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Testing the dimensionality of Consumer Ethnocentrism Scale (CETSCALE) among a young Malaysian consumer market segment

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The purpose of this paper is to test the dimensionality of the Consumer Ethnocentrism Scale (CETSCALE). This present research assessed a two dimensionality, namely uni-dimensional and two-dimension measure, of CETSCALE in order to determine which one is better in explaining consumers' perceptions towards domestic brands in the Malaysian context. The findings show support for the 2 component model that was proposed with good reliability values and validity assessment. Implications for researchers and practitioners are proposed based on the findings.

Key words: Consumer ethnocentrism, dimensionality, validity, reliability, perception, Malaysian brand

INTRODUCTION

Globalization has opened and exposed local and foreign marketers to greater market opportunity. However, there are also increasing challenges for marketers whether to penetrate, expand or retain their market, as result of keen market competition. Consumers around the world are exposed to a broad number of domestic and foreign brand choices that are easily available to them. Thus the understanding of consumer behavior is essential for marketers and researchers. Research on the concept of country of origin (Sharma, 2010), consumer ethnocentrism (Shimp and Sharma, 1987; Shankarmahesh 2006) and consumer animosity (Leong et al., 2008) are increasing, as these concepts are crucial in the understanding of consumer behavior in this globalized market. This paper will focus on consumer ethnocentrism. Particularly, it will test the dimensionality of consumer ethnocentrism scale (CETSCALE), which was introduced by Shimp and Sharma (1987), and its effect on perception towards local brands.

Consumer ethnocentrism

Resulting from a lack of studies that formulated the concept

of ethnocentrism, which is specifically to suit the research on marketing and consumer behavior, Shimp and Sharma launched the seminal work on consumer ethnocentrism in USA 1987. The study was designed to develop a psychometrically rigorous scale in order to capture and measure a concept, which they named as consumer ethnocentrism, with an instrument that was named as CETSCALE was developed. CETSCALE was developed and tested to measure consumers' ethnocentric tendencies that are related to the purchase of foreign and American-made products (Shimp and Sharma, 1987). They characterized the scale as a measure of "tendency" instead of "attitude", whereby the former term captures general notion of a disposition to act in certain consistent fashion towards foreign products, while the latter term refers to consumer's feeling towards a specific object.

Shimp and Sharma (1987) defined consumer ethnocentrism as consumers' belief about the appropriateness, indeed morality of purchasing foreign goods. The essence of consumer ethnocentrism is that, it is wrong to purchase imported goods as it hurts local economy, causes loss of jobs and unpatriotic. In contrast, non-ethnocentric consumers tend to base their evaluation and purchase of imported products on their own merits irrespective where they are made.

In an integrative review by Shankarmahesh (2006), a

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summary on antecedents and consequences of consumer ethnocentrism was done, based on 37 previous studies that have been done in Australia, Austria, Britain, Canada, China, Czech, France, Hong Kong, Japan, Korea, Malta, Mexico, New Zealand, Poland, Russia, Singapore, Turkey and US from 1964 until 2002. A total of four main antecedents of consumer ethnocentrism, namely socio-psychological antecedents, economic antecedents, political antecedents and demographic antecedents, were identified. Socio-psychological antecedents include cultural openness, world-mindedness, patriotism, conservatism, collectivism, materialism and dogmatism. Moreover, the economic antecedents contained capitalism, stage of economic development, improving national economy and improving national finances. Nonetheless, political antecedents are political propaganda, history of oppression, proximity, size and power of out-groups, as well as leader manipulation. Lastly, demographic antecedents include age, gender, education, income, race and social class.

Furthermore, consumer ethnocentrism demonstrated direct and negative impact on consumers' attitude toward, purchase intention and support for foreign product (Shankarmahesh, 2006). These imply that the high ethnocentric tendencies lead to unfavorable attitude toward, lower purchase intention and less support for foreign product. Additionally, perceived equity, empathy, perceived cost, responsibility, country of origin and product evaluation act as the mediator; while perceived product necessity, perceived economic threat and cultural similarity moderate the relationship between consumer ethnocentrism and its outcomes.

Subsequent studies that were done in the west by Balabanis and Diamantopoulos (2004) and Chryssochoidis et al. (2007) highlighted that the level of consumer ethnocentrism varied among product categories. Product type was found as an important determinant that can influence the effect of consumer ethnocentrism among Greek consumers. Similarly, Balabanis and Diamantopoulos, (2004) found consumer ethnocentrism is product category-specific. For example, consumer ethnocentrism explained the preference configurations of Britain on 8 product categories, where the variance accounted for ranged from 3.3% for Do-It-Yourself tools to 8.8% for TV sets.

Additionally, there are a number of studies that have been done in Asian countries, such as China (Wong et al., 2008), Indonesia by Hamin and Elliot (2006), Malaysia by Nazlida and Razli (2004); Yeong et al., 2007 and Othman et al. (2008). Hamin and Elliot (2006) found Indonesians hold relatively high ethnocentric tendencies and they are more receptive to "Buy Local" campaigns and messages. Moreover, in terms of antecedents of consumer ethnocentrism, the studies that were conducted in Malaysia revealed Malay, married and female tended to show higher ethnocentric tendencies as compared with male (Othman et al., 2008). Household

income (Nazlida and Razli, 2004; Othman et al., 2008) were found negatively related to consumer ethnocentrism; however some studies found no relationship. Besides, Nazlida and Razli (2004) found Malaysians tended to showed higher preference toward local foods but tend to show no preferences towards domestic cars and personal computers. However, most of the above discussed studies tested consumer ethnocentrism by using unidimensional CETSCALE, but ignoring the multi-dimensionality of it. Indeed, Luque-Martinez et al., 2000 and Chryssochoidis et al. (2007) conducted their studies in Spain and Greece, accordingly, and found CETSCALE is two-dimensional measure instead. Therefore, this paper seeks to test the dimensionality of CETSCALE in Malaysian context, and its effect on young consumers' perception towards local brands.

Consumer ethnocentrism scale (CETSCALE)

CETSCALE contains 17 items (Appendix Table 1). CETSCALE was developed to represent the beliefs held by American consumers about the appropriateness to purchase foreign-made products. They found that CETSCALE is a predictor of consumers' beliefs, attitudes, purchase intentions and consumer choice. They characterized the scale as a measure of "tendency" rather than attitude, as tendency captures the general notion of a disposition to act, where attitude is referred to as consumer's feeling towards a particular object. Although there are also available other measures of consumer ethnocentrism that has been introduced by previous researchers but CETSCALE has been the most popular. Table 1 presents the comparison of the results of CETSCALE between some countries.

According to Table 1, CETSCALE has been widely tested in different countries, encompassing developed and developing countries Australia, Belgium, China, Czech Republic, German, Great Britain, Greece, Hungary, Indonesia, Japan, Korea, Malaysia, Malta, New Zealand, Poland, Russia, Sweden, Turkey and USA. The original CETSCALE is high reliable, where the Cronbach's alpha ranged from 0.88 to 0.96. Moreover, in terms of the mean scores, general population tended to display higher consumer ethnocentric tendencies as compared to student sample. For example, the mean scores for general population ranged from 28.70 to 85.07, while the mean scores for student sample ranged from 32.02 to 61.50. Indeed, Korean (85.07) demonstrated highest level of consumer ethnocentrism, followed by Indonesian (74.50) and Polish (69.19). Whereas the Belgian (28.70) showed the lowest level of consumer ethnocentric tendencies, followed by Britain (30.29) and Russian (32.02).

This scale has been recognized as having high validity and has been widely used to measure consumer ethnocentrism tendencies in subsequent studies in other countries (Kaynak and Kara, 2002; Chryssochoidis et al.,

Table 1. Comparison results of CETSCALE mean and reliability by country.

Author	Country	Respondent	Mean	SD	α	
Shimp and Sharma (1987)	USA	Students	51.92	16.37	Ranged from 0.94 to 0.96.	
	USA (Detroit)	General population	68.58	25.96		
	USA (Carolinas)	General population	61.28	24.41		
	USA (Denver)	General population	57.84	26.10		
	USA (Los Angeles)	General population	56.62	26.37		
	USA (Carolinas)	General population	61.73	24.24		
Dursula et al. (1997)	USA	Students	51.92	16.37		
		Students	53.39	16.52		
	USA	Students	50.24	22.85		
	Russia	Students	32.02	12.47		
Good and Huddleston (1995)	Poland	General population	69.19			
	Russia	General population	51.68			
Sharma et al. (1995)	Korea	General population	85.07		0.91	
Caruana (1996)	Malta	General population	56.80	18.20		
Hult et al. (1999)	USA	Students	61.50	19.30		
	Japan	General population	40.10	17.30		
	Sweden	General population and students	38.40	18.50		
Steenkamp and Baumgartner (1998)	Belgium	General population	28.70	9.21		
	Great Britain	General population	30.29	9.47		
	Greece	General population	37.84	7.39		
Brodowsky (1998)	USA	General population	61.68		0.96	
Acharya (1998)	Australia	Students	56.40			
Watson and Wright (2000)	New Zealand	General population	62.21	25.79		
*Balabanis et al. (2001)	Czech Republic	General population	**25.92	8.41		0.90
	Turkey	General population	**24.02	7.89		0.91
	Czech Republic	Students				0.80
*Lingquist et al. (2001)	Hungary	Students			0.70	
	Poland	Students			0.92	
Nazlida and Razli, (2004)	Malaysia	Students' parents			0.89	
Hamin and Elliot (2006)	Indonesia	General population	74.50			
Chrysochoidis et al., 2007	Greece	General population	65.45	1.05		
Yeong et al., 2007	Malaysia	General population			0.95	
* Evanschitzky et al. (2008)	German	General population			.90	
*Othman et al. (2008)	Malaysia	General population	37.20	11.70	0.90	
Wong et al., 2008	China	Students	56.25	14.60	0.88	

Sources: Adopted from Hamin and Elliot (2006) and updated by the authors. *=10 items measure of CETSCALE; **=5-point Likert scale

2007; Wong et al., 2008). CETSCALE has been widely accepted by researchers, and has been tested valid and reliable in many countries, such as Greece (Chrysochoidis et al., 2007), Indonesia (Hamin and

Elliot, 2006), Korea (Sharma et al., 1995), Malaysia (Yeong et al., 2007), Spain (Luque-Martinez et al., 2000), New Zealand (Watson and Wright, 2000), Russia (Dursula et al. (1997)) and the US (Shimp and Sharma,

1987; Klein and Ettenson, 1999). Indeed, the scale was empirically proved as uni-dimensional, where a single factor that loads all the 17 items that makes up the CETSCALE.

Although originally Shimp and Sharma (1987) proposed a uni-dimensional scale there has been other researchers who have refuted this uni-dimensionality. Luque-Martinez et al. (2000) conducted a study to assess the reliability and validity of the CETSCALE in Spain. They tested two alternative models of CETSCALE. The first model with a single factor that loads on the 17 items that makes up the CETSCALE which assumes uni-dimensionality of the scale. The second model assumed that the construct of consumer ethnocentrism is not well represented by a single dimension, in which the indicators represent different dimensions. Indeed, two components were derived, namely hard ethnocentrism that constituted 10 items and soft ethnocentrism that is made up by 7 items. (Appendix Tables 2, 3. However, they concluded that the one-factor model is better fit, where the CETSCALE measures a uni-dimensional construct. Similar finding was found in Chrysochoidis et al., 2007 study in Greece, who used factor analysis and extracted two components, namely 'hard ethnocentrism' and 'soft ethnocentrism', even principal components analysis revealed one factor. The former explains 66.03% of total variance while the latter explains 59.6% of the total variance. This study aimed to test the influences of the uni-dimensional or two-dimensions measure of CETSCALE on consumers' perception towards domestic brands in Malaysia context.

METHODOLOGY

This is a cross-sectional study where data was collected just once over a period of days or weeks or months (Sekaran, 2003). Population of this study was young Malaysians, as they are the prime target of commercial marketing activities (O'Cass and Lim, 2002). Young consumers aged between 16 to 30 years old were the sample of this study, where this group of consumers constituted almost 30% of total population of Malaysia (Euromonitor International, 2009). Previous study categorized consumers in or within this age range as young consumers (Bennett, 1998; Lim and O'Cass, 2001; Hensen, 2007). Data collection method was done through a self-administered survey. A structured questionnaire was distributed to respondents. The sampling method was convenience sampling. A total of 500 questionnaires were distributed in three cities of Malaysia, namely Penang, Ipoh and Kuala Lumpur, and 398 (79.6%) were usable responses. The data collection process took 3 months from 22nd October, 2009 to 19th January, 2010.

The questionnaire was divided into three parts. The first part was designed to collect respondents' socio-demographic related information, such as age, gender, ethnicity, marital status, education, vocation and household income. Next, the second part was designed to measure respondents' consumer ethnocentric tendencies. The original measurement of consumer ethnocentrism (CETSCALE) which contained 17 items developed by Shimp and Sharma (1987) were adopted and adapted to determine the level of consumer ethnocentrism. A 5-point Likert scale ranging from 1=strongly disagree to 5=strongly agree was used to measure consumer ethnocentric tendencies. The last part of the questionnaire

was designed to measure consumers' perception towards local brands. A total of 10 items were adopted from Leonidou et al. (1999), Jin et al. (2006), Kinra (2006) and Yeong et al. (2007). The measurement items consists of design, workman-ship, quality, branding, packaging, support services, delivery, price, technology, durability and innovativeness. Semantic differential scales ranged from 1 (poor) to 5 (excellent) and from 1 (cheap) to 5 (expensive) was given.

RESULTS

Profile

The profile of respondents is presented in Table 2. More than half of the respondents are between 21 to 25 years old, which is about 58%, followed by 16-20 years old (21.1%) and 26 to 30 years old (20.9%). The sample distribution for group aged 21-25 is slightly high than the population distribution. A total of 44% are males and 56% are females. In terms of ethnic, the majority are Chinese and Malays, where 41.2% are Chinese and 34.7% are Malays, followed by Indians (24.1%). A total of 87.4% respondents are single, and the rest (12.6%) are married. Most of the respondents have bachelor's degree, 189 or 47.5% respondents, followed by master/PhD 18.6% (74 respondents), SPM/MCE 15.8% (63 respondents), Diploma 11.8% (47 respondents) and STPM/HSC 6.3% (25 respondents). In terms of vocation, there are 32.4% or 129 working adults and 67.6% or 269 students. In terms of household income, 154 or 38.7% respondents are in the RM 1001 and RM 2999 category, then RM 1000 and below (129 or 32.4%), and RM 3000 and above (115 or 28.9%).

Analyses

We used Partial Least Squares and Structural Equation Modeling (SEM) tool (Smart-PLS 2.0 M3) for our analysis. SEM permits a simultaneous assessment of the structural component (path model) and measurement component (factor model) in the one model. Similar to LISREL and associated structural equation approaches, PLS presents the benefit of permitting the complete research model to be tested just once (Halawi and McCarthy, 2008).

We first proceeded to test the uni-dimensional measure presented in Figures 1 and 2. Item 12 of CETSCALE, 'Curbs should be put on all imports', had to be dropped from the CETSCALE measure and the item 'packaging' from the perception measure as the loadings were below the 0.5 cut off value. We assessed the average variance shared between a construct and its measures (AVE). Fornell and Larcker (1981) recommend values higher than 0.50. This uni-dimensional measure extracted only a value of 0.394. Next we also assessed the reliability by looking at the composite reliability and also the inter-item consistency coefficient of Cronbach's α . The composite

Table 2. Sample characteristics.

Socio-demographic	Category	Frequency (n=398)	Percentage
Age	16-20	84	21.1
	21-25	231	58.0
	26-30	83	20.9
Gender	Male	175	44.0
	Female	223	56.0
Ethnic	Malay	138	34.7
	Chinese	164	41.2
	Indian	96	24.1
Marital status	Single	348	87.4
	Married	50	12.6
Education	SPM/MCE	63	15.8
	STPM/HSC	25	6.3
	Diploma	47	11.8
	Bachelor's degree	189	47.5
	Master/PhD	74	18.6
Vocation	Working adults	129	32.4
	Student	269	67.6
Household income	RM 1000 and below	129	32.4
	Between RM 1001 and RM 2999	154	38.7
	RM 3000 and above	115	28.9

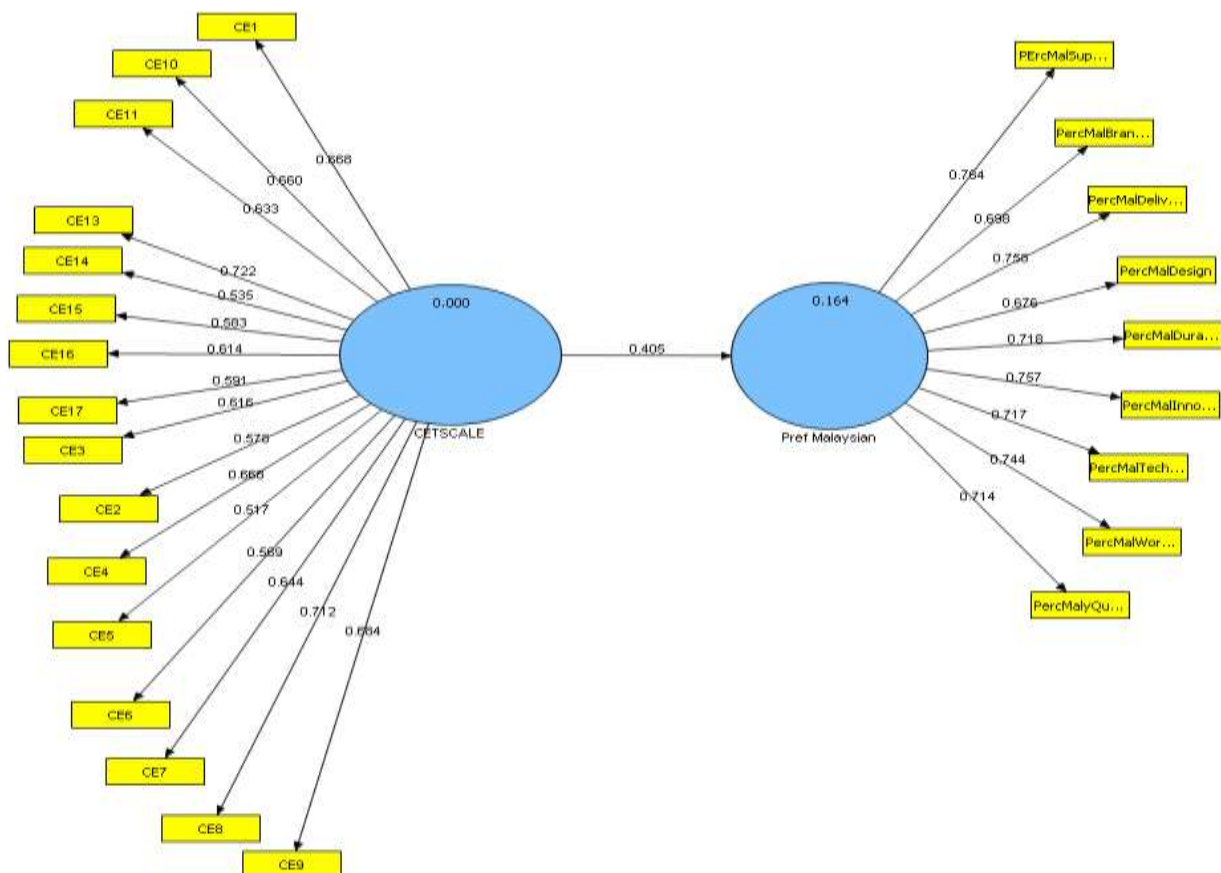


Figure 1. Loadings for the uni-dimensional measure.

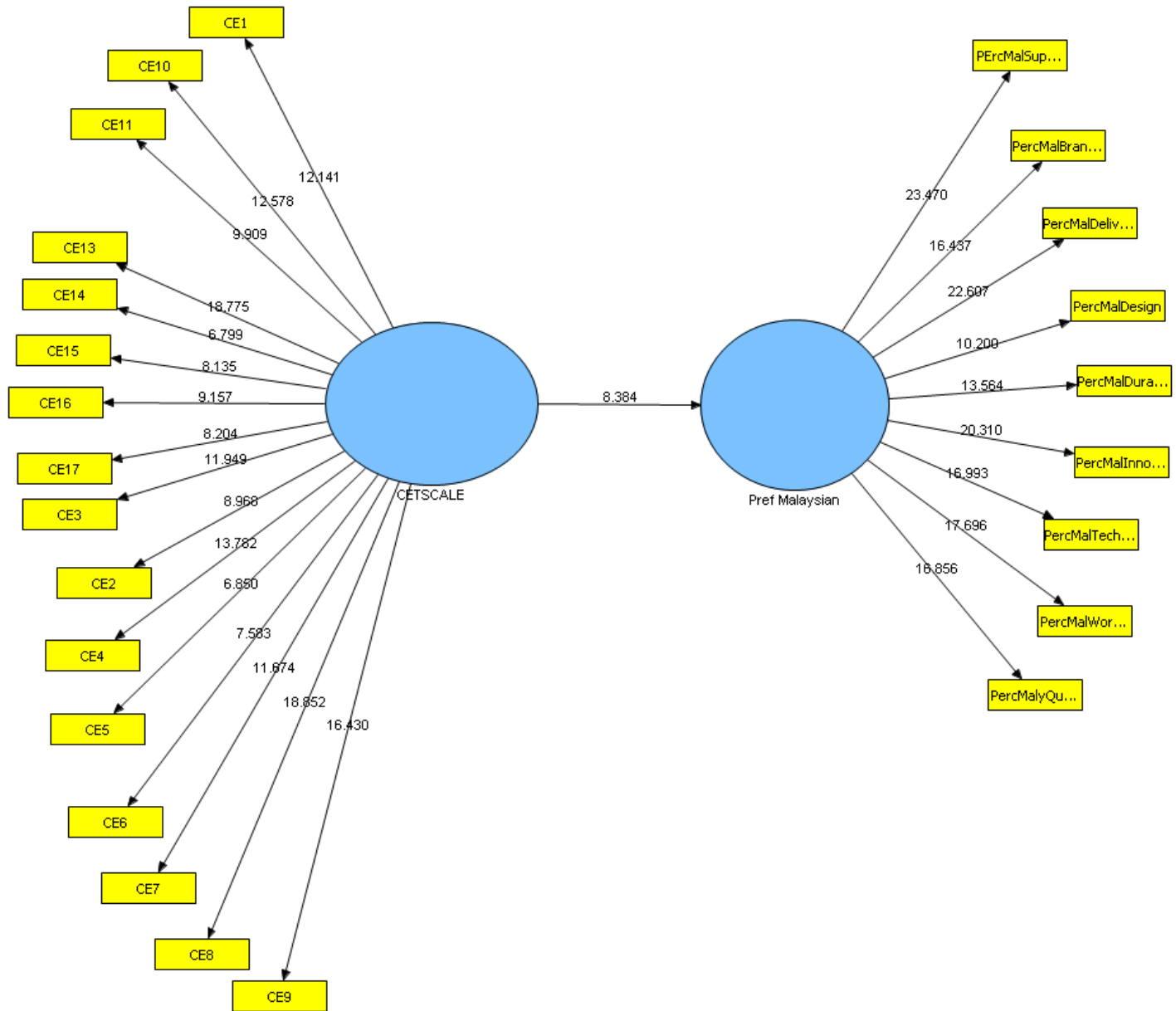


Figure 2. T-values for the uni-dimensional measure.

composite reliability was 0.911 and the Cronbach's α was 0.899 indicating excellent reliability. The path from consumer ethnocentrism to perception towards Malaysian brands was significant with an R^2 of 0.164, which indicates that 16.4% of the perception towards Malaysian brands explained by the uni-dimensional CETSCALE.

Next we tested the two-dimension measure presented in Figures 3 and 4. As can be seen none of the items were dropped from the CETSCALE and none of the items from the perception measure was dropped as the loadings were all above the 0.5 cut off value. We assessed

the average variance shared between a construct and its measures (AVE). Fornell and Larcker (1981) recommend values higher than 0.50. This two-dimension measure extracted values of 0.449 and 0.476. Next we also assessed the reliability by looking at the composite reliability and also the inter-item consistency coefficient of Cronbach's alpha. The composite reliability was 0.890(hard) and 0.864 (soft) with Cronbach's alpha values of 0.868 (hard) and 0.818 (soft), respectively, indicating excellent reliability. The path from consumer ethnocentrism to perception towards Malaysian brands was significant for the soft CETSCALE measure but not

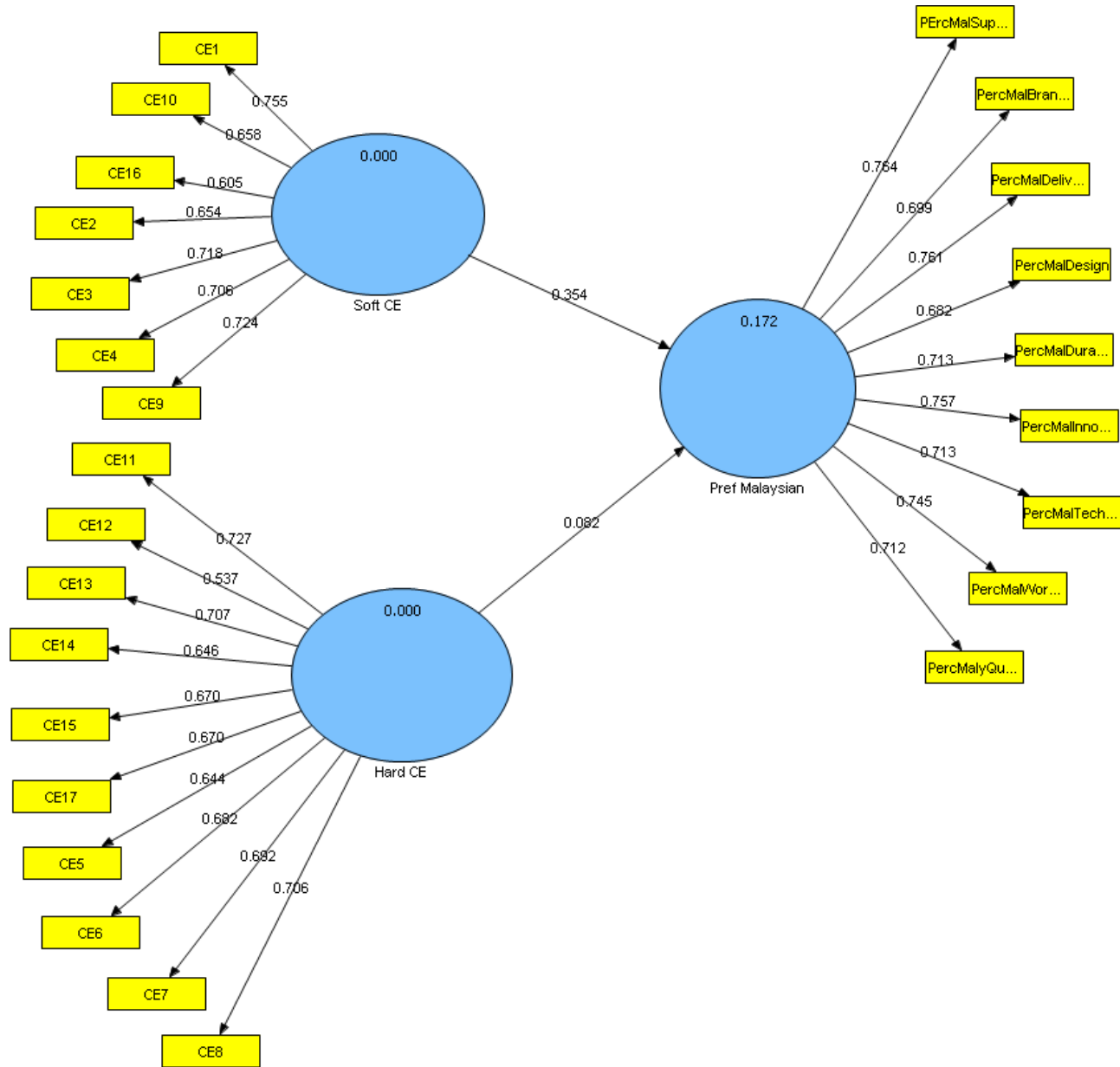


Figure 3. Loadings for the 2 Dimensions Measure.

significant for the hard CETSCALE measure. With an R^2 of 0.172, the two-dimension measure explained 17.2% of the perception towards Malaysian brands.

DISCUSSION AND CONCLUSION

The objective of the study was to determine which measure either the uni-dimensional or the two-dimensional model is better in explaining perception towards local brands. As presented in the results section although both the uni-dimensional and two-dimensional measures

showed good validity and excellent reliability with comparable R^2 values. However, we do agree with Luque-Martinez et al. (2000) where we concluded the uni-dimensional CETSCALE is better. Based on the reason of parsimony, which says that a simpler model which can explain more variance should be preferred compared to a more complex model. Based on that argument, we propose that the uni-dimensional measure is still the best measure when it comes to consumer ethnocentrism measure. Additionally, the confirmatory factor analysis of Chrysochoidis et al. (2007) study confirmed the uni-dimensionality of CETSCALE. However

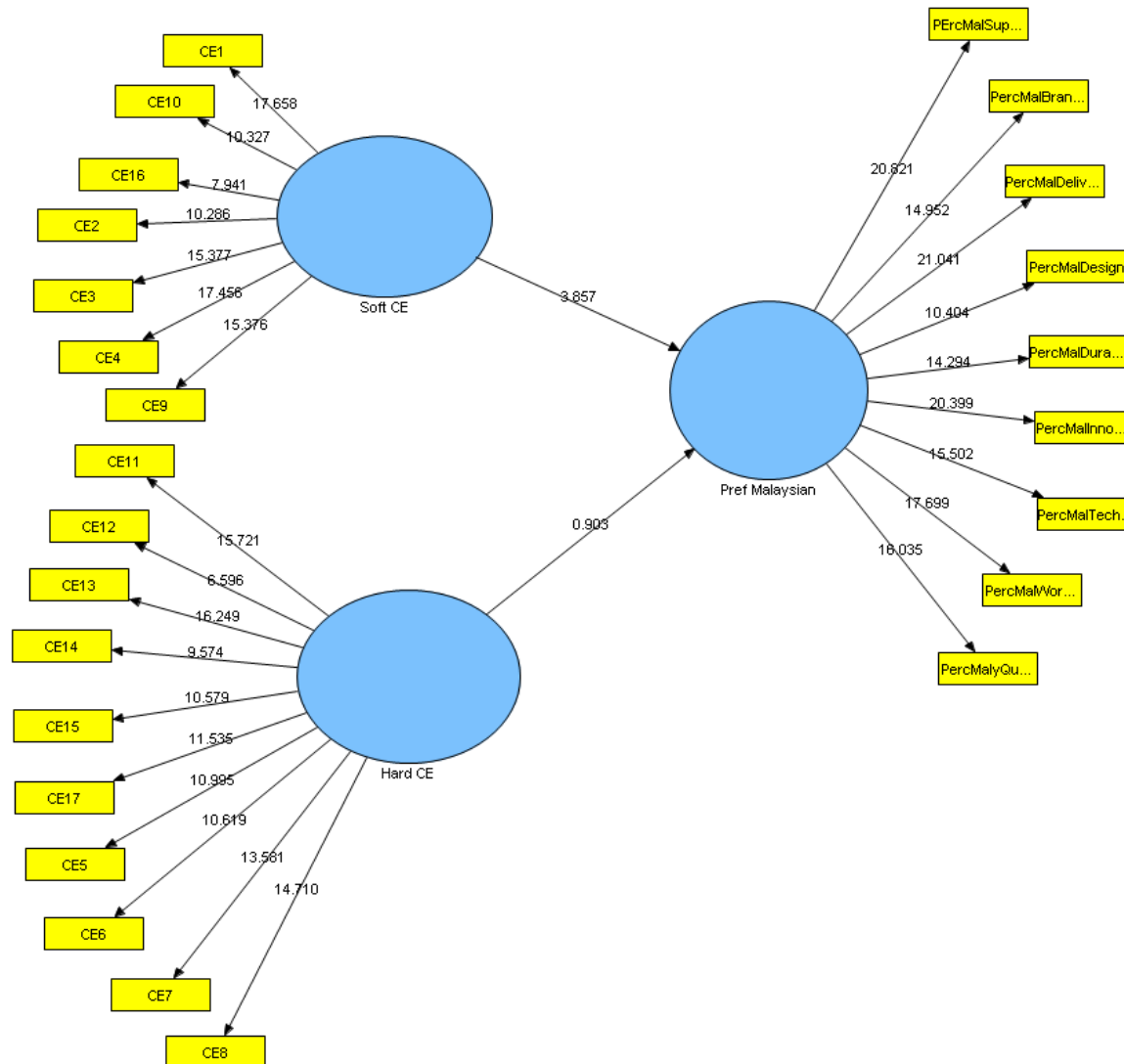


Figure 4. T-values for the 2 dimensions measure.

However, Bawa (2004) pointed out that CETSCALE is not uni-dimensional, but the reduction of item will help to obtain better scales.

As for the impact of consumer ethnocentrism on consumers' perception towards domestic brands, the results of this study revealed that consumer ethnocentrism is a good predictor of consumers' perception towards local brands. The results of analysis revealed both uni-dimensional and two-dimension CETSCALE explained 16.4% and 17.2% of the total variance of perception towards Malaysian brands. These findings are satisfactory, where Wu et al. (2010) found consumer ethnocentrism that measured by CETSCALE explained only 2 and 12% for Chinese consumers' domestic product attitude and purchase intention, accordingly.

This finding is in line with previous studies (Chrysochoidis et al., 2007; Verlegh, 2007; Yeong et al., 2007; Evanschitzky et al. (2008). Chrysochoidis et al.

(2007) highlighted that consumer ethnocentrism is a good predictor of Greeks' evaluation of domestic and foreign goods, where ethnocentric consumers in favor of the former. In their study that assessed domestic-country bias in the German market, Evanschitzky et al. (2008) found that consumer ethnocentrism is a good predictor of Germany' preferences to their domestic product, where the higher ethnocentric tendencies the favorable consumers prefer local products. In addition, Verlegh (2007) found the level of consumer ethnocentrism among Dutch is positively related to their perceived quality of domestic products.

Additionally, the study of Watson and Wright (2000) which was done in New Zealand revealed that cultural similarity is a critical consideration for high ethnocentric consumers in their evaluation on foreign products. They tended to show positive attitude towards and willingness to purchase products from cultural similar countries, as

compared to the dissimilar one. Moreover, they displayed favorable attitude towards and willingness to purchase both televisions and cameras from cultural similar countries as compared with cultural dissimilar countries, especially when domestic alternative is not available.

In contrast, in terms of the studies that were conducted in Malaysia, Yeong et al. (2007) revealed that consumer influence consumer purchase preference, where Malaysians prefer to buy Japanese motorcycles rather than domestic brands. In a similar vein, Nazlida and Razli, (2004) found ethnocentric consumers prefer imported car and personal computer, while they show higher preferences toward domestic food products. In this sense, we can conclude that product categories influence the effect of consumer ethnocentrism of consumers' product preferences, where they showed favorable preferences towards high involvement product from foreign countries. Nonetheless, in terms of low involvement product, they prefer domestic products.

This study brings some implications to academic researchers as well as marketing practitioners. First, the implications for researchers are that when doing similar research they can then argue for a uni-dimensional scale for CETSCALE based on the setting discussed above. Again caution must be taken on this issue as this may not be generalizable to all contexts as shown by Luque-Martinez et al. (2000) who studied a Spanish sample.

Moreover, consumer ethnocentrism explained a significant portion of the variance of young Malaysians' perceptions towards domestic brands. Therefore, marketing practitioners for both local and foreign brands must take caution of this factor which influences consumers' brand evaluation, as well as attitude formation and actual purchase decision. Marketing practitioners of homegrown brands are encouraged to stress on the origin country of their brands in order to get favorable response. Nonetheless, marketing practitioners of foreign brands must be aware of the impact of consumer ethnocentrism and brand's country of origin on consumers' brand evaluation when designing and formulation marketing strategies and communication.

LIMITATIONS AND SUGGESTIONS FOR FUTURE STUDIES

This study only focuses on testing the dimensionality of CETSCALE and the influence of it on perception towards local brands. However, future researchers are encouraged to extend this study by testing the impact of it on consumers' actual purchase behavior. Therefore, the understanding of the impact of dimensionality of CETSCALE on consumer attitude and purchase behavior will be more comprehensive. Moreover, future researchers are also recommended to test the impact of consumer ethnocentrism and the dimensionality of CETSCALE on brand equity, as there is a lack of research on its, while most of the current researches focus on the

on the relationship between consumer ethnocentrism and consumer behavior. Additionally, future researchers on consumer ethnocentrism are called to search further and deeper, which is to base their researches on ethnicity or minority group in order to get a more complete picture about consumer behavior in different groups within a region, instead of only limited to nationality in general.

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APPENDIX

Table 1. The original CETSCALE.

No.	Item
1	American people should always buy American-made products instead of imports.
2	Only those products that are unavailable in USA should be imported.
3	Buy American-made products. Keep American working.
4	American products, first, last, and foremost.
5	Purchasing foreign-made products is un-American.
6	It is not right to purchase foreign products.
7	A real American should buy American-made products.
8	We should purchase products manufactured in America instead of letting other countries get rich off us.
9	It is always best to purchase American products.
10	There should be very little trading or purchasing of goods from other countries unless out of necessity.
11	Americans should not buy foreign products, because this hurts American business and causes unemployment.
12	Curbs should be put on all imports.
13	It may cost me in the long-run but I prefer to support American products.
14	Foreigners should not be allowed to put their products on our markets.
15	Foreign products should be taxed heavily to reduce their entry into the USA.
16	We should buy from foreign countries only those products that we cannot obtain within our own country.
17	American consumers who purchase products made in other countries are responsible for putting their fellow Americans out of work.

Source: Shimp and Sharma (1987).

Table 2. Adopted and adapted original CETSCALE.

No.	Item
1	Malaysian people should always buy Malaysian-made products instead of imports.
2	Only those products that are unavailable in Malaysia should be imported.
3	Buy Malaysian-made products. Keep Malaysian working.
4	Malaysian products, first, last, and foremost.
5	Purchasing foreign-made products is un-Malaysian.
6	It is not right to purchase foreign products, because it puts Malaysian out of jobs.
7	A real Malaysian should buy Malaysian-made products.
8	We should purchase products manufactured in Malaysia instead of letting other countries get rich off us.
9	It is always best to purchase Malaysian products.
10	There should be very little trading or purchasing of goods from other countries unless out of necessity.
11	Malaysians should not buy foreign products, because this hurts Malaysian business and causes unemployment.
12	Curbs should be put on all imports.
13	It may cost me in the long-run but I prefer to support Malaysian products.
14	Foreigners should not be allowed to put their products on our markets.
15	Foreign products should be taxed heavily to reduce their entry into Malaysia.
16	We should buy from foreign countries only those products that we cannot obtain within our own country.
17	Malaysian consumers who purchase products made in other countries are responsible for putting their fellow Malaysians out of work.

Source: Yeong et al. (2007).

Table 3. Two-dimensional CETSCALE.

No.	Item	Hard Ethnocentrism	Soft Ethnocentrism
1	Spanish people should always buy Spanish-made products instead of imports.	0.2967	0.844
2	Only those products that are unavailable in Spain should be imported	0.2001	0.8102
3	Buy Spanish-made products. Keep Spain working.	0.2451	0.8465
4	Spain products, first, last, and foremost.	0.3477	0.7891
5	Purchasing foreign-made products is un-Spanish.	0.8243	0.1995
6	It is not right to purchase foreign products, because it puts Spain out of jobs.	0.8386	0.3097
7	A real Spanish should always buy Spanish-made products.	0.8227	0.3324
8	We should purchase products manufactured in Spain instead of letting other countries get rich off us.	0.7227	0.4892
9	It is always best to purchase Spanish products.	0.5012	0.716
10	There should be very little trading or purchasing of goods from other countries unless out of necessity.	0.4138	0.7734
11	Spanish should not buy foreign products, because this hurts Spanish business and causes unemployment	0.7651	0.4291
12	Curbs should be put on all imports.	0.6509	0.525
13	It may cost me in the long-run but I prefer to support Spanish products.	0.6422	0.4891
14	Foreigners should not be allowed to put their products on our markets.	0.8166	0.3235
15	Foreign products should be taxed heavily to reduce their entry into Spain.	0.7485	0.4268
16	We should buy from foreign countries only those products that we cannot obtain within our own country.	0.4535	0.7104
17	Spanish consumers who purchase products made in other countries are responsible for putting their fellow Spanish out of work.	0.8553	0.2209
	Eigenvalue	6.8991	5.8437
	Explained Variance	40.58	34.37

Source: Luque-Martinez et al. (2000).

Table 4. 10-item version CETSCALE.

No.	Item
1	Only those products that are unavailable in the USA should be imported. (Original CETSCALE= 2).
2	American products, first, last, and foremost. (Original CETSCALE= 4)
3	Purchasing foreign-made products is un-America. (Original CETSCALE= 5)
4	It is not right to purchase foreign products, because it puts Americans out of jobs. (Original CETSCALE= 6)
5	A real American should always buy American-made products. (Original CETSCALE= 7)
6	We should purchase products manufactures in America instead of letting other countries get rich off us. (Original CETSCALE= 8)
7	American should not buy foreign products, because thus hurt American business and causes unemployment. (Original CETSCALE= 11)
8	It may cost me in the long-run but I prefer to support American products. (Original CETSCALE= 13)
9	We should buy from foreign countries only those products that we cannot obtain within our own country. (Original CETSCALE= 16)
10	American consumers who purchase products made in other countries are responsible for putting their fellow Americans out of work. (Original CETSCALE= 17)

Source: Shimp and Sharma (1987).