foreign products are superior. Doing this is likely to result in significant personal and social costs.

Moreover, the need to account for ethnocentric tendencies may direct consumers to focus on familiar domestic brands rather than foreign made ones. Consequently, ethnocentric consumers are likely to upgrade renowned domestic brands as a result of being patriotic and the need to account for ethnocentric tendencies. They do so while accepting the fact that foreign brands are superior in order to conform to the in-group and social identity (Supphellen and Ritterburg, 2001). As evidenced in China, when the nation came up with its own WeChat social media platform like WhatsApp in a bid to ban WhatsApp. In a survey by Hui and Zhai (2013) 87% of the Chinese population pointed out that they use WeChat and not WhatsApp and they found it convenient for business.

From the findings above, it can be said that there is no exact nature that can be said to be effective or ineffective in determining the cognition and affect of consumers. Various researches have been conducted in varying nations with regards to cognition and affect. This research then serves to understand the effect of the nature of the product as a product attribute on cognition and affect of the consumers.

## **2.7 Attitudes towards domestic products**

Consumers in developing countries generally perceive the quality of domestic products as inferior to imported products while consumers in developed countries perceive their domestic products as of higher quality than imports. (Apil, 2006). In Mememca's (2012) study the Zambian consumers' preferred foreign products in comparison to the domestic products as they were of the idea that foreign products were of high quality. However, in Cordell's (2011) study the UK respondents preferred the domestic products in comparison to foreign products as they perceived their products to be high quality. However, 84% of Chinese restaurants in UK pointed said they preferred Chinese made ingredients when preparing meals for their guests as they were of high quality than the domestic products (Cordell, 2011). From the above it can be said that product preference is differs in context. The notion of quality therefore remains questionable.

In addition, Shankarmahesh (2006), capitalism is negatively correlated to consumer ethnocentrism. Also, troubled economies, those economies not performing well, or developing economies are associated with low consumer ethnocentric tendencies while developed economies are associated with high ethnocentric tendencies. This is evidenced by the study by Iyer and Kalitha (2017), the carried out their study on Indian consumers who preferred foreign clothing materials more than the local clothing materials. The respondents pointed out the locally made textiles were of poor quality and were no durable. The respondents then preferred materials from Italy or China. However a study by Choo (2011) carried out in China revealed that consumers preferred the Chinese made products,

thus a high degree of ethnocentrism or cognition and affect. The respondents explained that they had to support the domestic market for it to grow as well as to be profitable.

## **2.8 Product attributes and attitude towards domestic products**

The consumer behaviour of food industry customers is influenced by both internal and external factors and these varied from one customer to another. The critical factor is for marketers to understand how and why consumers engage in a particular behaviour. Erdogan and Uzokurt (2010) describe product attitude as consumer's overall evaluative judgement of a product's attributes such as style, brand and quality. Marketers of organizations engage several product attributes strategies to ensure that consumers opt for the domestic products.

The availability and distribution strategy of a product is one strategy that is used by manufacturing organizations to ensure that customers purchase domestic products (Alden, Steenkamp and Batra, 2006). The further explained that consumers require products that are easily accessible. In their study on the Indian market, they found that consumers preferred domestic products as they were easily accessible thus to say they could be found in major stores. Consumers pointed out that foreign product though they were of good quality they were found in speciality stores. Therefore availability had an effect on Indian consumers buying behaviour. Adding on, the same findings were found by Borestein (2009) who carried out his research in Italy, in which consumers said they preferred the domestic cheese to the foreign cheese because it was available everywhere even in the streets.

However the findings are rather different from what was found by Jain (2013) as he carried out his research on the South African consumers, who said they preferred Italian pasta compared to the local one. The respondents pointed out that the locally manufactured pasta was of low quality that then foreign pasta. The respondents then pointed out that it was not a matter of availability in store as they could still buy the product online. Therefore the product attribute of availability has nothing to do with the purchase intention of domestic products.

Adding on, another strategy that is used by local manufactures to win the attention of the consumers is the health and safety standard of the product. In a research carried out by Carter (2009) on the German brewed alcohol, the consumers pointed out that they preferred the domestic alcohol in comparison to international alcohol because the alcohol was advertised to be of safer than foreign alcohol. The respondents also pointed out that imported alcohol will be made under varying temperatures, packed and transported under varying conditions which they did not find safe for them. The same can also be said from the instance of the locally made fries from UK in comparison to the fries from French. In a study by Brendel (2011) the UK consumers pointed out that though France was well known for its French fries they still preferred

domestically packaged fries for health and safety reasons, thus to say that consumer buying behaviour towards local products is mainly influenced by the health and safety standard of the domestic product. However, according to Klerk (2012) Indian consumers preferred smuggled alcohol and were not worried about the health and safety measures. The respondents pointed out that the imported alcohol was of better quality than the domestic alcohol. Therefore health and safety has no effect on the purchase intention of alcohol.

It should also be noted that local manufacturers capitalize on the price of the product to ensure that consumers purchase domestic products. According to He and Wang (2015) the Chinese consumers preferred locally manufactured products to foreign products because they were a value for money. The respondents explained that they would rather purchase local products as they found them cheaper and were of value in comparison to foreign products. The same can be said about the Malaysian consumers, they revealed that they preferred the locally manufactured rice in comparison to rice from Thailand, because it was cheaper for them (Mai and Tambyar, 2011).

However, there are contradictory results that have been found from the Singaporean market. The respondents pointed out that they preferred imported organic vegetables which were more expensive in comparison to the domestic vegetables that were cheaper. Therefore, price has no effect on the purchase intention of domestic products.

Moreover, according to De Mooiji (2013), consumers can only be motivated to buy local products as a result of their nature. He further explains that the ingredients used to manufacture a product have the power to prompt the purchase intent of the customer. In his study, Mexican consumers preferred products that were of an organic nature whether they were local or foreign. The manufacturers then started manufacturing products of favourable ingredients and consumers started purchasing more of the domestic to the foreign product. Therefore the nature of the product has a strong effect on the buying behaviour of the customer. Adding on the same findings were found by Borenstein (2009) who carried out his study in Bangladesh, and gathered that consumers preferred products that were of a recyclable nature than one that could not be recycled. He further explained that manufacturers began to produce products that could be recycled which increased a purchase of the local product. Moreover, Coca Cola in Thailand saw that it was losing its market share as Pepsi Thailand was the first to come up with canned drinks. Coca Cola then resorted to manufacturing canned drinks and this increased its sales in Thailand. Therefore the nature strategy can be used by organization to ensure that consumers prefer domestic to foreign products

However, some researchers argue that local customers may develop favourable attributes towards products that come from countries with similar, cultural, political and economic conditions (Kaynak and Cavusgil, 1983). Moreover, some consumers perceive that products manufactured in developed countries are of high quality (Huddleston et al., 2001).

As the present study focuses on the food industry in Zimbabwe, it can be argued that consumer ethnocentrism is considered as a primary factor in assessing attitudes towards imported food products. However, some researchers (Akaah et al. 1993; Bennet et al 1996; Makanyeza 2005) have attempted to identify to what extent customers value extrinsic and intrinsic cues of local brands compared to foreign alternatives. Therefore most of the finding cannot be generalised to the present study.

## **2.9 Chapter Summary**

This chapter of the study presented the findings the theoretical and empirical review surrounding the research questions. Age, gender, level of education and income's affect on cognition and effect was assessed and the review found varying results. The nature of the product, the availability as well as the development of the market are product attributes that were analysed against cognition and affect and the research saw that findings were varying across different nations and context. Manufactures are said to use the pricing strategy, quality strategy, nature of the product and various other product attribute strategies, some have worked for domestic markets and others have not. This research therefore serves to assess the extent to which the Zimbabwean consumer demographics and products attributes have an effect on cognition and affect. The research also assesses the product attribute strategies used by manufacturers and if these have an effect on the purchasing intent of the customers. The following chapter presents the methodology of the study. The blueprint of how data will be generated from the research questions is well described and presented in the following chapter. The methodology is of essence to this chapter because it is about the design of the instrument that will help in coming with the findings that will be compared with what was found in this study.

# **CHAPTER THREE**

## **RESEARCH METHODOLOGY**

### **3.0 Introduction**

This chapter highlighted the research methodology to be used in this study. Research methodology sets out to define the body of practices, procedures, and rules used by those who work in a discipline or engage in an inquiry in this particular instance being the research study. It covered the research design, sampling procedures, research instruments, data presentation and analysis.

### **3.1 Research Philosophy**

Research philosophy concentrates on the development of knowledge. It postulates the nature of the knowledge with regards to the research (Saunders, 2009). Research philosophy is based on the assumptions about the manner that researcher views the world. These assumptions are then used to determine the research strategy and method considerations. Saunders et al, (2009) identified four research philosophies and these are positivism, realism, intepretivism and pragmatism. This study is going to use positivist and intepretivism approach.

#### **3.1.1 Positivism approach**

Positivism entails that any social phenomenon should be studied utilising natural science methods (Saunders, 2009). Positivists believe that reality is stable and can be observed and described from an objective viewpoint without interfering with the phenomena being studied (Saunders, 2009). Positivists believe in that phenomena should be isolated and that observations should be repeatable. It also involves manipulation of reality with variations in only a single independent variable so as to as to identify regularities in and to form relationships between, some of the constituent elements of the social world.

In the context of this research, the researcher agreed to the clam that is reality is observable. Due to this fact, the researcher looked towards to the positivist position therefore questionnaires were distributed and by doing quantitative research the researcher was convinced the objectivist approach can fulfil the ends of this study. Considerable data are often required as a positivist study would favour the use of quantitative methods to analyse large-scale phenomena (Travers, 2001). The use of this philosophy helped the researcher to explain the relationship between consumer ethnocentrism and consumer attitudes of Zimbabweans. This philosophy allowed the researcher to investigate the consumer ethnocentrism theory and the variables that comprised research questions.

## **3.2 Research design**

According to Malhotra and Peterson (2006) a research design provides a framework that directs the procedures to be followed when collecting data relevant for a particular research. In other words, a research design is the overall plan or framework in which the study is conducted. Malhotra and Peterson (2006) suggests three designs which can be used in conducting a research and these are exploratory, explanatory, and descriptive. Exploratory research emphasis is on “discovery of ideas and insights” whilst descriptive emphasizes on “frequency of occurrence” and explanatory or casual emphasizes on “determining cause and effect” Malhotra and Peterson (2006)

### **3.2.1 Descriptive research design**

Saunders (2009), stated that the primary objective of descriptive research is to get unbiased profile of certain events or scenarios. This design gives allowance of large volume of data to be comprehended into summary easily. The descriptive design in this study was conducted in the form of a survey to establish the consumer ethnocentric tendencies of Zimbabwean towards foreign manufactured food products. With the intent to satisfy the aforementioned requirements, it was believed that the quantitative approach is best suited to analyse the data. Survey research was employed for data collection and because of its use of quantitative values of variables which can be easily compared to each other, to study the relationship which the results are presumed to be more reliable and objective. Also, by assuming the sample is the representative of the population, the quantitative data was expected to interpret variables statistically with numbers and more importantly, to generalise the findings in terms of behaviours and opinions of the entire population (Saunders, 2009).

The research partly adopted a descriptive survey design whose principle point is to describe the research phenomena starting from a theoretical perspective towards generalizations after validating the empirical evidence, (Neuman, 2006). A descriptive research approach allowed the researcher the researcher to follow up on the available literature on vertical integration before making some inferences or generalizations. The researcher would employ questionnaires and interviews to valid and/or nullify the existing theories on vertical integration. More so, the design was adaptable since it could deal with simple and complex statistical methods. To conclusively establish the effect of innovations on research participants, the research would make use of questionnaires with closed ended questions distributed to employees in the selected fast food industry. The closed ended questions will provide quantitative data for the research

### 3.2.2 Exploratory research design

The research also adopted exploratory research design which is a qualitative research arm and this was employed “to explore” research questions as put forward by Bourma and Ling (2004). This research design was utilized to gain extensive knowledge and understanding of ethnocentrism in the food industry. Exploratory research was employed in this research to gather preliminary data regarding consumer attitudes and ethnocentric tendencies. This research designs helped the researcher to thoroughly understand consumer ethnocentrism in Zimbabwe and how local marketers can use it to gain competitive advantage over imported food products before attempting to quantify mass responses into statistically inferable data.

### 3.3 Target Population

Malhotra (1996) defined population as the cumulative of all elements, sharing some common set of characteristics that comprise the universe for the purpose of the marketing research problem. Population in this case was comprised of Harare, Bulawayo and Gweru customers who shop in Zimbabwe’s largest supermarkets (OK, PicknPay and Spar) since the researcher was mainly concerned with how these customers perceive consumer ethnocentrism and how it affects their attitudes towards imported products. Furthermore the researcher considered staff and management from these three retailers. The researcher also enquired and established from the three organisations the estimated average number of customers they had so as to attain the population size for the study .From the perspective of achieving the objectives of this study, the researcher was interested in people who purchase groceries (products under study) and those who were involved in retailing these products both local and foreign. The study also considered 80 marketing staff and management from PicknPay, OK and Spar. The study also considered customers who shop from these retailers per day which is estimated to be an average of 100, 000.Total number of customers considered to be part of the population was therefore 100,000.Hence the total population is 100,080 as shown in Table below 2.

*Table 2: Population of the study*

<b>Population Category</b>	<b>N</b>
Marketing personnel of PicknPay, OK and Spar	80
Customers	100,000
<b>Total</b>	<b>100,080</b>



### 3.4 Sampling

Sampling is selecting a small number of elements from a larger defined group of elements where by the researcher expects that the information gathered from the smaller group will provide accurate judgements about the larger group (Shukla, 2008).

#### 3.4.1 Sample Size

For this study, the researcher selected customers, staff and management of OK Zimbabwe, PicknPay and Spar using convenience and judgemental sampling until the required sample size was obtained. To establish a random sample for selection of participants from the three organisations the researcher adopted the Krejcie and Morgan (1970) model which is illustrated below.

$$x^2 * N * P * (1 - P)$$

$$S = \frac{\quad}{\quad}$$

$$[ME^2 * (N - 1)] + [x^2 * P * (1 - P)]$$

$$3.841(100,080)(1 - 0.5)$$

$$S = \frac{\quad}{\quad}$$

$$0.025 (100,080) + 3.841 * 0.5(1 - 0.5)$$

$$S = 384$$

Where:

*S = sample size*

*x<sup>2</sup> = chi-square for the specified confidence level at 1 degree of freedom*

*N = Population size*

*P = Population proportion (.50 in this table)*

*ME = desired Margin of Error (expressed as a proportion).*

The researcher considered this to be acceptable in order to come up with results that are valid. This sample size formula was also highly recommended by Research Advisors (2006) and Saunders (2009). Morgan (1970) also recommends that the appropriate sample size for almost any quantitative survey study and many researchers suggest that a Confidence Level=95% and Margin of Error=5% suffice. With a target population of 100,080 according to Krejcie and Morgan (1970) sample size determination table the sample size was determined to be 384. The researcher chose 400 respondents to so as to cater for consumers who might fail to return questionnaires and the table below shows the distribution of the sample population. The research is a customer oriented research and this justifies why the researcher allocated 90% to customers and 10% to marketing personnel. Sample size is shown by table 3.

**Table 3: Sample Size**

<b>Population Category</b>	<b>Sample Size</b>
Marketing Personnel (10%)	40 respondents
Customers (90%)	360 respondents
<b>Total</b>	<b>400 Respondents</b>

### **3.4.2 Sampling technique**

Sampling approaches are also referred to as sampling procedures, methods or sampling plans. Probability sampling is by chance, or likelihood of each event being selected from the population is known and is usually equal for all cases, probability is usually associated with survey (Saunders, Lewis and Thornhill 2007). There are five main methods that can be used to select a probability sample that is simple random sampling, stratified random sampling, systematic random sampling, cluster random sampling and multi stage probability sampling. Non-probability sampling involves non-random methods in the selection of elements in which not all cases have equal chances of being chosen. (Murimba and Moyo, 1987). In this research, the judgemental sampling and convenience sampling was used to gather information from the targeted population.

#### **3.4.1.1 Convenience sampling**

The researcher employed convenience sampling on targeted respondents (customers and marketing personnel) of PicknPay, Spar and OK Zimbabwe. Convenience sampling involves choosing respondents to participate in the study who are conveniently available. Sampling fractions were calculated and then

these sampling fractions were used to choose number of elements and then convenience sampling technique was used to calculate the desired number of respondents obtained. According to Saunders (2012), convenience sampling is ideal to obtain primary data. The researcher preferred this technique to obtain primary data from customers through questionnaires.

#### **3.4.1.2 Judgemental sampling**

Wagner (2003:156) outlines judgemental sampling as a non-probability sampling method which is based on judgement. Customers who are viewed as the best sources of information were handpicked by the researcher. The researcher used judgemental sampling to select a more representative sample that can bring more accurate results. The handpicking was based on researcher's knowledge and judgement. The researcher viewed this technique as suitable because it enabled the choice of customers who considered factors other than price when making purchase decisions

#### **3.4.2 Sample Frame**

Cooper (1991) describes a sample frame as a list of target population members used to obtain a sample. The target population were Zimbabwean who were 18 years and above as they who were thought to be economically active and encounter product purchase situations on almost a daily basis. This study concentrated on general consumers only; it does not include companies and organisations. It also concentrated on the employees and managers from the three major retailers.

### **3.5 Sources of data**

Both primary and secondary data were used.

#### **3.5.1 Secondary Data**

Malhotra (1996) defined secondary data as data that has been gathered and only might be relevant to the problem at hand. Thus it consists of information not gathered for the immediate study at hand, but for the purpose that is available internally or external to the organisation. Whether secondary data completely resolve a research issue or problem or not their low cost and relatively fast available require that primary data not be collected until a thorough search of secondary data is completed. Internal data include the company documents such as annual report, reports to stock holders, product testing results. External sources included regulatory departments like Confederation of Zimbabwe Industries, ZimStat, government agencies and departments. Secondary data provides necessary background information and builds creativity for the research. The researcher looked for sales trends for the chosen product category (both local and imports) from the retail sector, information on whether consumers prefer local or imports.

From the manufacturing sector the researcher also wanted to know on whether they were increasing or reducing production levels. From the regulatory boards the researcher wanted to understand the impact of imports on the selected products, also to know whether imports were reducing or increasing.

### **3.5.2 Primary Data**

Kurtz and Boone (1987), describes primary data as data collected from the first time during the marketing research. Such data is necessary when a thorough analysis of secondary data does not provide satisfactory information for marketing decisions to be made. The researcher wanted understand what consumers prefer when buying basic commodities? Also, to understand whether they prefer imports or local products.

### **3.6 Research instruments**

Bryman and Bell (2003) refers to instruments as tools used in doing a research. It can involve a specific instrument such as a self-completion questionnaire or a structured interview schedule or participant observation whereby the researcher listens to and watches others. In this study, the researcher will use a questionnaire in collecting data.

#### **3.6.1 Questionnaire**

Kotler (1999) suggests that a questionnaire consists a set of questions presented to the respondents for answers. The questionnaire is very flexible as there are many ways in which a researcher ask questions. It can consist of a set of open ended, closed or multiple choice questions which the respondents have to respond to .Open-ended questions are those offer the respondents freedom to answer in their own words, and to express any thoughts which they feel are appropriate to the question. Closed questions are those which offer the respondent, a question and a set of exhaustive responses from which the respondent chooses the one which most closely matches his or her own response (Saunders, 2003).

##### **3.6.1.1 Questionnaire design**

The questionnaires in this regard was mainly respondent questionnaires. The researcher concentrated on closed ended questions. Closed ended questionnaires will included all the possible answers and subjects where respondents were able to make choices among them in the form of Likert scale questions. The questions were heavily structured to make completion and analysis of the research simple. In direct approach the researcher asked direct questions about behaviour or thoughts.

#### **3.6.2 In-depth Interviews**

Saunders et al (2009) describe interview as “a purposeful discussion between two or more people which can be structured or unstructured.” An in-depth interview technique was found more appealing since the

researcher was going to seek for any clarity from the interviewee during engagement and also, deeper and richer information was extracted as rightfully stated by Neuman (2011). There was also an advantage by using an in-depth interview since the researcher would read facial expressions which were useful in making evaluations, unlike in the use of questionnaires where manipulation could be at stake. Interviews permitted the researcher to gather qualitative information through the use of open ended questions. Questions were open ended so as to give room for probing which gave more relevant information to understand consumer ethnocentrism tendencies.

### **3.7 Data Collection Procedure**

The researcher identified head of departments for the targeted section. These section heads were then requested to distribute the questionnaires to intended people who were in a better position to complete the questionnaires and hand back the questionnaires to the section heads. The researcher then collected these questionnaires from the heads. This created convenience and centrality for the respondents. Above the centrality, the supervisors were in a better position to identify people who did not hand back their questionnaires. This also allowed the researcher to make follow ups to the respondents. For some strategic customers, the questionnaires were emailed and they will download and respond and scan their responses back to the researcher. For other customers, the researcher distributed hard copies and collected back the questionnaires. Respondents were contacted by telephone, emails, instant messages like Facebook, google talk and skype to establish if they were interested in completing the questionnaires before they were sent to them. The respondents were given a week to answer the questionnaires, and this gave them time to query what was not clear to them. The researcher also interviewed selected consumers and managers to get insights that might have been difficult to gather using questionnaires.

### **3.8 Validity and Reliability of research**

Validity refers to the extent the research adequately measures and reflects that which it initially was meant to achieve, (Saunders et al., 2009). Reliability refers to the ability of research instruments and data analysis to yield the same results if repeated. In order to ensure the validity of data collected the questionnaire used was designed through the consultation of literature review. This ensured that the questions asked were within the context of the research field. In addition, the questionnaire that was used contained closed questions which made sure that the respondents only answered the questions within the context of the study filed, thus limiting out of context responses.

The research used triangulation in which findings from other respondents were brought together in order to ascertain mean responses thus making sure that what was said by some respondents was compared to what was noted by other respondents. In the same the data was corroborated by secondary data from journals and previous researches thus contributing to the validity of the responses. This strategy was

especially highlighted by Styhre (2010) whose study focused on capacity utilization in the shipping industry. Also, Kaiser-Meyer-Olkin (KMO) test was used to measure sampling adequacy. The lower the proportion, the more suited the data was to Factor Analysis. KMO returns values ranging from 0 and 1. According to SPSS 23 help desk a KMO values between 0.6 and 1 indicate that the sampling is adequate while those ones below 0.5 are unacceptable.

According to SPSS 23 help index an alpha value of more than 0.7 must be obtained in order to judge the questionnaire as reliable. In this study the Cronbach's alpha was found to be 0.762, and this would mean that the questionnaire would be reliable. Furthermore, the pre-test carried out on the questionnaire uncovered grammatical errors as well as substituting simpler terms for more complicated ones. As a result, the questions in the questionnaire were made simple to understand thus aiding to reliability of the responses. Additionally, respondents who were staff from the 3 retailers were also selected from different position levels. The researcher used judgement to select consumers so as to make sure all age groups, educational level, income level and gender were represented. This made the data gathered to be reliable in light of the fact that if responses from one tier were found to be similar to those of the other tier the results would be more likely to be valid.

### **3.9 Ethical Considerations**

This study required the participation of human respondents. This necessitated consideration of these for the purpose of ensuring the privacy as well as the safety of the participants. Among the significant ethical issues that were considered in the research process include consent and confidentiality. In order to secure the consent of the selected participants, the researcher relayed all important details of the study on the questionnaire introduction. Explaining these important details helped respondents to understand the importance of their role in the completion of the research. The confidentiality of the participants was also ensured by not disclosing their names or personal information in the research. Only relevant details that helped in answering the research questions were included.

### **3.10 Data analysis and presentation**

Yin (2003) propounds that data analysis consists of examining, categorizing and tabulating the data collected. After gathering the information, the subsequent step will be to collect, compile, infer, interpret, analyse and evaluate it. The key intention of data analysis is to obtain responses to the research questions. SPSS was used to analyse quantitative data. The researcher also took note of the consumer responses and these were analysed and interpreted. Data analysis tools that were used in presenting data included tables and bar graphs.

## CHAPTER FOUR

### DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

#### 4.0 Introduction

This chapter provided presentation, analysed and discussed findings from the research. This chapter was guided by research objectives. Hence findings were main focusing on determining the impact of demographic characteristics on cognition and affect, examining the influence of product attributes on cognition and affect, measuring ethnocentric tendencies of Zimbabweans and investigating how local food manufacturing industries can use product attributes to prompt consumers to purchase locally manufactured food products.

#### 4.1 Response Rate

Table 4 presents the response rate

*Table 4: Response Rate for questionnaires*

<b>Respondents</b>	<b>Distributed Questionnaire</b>	<b>Returned Questionnaire</b>	<b>Response rate</b>
Management and Staff	40	40	100%
Consumers	360	285	79%
Total	400	325	81%

*Source: Fieldwork*

Questionnaires were the main source of data gathering. The researcher distributed a total of 400 questionnaires to the marketing personnel of PicknPay, OK and Spar and customers from these three major retailers and a total of 325 fully completed questionnaires were collected representing a response rate of 81%. 100% response rate from management and staff was achieved through strong relationship which was between the researcher and respondents thereby contributing to the reliability of research findings. However, it was a bit difficult to make a follow up with all customers since they were scattered around thereby leading to a response rate of 79%. 81% response rate is sufficient to draw a conclusive analysis as according to (Hart, 2010).

## 4.2 Demographics

This section covered demographic information of respondents and the information covered included gender, income, age and income.

### 4.2.1 Gender of Respondents

Table 5 illustrated gender distribution of respondents as part of the questionnaire requirements.

*Table 5: Gender of respondents*

<b>Gender</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Male	148	45.5	45.5	45.5
Female	177	54.5	54.5	100.0
Total	325	100.0	100.0	

*Source: Fieldwork*

Table 5 illustrated that more females (54.5) responded as compared to males (45.5). The results are also in line with ZIMSTAT (2012) statistics that shows that there are more Zimbabwean females represent 5.94% percent of the total population while males represent 48.06% of the total population. Results indicate that females are the ones who often shop for food products as compared to males. During interviews with retail employees it was reported that females are the main grocery shoppers than males. Also during interviews with female respondents they highlighted that they preferred doing grocery shopping because they love shopping around comparing prices from one retail shop to another whilst males do not have time to do that.

### 4.2.2 Age of Respondents

The age of response was also asked by the questionnaire and the results are shown by the table 6.



**Table 6: Age of respondents**

<b>Age</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
18-27	98	30.2	30.2	30.2
28-37	103	31.7	31.7	61.9
38-47	98	30.2	30.2	92.0
48-57	15	4.6	4.6	96.7
58 and above	11	3.4	3.4	100.0
Total	325	100.0	100.0	

Table 6 results indicated age between 28 and 37 being the majority of respondents, in fact 92% of the responded were aged between 18 and 47 while age between 48 and above constituted 8% of total respondents. These results are also in line with ZIMSTAT (2012) results that showed the majority of population being between 21 and 50 representing 79% of the population. The results indicated that youth, young adults and adults who are below the age of 50 are the ones who love shopping for food groceries. 8% of respondents who are aged 48 and above are no longer interested in going around doing grocery shopping. Results also indicated that income increased with age implying that older respondents were earning higher income than younger respondents.

#### **4.2.3 Income distribution of respondents**

Income of respondents was also part of the questionnaire and responses are shown in table 7.

**Table 7: Income of respondents**

<b>Monthly gross income (USD)</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
0-\$399	138	42.5	42.5	42.5
\$400-\$799	85	26.2	26.2	68.6
\$800-1199	62	19.1	19.1	87.7
\$1200-\$1599	22	6.8	6.8	94.5
\$1600 and above	18	5.5	5.5	100.0
<b>Total</b>	<b>325</b>	<b>100.0</b>	<b>100.0</b>	

Results from table 7 indicated that majority of respondents (42.5%) earned a gross income of less than \$400 followed by 26% of respondents earning between \$400 and \$799, followed by 19% of respondents earning between \$800 and \$1199, followed by 7% of respondents earning between \$1200 and \$1599 , lastly respondents earning \$1600 and above were 6%. Results indicated that more customers were concentrated in the \$1199 and below range. The results were in line with FinSope (2015) report that indicated 80% of the adult Zimbabwean population earning less than \$200 a month. Results indicated that most respondents (78%) are in the income bracket of less than \$800. The income distribution also explained the reason why Zimbabwean are price sensitive. During interviews it was noted that most of respondents preferred foreign products because they were cheaper compared to local products so as long as there is an option to get something cheaper they will always go for it. Results also indicated that males were earning more than females. Most females (48%) were earning incomes of less than \$399.

#### **4.2.4 Education level distribution of Respondents**

The questionnaire also asked respondents to indicate their highest level of education and the response is shown in table 8.

**Table 8: Education level of respondents**

Highest level of education	Frequency	Percent	Valid Percent	Cumulative Percent
“O” Level	35	10.8	10.8	10.8
“A” Level	57	17.5	17.5	28.3
Technical/ trade college Diploma	98	30.2	30.2	58.5
University degree	110	33.8	33.8	92.3
Masters or higher	25	7.7	7.7	100.0
Total	325	100.0	100.0	

Results in table 8 indicated that 33.3% of respondents had attained University and they were more than other respondent categories. Second highest category of respondents had diplomas and these constituted 30.2% followed by those who had “A” Level 18%, followed by those who had “O” level and few respondents had Master’s degree and these constituted 8%. Results also indicated that most shoppers had Technical and University degree or higher this showed that they are the good target for grocery shopping. Results indicated that most of the respondents were educated therefore making them able to understand to interpret the questionnaire. This can be attributed to the judgemental sampling which was employed by the researcher in selecting respondents. From the results, the researcher established that income was directly associated with education. Those with high levels of income were also highly educated.

### 4.3 Reliability analysis

Cronbach’s alpha is a measure used to assess the reliability or internal consistency of a set of scale or test items. According to SPSS 23 help index an alpha value of more than 0.7 must be obtained in order to judge the questionnaire as reliable.

**Table 9: Reliability analysis**

### Case Processing Summary

		N	%
Cases	Valid	291	89.5
	Excluded <sup>a</sup>	34	10.5
	Total	325	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.762	25

Source: Fieldwork SPSS 23

Table 9 shows that the reliability index is 0.762 which is between 0.7 and meaning the questionnaire is reliable. Any figure below 0.7 means the questionnaire is not reliable.

### 4.4 Sample Adequacy analysis

Kaiser-Meyer-Olkin (KMO) test is a measure of how suited data is for Factor Analysis. The test measures sampling adequacy for each variable in the model and for the complete model. The lower the proportion, the more suited your data is to Factor Analysis. According to the SPSS23 help desk. KMO values between 0.8 and 1 indicate the sampling is adequate whereas KMO values less than 0.6 indicate that the sampling is not adequate and that remedial action should be taken

Table 10: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.812
Bartlett's Test of Sphericity	Approx. Chi-Square	10.772
	df	10
	Sig.	.7756

Source: Fieldwork SPSS23

As shown by table 10 the KMO value is 0.812 which is in between 0.8 and 1. This means the sampling is adequate.

#### 4.5 Descriptive Analysis of Consumer Attitudes: To determine the impact of demographics on cognition and affect

The mean scores for each of the items used to measure consumer perceptions are presented in Table 11:

**Table 11: Descriptive Analysis of Consumer perceptions**

<i>Code</i>	<i>Item</i>	<b>Mean Rating</b>	<b>Mean Response</b>
DF1	Zimbabwean made food products are generally reasonable priced compared to imports	2.17	Disagree
DF2	Zimbabwean made food products are generally well designed and packaged	2.10	Disagree
DF3	Zimbabwean made food products are generally of higher quality than imports	2.35	Disagree
DF4	Zimbabwean made products provide value for money	2.17	Disagree
DF5	If I see a local product and a foreign product priced the same, I would choose a local product.	2.18	Disagree
DF6	Zimbabwean made food products are healthy and safe to consume	3.62	Agree
DF7	If two products were equal in quality, one foreign and the other Zimbabwean, I am willing to pay slightly more for the Zimbabwean product.	2.09	Disagree

Results from Table 11 show that item “If two products were equal in quality, one foreign and the other Zimbabwean, I am willing to pay slightly more for the Zimbabwean product” had the least rating with a mean of 2.09 (disagree) which shows that consumers have negative perceptions towards local products. Respondents revealed that they were not happy with the price of local food products versus imports and as shown by the mean rating of 2.17 (disagree) on item “Zimbabwean made food products are generally reasonable priced compared to imports”. This points to Zimbabwean consumers being less consumer ethnocentric. Consumer ethnocentrism is described as a situation whereby local consumers prefer foreign products instead of locally produced products (Apil ,2006).Consequently, for highly ethnocentric consumers even if the price for local products is high this will be overestimated to be associated with high quality Watson (2005).However results from the current study seem to be contrary to previous studies, Zimbabwean consumers were found to be less ethnocentric and did not overestimate the value of local products.

Furthermore, results revealed that consumers did not perceive Zimbabwean food products as well designed and packaged as shown by a mean score of 2.10 “disagree”. This also points that consumers are less consumer ethnocentric since highly consumer ethnocentric consumers will overstate the value of the locally produced products and underestimate foreign products as inferior (Huddleston et al.2000) thereby overestimating everything about value and quality of locally produced products (Sharma, 2006).Therefore, results from this current study was contrary to the previous studies therefore points to Zimbabwean consumers to being less consumer ethnocentric. Results from this current study seem to agree with previous studies by (Mat, 2007) in that consumers from less developed countries are less consumer ethnocentric and they tend to be perceive products from developed countries as of high quality and products from less developed countries as of poor quality.

Moreover, results revealed that consumers did not perceive Zimbabwean made food products as of higher quality than imports as shown by a score mean of 2.35 “disagree”. This also points to Zimbabwean consumers as less consumer ethnocentric since highly ethnocentric consumers believe that it is wrong to purchase foreign products and also tend to perceive those good as lower in quality than local products (Krishman, 2006).Also results from the current study are contrary to the notion that highly ethnocentric consumers tend to overestimation of the attributes and overall quality of domestic products and an underestimation of the quality of foreign products ( Klein et al, 2005).Therefore the current study points to Zimbabwean consumers as being less consumer ethnocentric as they were found to have perceive local products as of poor quality.

In addition to the above, results depicted that consumers prefer foreign brands over local brands as shown by a mean score of 2.18 “disagree” on “If a foreign brand and a local brand are price the same, I would prefer the local one”. Also results revealed that consumers were not willing to pay slightly more for local products. During interviews with consumers, it was highlighted that it is better to purchase a foreign brand and they were willing to pay a little more for a foreign brand because they will be guaranteed of quality. During interviews with marketing personnel from the three retailers they also pointed out that if a foreign brand and a local brand are priced the same, stocks for foreign brands depletes faster and consumers will then buy local brands after they foreign stocks will be finished. During interviews consumers also revealed that they were more comfortable in paying more for a foreign product instead of a local product. This phenomenon is similar to results of the research done by Diamantolopus (2004) which found out that purchasing foreign products varies across consumers and is dependent on the perceived value and image of the product and if consumers have negative feelings about products from their own country they will purchase foreign products.

However, results revealed consumers as more confident in consuming local products because of their health and safety as shown by a mean score of 3.62 “Agree” in Zimbabwean made food products are healthy and safe to consume. During interviews with consumers it was revealed that when one is purchasing local food products they are guaranteed of the originality and organic of ingredients unlike imports which may be genetically modified. This shows that somehow local consumers appreciate Zimbabwean made food products but improvements are just needed on the final quality as consumers seem to be happy with ingredients.

**Table 12: Demographic characterises distribution on cognition and affect**

Demographic Characteristic		Mean on Consumer perceptions towards local products
Gender	Male	2.75
	Female	2.25
Age	18-27	2.63
	28-37	2.61
	38-47	2.52
	48-57	2.24
	58 and above	2.55
Highest Level of Education	“O” Level	2.72
	“A” Level	2.75
	Technical/ trade college	2.32
	University degree	2.22
	Masters or higher	2.12
Income	0-\$399	2.83
	\$400-\$799	2.93
	\$800-1199	2.41
	\$1200-\$1599	2.44
	\$1600 and above	2.39

Current study revealed that gender differences determine perceptions, beliefs and emotions towards products. Results revealed that women consistently depicted negative perceptions towards local products as shown by a mean of 2.25 (Disagree) However this relationship might vary from one product to another and it might have been more prevalent in this product category because it is mostly women who do shopping for the food products that were under study. During interviews with consumers, women pointed

that they preferred doing their shopping because men did not pay attention to detail, they just pick products and go. Current study results were found to be similar to study results by Banister and Saunders (1978), however contrary to the studies by Sharma et al. (2003).

Moreover, the current study did not reveal any relationship between age differences and preference on local products. Results seemed similar across all age groups as shown by mean between 2.24 to 2.63 as consumers depicted negative feelings, emotions and beliefs towards local products. The reason for this might be the product category under study which shows that consumers are not happy with local products. Current study results were found to be similar to results by Bawa (2004) and Al Taei (2012), in that they did not find any differences in behavior from different age groups. Current study results were found to be contrary to research done by Sharma et al. (1995) that depicted older people as having strong beliefs and attitudes towards local products.

In addition to the above, current results revealed that well educated people (Technical/ trade college, University degree, Master's degree had a mean of 2.32, 2.22, 2.12 respectively) were less ethnocentric and were highly motivated to purchase foreign products than less educated people ("O" level, "A" level had a mean of 2.72 and 2.75 respectively). This might be due to the fact that they pay attention to detail, they have more disposable income which can allow them to make informed decisions. Results from the current study are similar to studies by Keillor et al. (2004) that depicted that well educated people did not have challenges with purchasing imported products. The underlying rationale was that more educated people tend to be less conservative (Ray, 1990) and are less likely to have ethnic prejudices (Watson et al. 2003).

Furthermore, results from this current study depicted that consumers with more income were less ethnocentric (\$800-\$1199, \$1200-\$1599, \$1600 and above had mean of 2.41, 2.44, 2.39 respectively) compared to those with lower income (0-\$399, \$400-\$799 had a mean of 2.83, 2.93 respectively). The reason for this behavior might be the fact that consumers with more income are the ones who travel around the world and have disposable income to spend unlike those with low income. Results were found to be similar to studies in Malaysian consumers belonging to low income group being highly consumer ethnocentric (Shah et al, 2012). Similar findings were also found with Lithuanian respondents, since their growing income had an effect on the level of consumer ethnocentrism, thus to say more prosperous Lithuania consumers had lower preference for domestic products (Urbonavicius, 2010). Therefore it can be said that income affects perception, beliefs and emotions towards local products.



#### **4.6 Descriptive statistics of the influence of product attributes on cognition and affect**

Statements used to measure influence of product attributes on cognition and affect towards Zimbabwean products and imports. Respondents were to respond in a scale of 1-5 (Strongly Agree=5, Agree=4, Neither disagree nor agree=3, Disagree=2, Strongly Disagree = 1. The researcher sought to understand which products whether local or imports were preferred by respondents. Results are presented in Table 13:

**Table 13: Descriptive statistics of the influence of product attributes on cognition and affect**

<i>Code</i>	<i>Please tick your response for each question.</i>	<b>Mean Rating</b>	<b>Mean Response</b>
<b>Evaluation of Imports</b>			
PA1	I purchased food products for the first time and was impressed of the quality	4.6	Strongly Agree
PA2	I purchased small quantities of imported food products so as to test.	4.0	Agree
PA3	I have evaluated imported food products through consuming them for the first time.	4.2	Agree
PA4	I have been encouraged to try imported food products and I did.	3.6	Agree
PA5	I approve imported food products.	4.5	Strongly Agree
<b>Evaluation of Zimbabwean food products</b>			
PA6	I always buy Zimbabwean food products because of quality	2.20	Disagree
PA7	I am loyal to Zimbabwean food products and will never try imports	2.39	Disagree
PA8	I often buy Zimbabwean food products because of their ingredients	2.5	Neutral
PA9	I frequently spend more on local food products than imported products.	2.06	Disagree
PA10	I am very happy with locally manufactured Zimbabwean food products.	1.4	Strongly Disagree
PA11	I no longer have doubts in buying Zimbabwean food products.	1.3	Strongly Disagree

Table 13 exhibited responses from respondents pertaining their evaluation of imports and local products. Results showed that all responses pertaining evaluations of imports were positive as shown by mean scores of 3.6 and above, item “I purchased food products for the first time and was impressed of the quality” being the highly rated with a mean score of 4.6. Zimbabwean consumers are happy with imports as shown by positive scores and they are not happy with Zimbabwean food products as shown by low mean

score with item “I no longer have doubts in buying Zimbabwean food products having the least mean rating of 1.3. Results from the study implied that Zimbabwean consumers are less ethnocentric and they don’t have any problems with imports. From the interviews, consumers pointed out that their preference of imports is not due to local products unavailability but it was because of the quality of local products which was not good. Results from the study are contrary to research done by Fisher (2012) that found out that customers only bought foreign food products that were not available in the country. Moreover, contrary a study carried out by Memeca (2012) in Zambia revealed that the consumers preferred some South African products because they were not available in their nation. Tintin (2013) carried out a research on the unavailability of a product in the domestic and its effect on consumer ethnocentrism. 87% of the consumers pointed out that they would rather come up with an alternative of the Heinz Tomato Sauce than buying the foreign made product. This therefore implies that preference of foreign products varies from one country to the other.

In addition, results pertaining evaluation of Zimbabwean food products revealed negative perceptions towards local food products as shown by mean scores of 2.39 and below. Results from this study revealed customer preference is also affected by the perceived quality. If consumers perceive local products to be of high quality they would prefer them. Results from this study were similar to the study by Shankarmahesh (2006) that revealed perceived quality being an important factor used by consumers in evaluating whether to purchase a local or foreign product. Therefore if consumers are have negative perceptions towards local products they would buy foreign products. In addition, Huddleston et al. (2000) assert that, when consumers are faced with a situation whereby local products are of inferior quality their ethnocentric tendencies tend to be low as they will be left with no choice but to purchase foreign products .Therefore, from the results, product attributes have an impact on cognition and affect. Positive or good product attributes lead to positive cognition and affect which means if consumers perceive positively evaluate product attributes they develop positive perceptions, beliefs and feelings towards those products. From the current study it was found out that consumers had positive perceptions towards imports and negative perceptions towards local products therefore they prefer imports.

#### **4.7 Descriptive statistics of consumer ethnocentrism: To measure ethnocentric tendencies of Zimbabweans**

To measure ethnocentric tendencies of customers the researcher used a 17 CETSCALE and respondents asked to indicate their responses on a scale of 1-5 (Strongly Agree=5, Agree=4, Neither disagree nor

agree=3, Disagree=2, Strongly Disagree = 1. The mean scores for each of the items used to measure consumer ethnocentrism are presented in Table 14:

**Table 14: Descriptive statistics of Consumer ethnocentrism**

<i>Code</i>	<i>Item</i>	<b>Mean Rating</b>	<b>Mean Response</b>
CET1	Zimbabweans should always buy Zimbabwean made food products instead of imports	2.51	Neutral
CET2	Zimbabwean products, first, last, and foremost	2.14	Disagree
CET3	Purchasing foreign-made products is un- Zimbabwean	1.4	Strongly disagree
CET4	Buying Zimbabwean made food products is always the best	2.10	Disagree
CET5	A real Zimbabwean should always buy Zimbabwean made products	1.52	Disagree
CET6	It is always best to purchase Zimbabwean made food products	2.35	Disagree
CET7	There should be very little trading or purchasing of food products from other countries unless out of necessity	4.12	Agree
CET8	Zimbabweans should not buy foreign food products because this hurts Zimbabwean business and causes unemployment	2.12	Disagree
CET9	It may cost me in the long-run but I prefer to support Zimbabwean made food products	2.38	Disagree
CET10	Zimbabwean consumers who purchase food products made in other countries are responsible for putting their fellow Zimbabweans out of work.	2.24	Disagree
CET11	We should purchase products manufactured in Zimbabwe instead of letting other countries get rich on us.	2.48	Disagree
CET12	Buy Zimbabwe-made products. Keep Zimbabweans working	3.55	Agree
CET13	Only those food products that are unavailable in Zimbabwe should be imported	3.89	Agree
CET14	Restrictions should be put on all food imports	2.14	Disagree
CET15	Foreigners should not be allowed to put their food products on our markets	2.38	Disagree
CET16	Foreign food products should be taxed heavily to reduce their entry into Zimbabwe	2.28	Disagree
CET17	We should buy food products from foreign countries only those products that we cannot obtain within our own country	3.59	Agree

Table 14 exhibited the ethnocentric responses: CET 1-7 measures patriotism, CET 8-12 measure Socio-economic conservatism and CET 13-17 measure protectionism. Results show that 5/8 of responses pertaining patriotism were 2.35 (disagree) and below implying that consumers are not patriotic. According to Shankarmahesh (2006), patriotism is love for or devotion to one's country. So from the results Zimbabwean consumers seem not to be loyal to Zimbabwean products. Purchasing foreign products seems to be acceptable in Zimbabwe as shown by a mean rating of 1.4 on "purchasing foreign products is un-Zimbabwean". Related to these findings, Balabanis and Diamantopoulous (2005), agree that perceived image or value of the product determines the perception to purchase local or foreign products. If consumers develop negative perceptions towards their county products they would prefer purchasing foreign products. This behavior has been depicted in the results from this current study in that Zimbabwean have negative perceptions towards Zimbabwean products therefore they prefer foreign food products. Results from this study are contrary to findings by Nagashima (2013) who postulated that consumer patriotism can motivate consumers to favor their own local products. This current study established the power that consumer patriotism has on purchase intentions, therefore Zimbabwean consumers have been found to be less patriotic less consumer ethnocentric. These results also agree with findings by Vasella et al, (2010) in that patriotism vary from country to country.

In addition, CET 8-12 measured socio economic conservatism and results show that somehow Zimbabwean consumers are not conservative as shown by mean scores of less than 3.55, item "Zimbabweans should not buy foreign food products because this hurts Zimbabwean business and causes unemployment" having the least mean score of 2.12. Results depicted that consumer negative attitudes towards local products is influenced by their personal values. Therefore current results depicted that Zimbabwean consumers consider buying foreign products as right. Results suggested that Zimbabweans were only concerned about themselves as individuals and not about the welfare of their counterparts and the economy. Results imply that Zimbabwean might not be aware of the impact of purchasing foreign products to the economy. Furthermore Zimbabwean consumers seemed to be concerned about the short benefits of purchasing foreign products and not looking at the long term constraints that may lead to unemployment and economic meltdown.

Moreover, CET 13-17 measured protectionism and results show that Zimbabwean consumers prefer foreign products as compared to imports and do not want any foreign products restrictions as shown by mean score of 2.14 on item "Restrictions should be put on all food imports". Also this is supported by a mean score of 2.28 on item "Foreign food products should be taxes heavily to reduce their entry into Zimbabwe". Related to these findings, McTeer (2001) argues that protectionism approach has frequently failed. The government of Zimbabwe has banned the imports of some of the food products but this has

failed as some of the products are still coming in through smuggling which shows that Zimbabwean prefer imports. Results from this study imply that consumers do not agree to restrictions of food imports, taxing imports and not allowing foreigners to put their food products in Zimbabwean markets. On the other hand. Results from the current study seemed to be contrary to McTeer (2001)'s argument that international trade created job development therefore purchasing foreign products is a good mechanism. Therefore from the current study Zimbabwean consumers view protectionist as a wrong doing and reducing the economic activity of the country.

#### 4.8 Descriptive statistics of factors considered by consumers

The researcher asked respondents to rate factors which they agreed to be important and they considered when purchasing food products. The researcher suggested ten factors and asked respondents to rate them. Respondents were to rate these factors in a scale of 1-5 , 1 being least important represented by strongly disagree and 5 being high importance represented by strongly agree. Results are presented in Table 15.

*Table 15: Factors considered by consumers when purchasing food products*

<i>Code</i>	<i>Item/Description</i>	<i>Mean Rating</i>	<i>Mean Response</i>
PAF1	Taste	3.85	Agree
PAF2	Packaging	2.53	Neutral
PAF3	Healthy and Safety issues	3.71	Agree
PAF4	Price	3.89	Agree
PAF5	Ingredients	3.52	Agree
PAF6	Ease of access/ availability	3.57	Agree
PAF7	Motivated by promotions	2.57	Neutral
PAF8	Influence from family members and friends	3.48	Agree
PAF9	Religious beliefs	2.42	Disagree
PAF10	Quality	4.55	Strongly Agree

As illustrated in table 15, when consumers are purchasing food products there are certain factors that are important to them. Results show that Zimbabwean consumers place much interest on quality as shown by the high importance mean score of 4.55 “Strongly Agree”. This suggests that consumers are really concerned about the quality of food products and they consider quality as very important compared to

other factors. Therefore it is important for local marketers to know what consumers consider as important when purchasing food products. Previous research by Nguyen et al (2005), Steenkamp (2003) revealed that consumers value global products as they are assumed to be of high quality. This therefore pose a difficulty to local marketers as there is a high tendency of consumers shunning local food products in favor of foreign food products.

In addition, consumers place high importance on the ingredients of food products and this is shown by the mean score of 3.52“Agree”. Therefore local food manufactures should priorities ingredients when they produce food products as consumers seem to be health conscious. Health and safety also scored a mean of 3.71 which shows that consumers place it as an important factor when purchasing food products.

Moreover, results revealed that consumers place high importance on ease of access or availability of the product when purchasing food products as shown by a mean score of 3.57. During interviews consumers pointed out that they were not keen in moving from one shop to another looking for a food product, of which with Zimbabwean products supply in the shops is not guaranteed. So Zimbabwean marketers should improve on the accessibility of food products as consumers end up purchasing imports.

In addition, results also revealed that consumers place high importance on the taste of food products as shown by a mean score of 3.85. During interviews consumers highlighted that imports tasted better than local products therefore local marketers should improve on the taste of local products. Results also revealed that consumers placed high importance on price when shopping for food products. Price had a mean score of 3.89. Previous studies established that if consumers are sensitive to price then a high price for a local product will force them to look for alternative cheap import products. Subsequently, it is important for local marketers to understand consumer ethnocentric tendencies so that they can know whether consumers are ready to forsake local products because of a price increase or not (Hansen, 2005). Therefore results from the current study revealed that Zimbabwean consumers are less consumer ethnocentric therefore if a local product is priced more than a foreign food product there is high probability of them purchasing a foreign product.

Moreover, results revealed that consumers placed high importance on the feedback and influence from their relatives and friends as shown by a mean score of 3.48. Results revealed that consumers considered their reference groups when making purchase decisions. This therefore mean that a bad experience with a product will cause one consumer to advise their counterparts to refrain from buying it. Therefore it is key for local marketers to seriously consider consumer feedback as it might affect future sales of the business and a study by Swaninathan et al, (2001) established that information obtained from direct experience



with the product is taken more seriously by consumers than other sources of information. Therefore consumers use held beliefs when making purchases of food products.

However, results revealed that consumers placed least importance on packaging as shown by a rating of 2.53, religious beliefs with the least mean rating of 2.42 which shows least importance and being motivated by promotions scored a mean rating of 2.57. Therefore somehow consumers agree to firms' marketing effort (promotions and packaging) but they are not as important as other factors. This implied that marketers should do marketing related activities as they help them in creating brand awareness but in terms of importance they are ranked the least as compared to other factors.

#### **4.9 Summary**

This chapter analysed the responses from staff and management from three retailers, consumers who buy groceries from Spar, OK Zimbabwe, PicknPay and reviewed their responses. The researcher gathered the necessary information to understand consumer attitudes and ethnocentric tendencies of respondents. Variables which included demographics and product attributes were reviewed in detail and the effect on consumer ethnocentrism and consumer attitudes was reviewed.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.0 Summary**

This study sought to investigate the effect of consumer ethnocentrism tendencies towards imports and local products in the food manufacturing industry in Zimbabwe. The research was guided by the following objectives namely: to determine the impact of demographic characteristics on cognition and affect, to examine the influence of product attributes on cognition and affect, to measure Zimbabwean ethnocentric tendencies and to investigate how the local food manufacturing industry can use product attributes to prompt consumers to purchase locally manufactured products. Literature on consumer ethnocentrism and consumer attitudes was reviewed in this study. Information on consumer ethnocentrism was reviewed to understand how marketers can use the concept to promote local food products. The research was based on a positivist approach. The research was also based on a survey design of the food manufacturing industry customers and marketing personnel of OK Zimbabwe, PicknPay and Spar. The sample size was 400. The research also used a quantitative research philosophy and the data gathered was analysed through descriptive and inferential statistics using SPSS software. The data was presented in the form of data tables, cross tabulation and bar graphs.

The major findings were that Zimbabwean consumers purchase imports because of the negative beliefs and emotions they have towards locally manufactured products. Results revealed that mean scores of less than 2.39 showing disagreement with local products being reasonable priced, well designed and packaged, good quality, value for money. These attributes were perceived as being negative thereby building negative perceptions, beliefs and emotions of local consumers. This section established that negative perceptions lead to negative cognition and affect. From the results obtained it was also established that Zimbabwean consumers were less ethnocentric as they perceived imports to be of better quality and value compared to local products. Furthermore it was established that somehow demographic characteristics had an impact on the evaluation of local products. Results revealed that gender differences had an impact as women were seen to be less ethnocentric compared to men. Age on the other hand did not have an impact. Income had an impact on the evaluations of products, high income earners seemed to prefer foreign products compared to low income earners and education had an impact, highly educated people showed much interest in imports compared to less educated. Reasons behind demographic characteristic having different results are due to the fact that high income and highly educated are more exposed to world trends and this end up affecting their purchase behaviours.

Furthermore, findings of the study were that product attributes played an important role in creating perceptions and building attitudes. Results showed that consumers had positive perceptions towards imports therefore they positively evaluated imports than local products. In addition, results pertaining evaluation of Zimbabwean food products revealed negative perceptions towards local food products. It was also established that customer preference is also affected by the perceived quality. If consumers perceive local products to be of high quality they would prefer them and if they perceive them to be of poor quality they will prefer imports. Local consumers perceived imports to be of high quality therefore they preferred purchasing imports instead of local products.

Moreover, it was established that Zimbabwean consumers were less patriotic as results showed that mean scores of less than 2.51 implying that consumers are not patriotic. Zimbabwean consumers seem not to be loyal to Zimbabwean products and purchasing foreign products seemed to be acceptable to them. Results also depicted that Zimbabwean consumers had consumer negative attitudes towards local products thereby depicting them as not being socio economic. Consumers consider buying foreign products as right and were only concerned about themselves as individuals and not about the welfare of their counterparts and the economy. Results implied that Zimbabwean might not be aware or they do not care about the impact of purchasing foreign products to the economy. Furthermore Zimbabwean consumers seemed not to be protectionists as results from the study implied that consumers do not agree to restrictions of food imports, taxing imports and not allowing foreigners to put their food products in Zimbabwean markets. All these tendencies showed that Zimbabwean consumers were less ethnocentric and they preferred imports instead of local products.

In addition, the study established that consumers placed importance in quality scoring the highest importance score of 4.55, followed by price with a mean score of 3.89 and taste with a mean score of 3.85. Results revealed that consumers consider their reference groups when making purchase decisions as shown by a mean score of 3.48 therefore if one consumer is not happy with the product experience it can affect product prospects in the future. Least importance on religious beliefs scoring the least importance score of 2.42. Therefore it is important for local marketers to prioritise these factors when marketing food products. Less importance was placed on marketing related activities like promotions (mean score of 2.57) and packaging (mean score of 2.53) these seemed not to be key as other factors.

## **5.1 Conclusions**

Results from this current study allowed the researcher put forth these conclusions:

### **5.1.1 To determine the impact of demographic characteristics on cognition and affect**

It can be concluded that Zimbabwean consumers are less consumer ethnocentric as they had negative attitudes towards local food products therefore they preferred imports. Highly ethnocentric consumers prefer local products even if the price for local products is high this will be overestimated to be associated with high quality Watson (2005). Results were contrary to previous studies, Zimbabwean consumers were found to be less ethnocentric and did not overestimate the value of local products. . Results from this current study seem to agree with previous studies by (Mat, 2007) in that consumers from less developed countries are less consumer ethnocentric and they tend to be perceive products from developed countries as of high quality and products from less developed countries as of poor quality. Moreover it can be concluded that different demographic characteristics show varying results on cognition and affect. Results revealed that women consistently depicted negative perceptions towards local products and these were similar to study results by Banister and Saunders (1978), however contrary to the studies by Sharma et al. (1995), Balabanis et al, (2001).

Current studies did not reveal any relationship between age differences and preference on local products. Current study results were found to be similar to results by Bawa (2004) and Al Tae (2012), in that they did not find any differences in behavior from different age groups. Current study results were found to be contrary to research done by Sharma et al. (1995) that depicted older people as having strong beliefs and attitudes towards local products. In addition to the above, current results revealed that well educated people were less ethnocentric and were highly motivated to purchase foreign products than less educated people. Results from the current study are similar to studies by Keillor (2005) that depicted that well educated people did not have challenges with purchasing imported products. Furthermore, results from this current study depicted that consumers with more income were less ethnocentric compared to those with lower income. Results were found to be similar to studies in Malaysian consumers belonging to low income group and are more consumer ethnocentric than the others (Shah and Ibrahim, 2012). Therefore it can be concluded that demographic characteristics have a varying effect on cognition and affect.

### **5.1.2 To examine the influence of product attributes on cognition and affect**

The study established that product attributes can affect the beliefs and emotions held by customers. From this study it can be concluded that consumers have negative beliefs and perceptions towards local products therefore they prefer purchasing imports which they believe they are of high quality. It can also be concluded that Zimbabwean consumers are less ethnocentric and they don't have any problems with imports. Results from the study were found to be contrary to research done by Fisher (2012) which depicted that customers only bought foreign food products that were not available in the country. Moreover, contrary to a study carried out by Memeca (2012) in Zambia revealed that the consumers preferred some

South African products because they were not available in their nation. Tintin (2013) carried out a research on the unavailability of a product in the domestic market and its effect on consumer ethnocentrism. 87% of the consumers pointed out that they would rather come up with an alternative of the Heinz Tomato Sauce than buying the foreign made product. This therefore implies that preference of foreign products varies from one country to the other. Results from this study were similar to the study by Shankaharmesh (2005) that revealed perceived quality being an important factor influencing consumers to purchase local or foreign products. Therefore if consumers have negative perceptions towards local products they would buy foreign products.

### **5.1.3 To measure ethnocentric tendencies of Zimbabweans**

From the study it can be concluded that Zimbabwean consumers are less ethnocentric. Results revealed that Zimbabwean consumers are not loyal to local products therefore they are not patriotic. Related to these findings, Diamantopoulous et al (2004), agree on perceived idea and value of product creating variations on whether to purchase a local or foreign product. Negative perceptions towards local products would create preference towards foreign products. These results also agree with findings by Vasella et al, (2010) in that patriotism vary from country to country. Results also depicted that consumer negative attitudes towards local products is influenced by their personal values. Study results depicted that Zimbabwean consumers are not socio economic conservatism. Results suggested that Zimbabweans were only concerned about themselves as individuals and not about the welfare of their counterparts and the economy. Results implied that Zimbabwean might not be aware of the impact of purchasing foreign products to the economy. It can also be concluded that Zimbabwean consumers are not protectionist as they do not agree to restrictions of food imports, taxing imports and not allowing foreigners to put their food products in Zimbabwean markets.

### **5.1.4 To investigate how the local food manufacturing industry can use product attributes to prompt consumers to purchase locally manufactured food products.**

It can be concluded that consumers considered quality, price, taste, ingredients, ease of access, health and safety issues when purchasing food products. Previous research by Nguyen et al (2005), Steenkamp (2003) revealed that consumers value global products as they are assumed to be of high quality. This therefore pose a difficulty to local marketers as there is a high tendency of consumers shunning local food products in favor of foreign food products. Results were also similar to a study by (Hansen, 2005) that revealed price as an important factor used by consumers when making purchase. This implied that local marketers need to understand consumer ethnocentric tendencies so that they can know whether consumers are ready to forsake local products because of a price increase or not (Hansen, 2005).

## **5.2 Recommendations**

The researcher proposed the following recommendations to address the current state of affairs in the local food manufacturing industry:

### **5.2.1 Improve the quality of local product attributes**

The current study established that negative consumer attitudes lead to unfavourable purchase behaviour and positive attitudes towards a local product will favour purchase of local products. Local food marketers should improve product attributes so as to attract consumers to purchase local products. Local marketers should work hard in changing the perception that local food products are of poor quality and do not offer value for money. Marketers should spend invest on improving the quality of product attributes then these will influence perceptions of consumers positively. Also marketers should match the price with the value of the product.

### **5.2.2 Understand ethnocentric tendencies of consumers**

Moreover, the study established less ethnocentric tendencies among the consumers. Marketers should be able to interpret consumer ethnocentric tendencies of consumers so that it they come up with better price and product strategies. For less ethnocentric consumers, high quality import product will attract them thereby churning from local products. In this study it was established that Zimbabweans are less ethnocentric because of the perception they have towards local product attributes therefore they are left with no choice but to purchase imports. Local marketers should take advantage of the belief by consumers that local products are health and safe improve product attributes so that Zimbabwean can favour local products. Domestic marketers should improve product quality and promote the “Buy Zimbabwe” campaign which favour local products. Also marketers should emphasize to consumers the effect of purchasing foreign products in that they harm the local economy.

### **5.2.3 Use health and safety of local products as a key selling point**

Furthermore, the study also revealed the health consciousness of Zimbabwean .This should be a priority to local manufactures. They should put much effort on ingredients to match the health consciousness of consumers’ .Currently consumers seem to be happy with ingredients and health safety of products produced in Zimbabwe. This should be also a selling point to marketers they should make emphasis on these specific selling points.

### **5.2.4 Understand the impact of demographic characteristic and their differences in behaviour**

In addition to the factors of high importance to consumers when making purchases, demographic differences are also a major factor .Local marketers should know who they are dealing with using

demographic factors like education, income and age differences. From this study it was established that high income earners tend to be more ethnocentric, they tend to be more concerned with quality and ingredients compared to low income earners. Therefore, local food manufactures should consider demographic differences when producing products. Adults tend to be more health conscious so food products should be made to match their considerations and needs.

### **5.3 Areas of further study**

This current study brought some expertise on the effect of consumer ethnocentric tendencies towards foreign and local products in the food manufacturing industry in Zimbabwe. However, there is need for further research to investigate the ethnocentric tendencies of Zimbabweans towards other industries like clothing, furniture, household cleaning and electricals. Also, there is need for further research to investigate the significance of consumer ethnocentrism tendencies and how local marketers can take advantage in influencing consumers to purchase local products. Finally, it is recommended to repeat the same research after sometime like five years to investigate whether consumer ethnocentric tendencies change with time.

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## APPENDIX A: QUESTIONNAIRE

### Introduction

My registration number is R173869F studying towards a Master's Degree in Marketing Strategy with Midlands State University. As part fulfilment of my degree I am conducting a research entitled **“Investigating the effects of consumer ethnocentrism tendencies towards foreign manufactured products in the food manufacturing industry in Zimbabwe”**. Consumer Ethnocentrism is the belief by a consumer that purchasing foreign products is immoral and hurts the local economy. I am kindly requesting your contribution to this study by answering this questionnaire honestly as the information acquired will be used strictly for academic purposes and will be kept confidential.

*NB-For the purpose of this study, the product category will be packaged finished basic commodities like tinned foods (baked beans), cereals, peanut butter, canned fruits and vegetables*

### Section A: Please tick the appropriate answer

1. Gender

- Male
- Female

2. Age

- 18-27
- 28-37
- 38-47
- 48-57
- 58 and above

3. Monthly income

- 0-\$399
- \$400-\$799
- \$800-1199
- \$1200-\$1599
- \$1600 and above

4. Highest level of education

- “O” Level
- “A” Level
- Technical/ trade college
- University degree
- Masters or higher

**Section B: To determine the impact of demographics on cognition and affect**

To what extent do you agree with the following statements? Tick where applicable

<i>Code</i>	<i>Please tick your response for each statement</i>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Agree</b>
DF1	Zimbabwean made food products are generally reasonable priced compared to imports					
DF2	Zimbabwean made food products are generally well designed and packaged					
DF3	Zimbabwean made food products are generally of higher quality than imports					
DF4	Zimbabwean made products provide value for money					
DF5	If a foreign brand and a local brand are priced the same, I would prefer the local one					
DF6	Zimbabwean made food products are healthy and safe to consume					
DF7	If two products were equal in quality, one foreign and the other Zimbabwean, I am willing to pay slightly more for the Zimbabwean product.					

**Section C: To examine the influence of product attributes on cognition and affect**

**To what extent do you agree with the following statements? Please tick the applicable using Likert's 5-point scale as indicated below**

<i>Code</i>	<i>Please tick your response for each statement</i>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
PA1	I bought imported food products for the first time because of quality					
PA2	I bought small quantities of imported food products as a trial					
PA3	I have evaluated imported food products through consuming them for the first time.					
PA4	I have been encouraged to try imported food products and I did.					
PA5	I approve imported food products.					
PA6	I am loyal to Zimbabwean food products and will never try imports					
PA7	I always buy Zimbabwean food products because of quality					
PA8	I often buy Zimbabwean food products because of their ingredients					
PA9	I repeatedly spend more on Zimbabwean food products than foreign products.					
PA10	I am satisfied with Zimbabwean food products.					
PA11	I no longer have doubts in purchasing Zimbabwean food products.					

**Section D: To measure ethnocentric tendencies of Zimbabwean**

**To what extent do you agree with the following statements? Please tick the applicable using Likert's 5-point scale as indicated below**

<i>Code</i>	<i>Please tick your response for each question.</i>	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
CET1	Zimbabweans should always buy Zimbabwean made food products instead of imports					
CET2	Only those food products that are unavailable in Zimbabwe should be imported					
CET3	Buy Zimbabwe-made products. Keep Zimbabweans working					
CET4	Zimbabwean products, first, last, and foremost					
CET5	Purchasing foreign-made products is un-Zimbabwean					
CET6	Buying Zimbabwean made food products is always the best					
CET7	A real Zimbabwean should always buy Zimbabwean made products					
CET8	We should purchase products manufactured in Zimbabwe instead of letting other countries get rich on us.					
CET9	It is always best to purchase Zimbabwean made food products					
CET10	There should be very little trading or purchasing of food products from other countries unless out of necessity					
CET11	Zimbabweans should not buy foreign food products because this hurts Zimbabwean business and causes unemployment					
CET12	Restrictions should be put on all food imports					
CET13	It may cost me in the long-run but I prefer to support Zimbabwean made food products					
CET14	Foreigners should not be allowed to put their food products on our markets					
CET15	Foreign food products should be taxed heavily to reduce their entry into Zimbabwe					
CET16	We should buy food products from foreign countries only those products that we cannot obtain within our own country					
CET17	Zimbabwean consumers who purchase food products made in other countries are responsible for putting their fellow Zimbabweans out of work.					

**Section E: Factors considered by consumers when purchasing food products**

**Please indicate your responses to the suggestion that you consider the following factors when purchasing food products. Please tick the applicable using Likert's 5-point scale as indicated below**

<i>Code</i>	<i>Please tick your response for each question.</i>	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
PAF1	Taste					
PAF2	Packaging					
PAF3	Healthy and Safety issues					
PAF4	Price					
PAF5	Ingredients					
PAF6	Ease of access/ availability					
PAF7	Motivated by promotions					
PAF8	Influence from family members and friends					
PAF9	Religious beliefs					
PAF10	Quality					

**Thank you**

