อิทธิพลของอัตตนิยมวัฒนธรรมผู้บริโภคที่มีต่อความตั้งใจซื้อสินค้าที่ผลิตภายในประเทศของผู้บริโภคชาวไทย
Influence of Consumer Ethnocentrism on Purchase Intentions towards Domestic Products of Thai Consumers.

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บทคัดย่อ

การศึกษานี้มุ่งศึกษาถึงอัตตนิยมวัฒนธรรมผู้บริโภคที่มีผลต่อความนิยมใช้สินค้าที่ผลิตภายในประเทศของผู้บริโภคชาวไทย การเก็บรวบรวมข้อมูลได้จากแบบสอบถามที่สุ่มตัวอย่างโดยวิธีแบบตามสะดวก จำนวน 200 ราย เพื่อสำรวจถึงปัจจัยที่มีผลต่อความตั้งใจซื้อของผู้บริโภคชาวไทยที่มีต่อสินค้าไทย ตัวแปรที่ใช้เป็นตัวกำหนดความตั้งใจซื้อของผู้บริโภค คือ อัตตนิยมวัฒนธรรมผู้บริโภค ภาพลักษณ์ตราสินค้า และระดับความเกี่ยวข้องของผลิตภัณฑ์ การทดสอบสมมติฐานและความเหมาะสมของตัวแบบใช้ตัวแบบสมการโครงสร้างโดยโปรแกรม เอมอส 21 ในการวิเคราะห์ข้อมูล ผลการศึกษาพบว่าตัวแปรอิสระทุกตัวมีความสัมพันธ์อย่างมีนัยสำคัญกับความตั้งใจซื้อของผู้บริโภค ผลการศึกษาครั้งนี้ได้ให้ข้อมูลที่เป็นประโยชน์ ต่อการดำเนินการทางการตลาดของผู้ผลิตสินค้าไทย

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Abstract

This study focuses on how consumer ethnocentrism influences the preference for domestic products among Thai consumers. The data were collected through questionnaire by convenience sampling technique of 200 individuals to explore the factors affecting purchase intention of Thai consumers towards domestic products. Variables namely consumer ethnocentrism, brand image, and product involvement were studied as determinants of purchase intentions. A variance-based structural equation modeling by AMOS 21 was used to test hypotheses and model fitness. The results showed that all independent variables have a significant relationship with purchase intentions. The study also provides useful information on marketing implications derived from the obtained results.

Keywords : Consumer ethnocentrism, Brand image, Product involvement, Purchase intentions

Introduction

Recently, the global market has brought considerable foreign products to Thai consumers. The competition between domestic and foreign corporations became more and more intense during last decades. And in late 2015 the Asian Economic Community (AEC) is implemented, Thailand may encounter both crises and opportunities. The AEC will create a single market and production base in almost all business fields. It facilitates free trade in goods, services, investments and skilled labors by enhancing more free trade in each negotiation round. Moreover, it shall establish guidelines for improving overall ASEAN economic, strength and growth by encouraging competitiveness, equitable economic development and ASEAN – WORLD economic integration.

Rising competition and reduced opportunities in saturated, mature local markets was, unsurprisingly, Thai consumers will have abundant choices in many kinds of products.

Also, there are a lot of foreign brand products produced in Thailand by joint ventures or imported from overseas. Consequently, domestic manufactures have to face this situation in many markets such as electronic appliances, cosmetics, leather goods and garments. Although the markets continue to globalize, it does not mean that the consumers are globalizing at the same time. The phenomenon of consumer preference for domestic products has been term consumer ethnocentrism. Globalization may also leads to increasing entrenchment of local cultures, motivating people to resist global forces. In developing countries, many previous researches show that in developing countries, consumers' belief towards products made by local producers are not good as imported producers (Batra R., et.al, 2000, Wang & Chen, 2004). However, the Thai traditional culture still has strong impact on consumers. Sometimes consumers prefer to purchase local products even though their quality is poorer than foreign brands products. Understanding this phenomenon will be help-

ful for Thai manufacturers to improve their strategy. Therefore, the purpose of this study is to investigate the influences of consumer ethnocentrism, brand image, and brand involvement on purchase intention towards domestic products in Thailand.

Literature Review

Consumer ethnocentrism

Consumer ethnocentrism is a construct which has been widely used in studying consumer attitudes toward foreign products. It derives from the more general construct of ethnocentrism. Consumer ethnocentrism is defined as "the beliefs held by consumers about the appropriateness, indeed morality of purchasing foreign-made product and the loyalty of consumers to the products manufactured in their home country." (Shimp & Sharma, 1987, p. 280). The concept of consumer ethnocentrism has been derived from the general concept of ethnocentrism, which was first introduced by sociologist William Sumner in 1906. Crawford and Lamb (1981) showed that buying foreign products can cause high emotional involvement especially when it comes to national security or loss of jobs. This argument offered the concept of ethnocentrism beyond psychological and social frameworks, and was recognized in the field of marketing as one of the dynamic factors in consumer purchasing choices.

Consumer ethnocentrism has a direct and positive influence on consumers' purchase intention towards domestic products. According to Shimp and Sharma (1987), the high ethnocentric tendency consumers refuse to buy

foreign products because they consider that they are harmful to the national economy and cause unemployment. Kaynak and Kara (2002) pointed that consumer ethnocentrism generates intensions in consumers to buy local products as well as products from the countries that are perceived to resemble their own cultural values. Many other studies have examined the impact of consumer ethnocentric tendencies on purchase intentions. (Chryssochoidis et al.; 2007; Nguyen, et al., 2008; Ranjbairn, et al., 2011). However, the results have been different depending on the characteristics of consumers and countries. The measurement of consumer ethnocentrism was made possible with the development of the Consumer Ethnocentrism Tendency Scale (Cetscale) of Shimp and Sharma (1987) who the first to develop an effective instrument for measuring the ethnocentric tendencies of consumers purchase decision.

Brand Image

How can a brand represent the product? Kotler (2000) contends that brand is a name, term, symbol, design or all the above, and is used to distinguish one's products and services from competitors. Keller (1993) defines brand image as an association or perception consumers make based on their memory towards a product. Brand image for foreign brands specially fashion brands is often the key competitive advantage that could have potential of value creation for organizations (Keller, 2009). Grewal, et.al (1998) concluded that the better a brand image is, the more recognition consumers give to its product quality. Consumers are usually limited in regards to the amount of time and product knowledge they have to make an

informed purchase decision when facing similar products to choose from. As a result, brand image is often used as an extrinsic cue to make a purchase decision (Richardson, et.al, 1994; Wang & Chen, 2004; Kapferer & Bastien, 2009).

The brand image is very important aspect towards purchase intention. It propels the consumers to consume more value on the specific brand having good brand image. It helps the consumers to decide which brand is a better option for them and they are forced to make purchase intentions couple of times. A good brand image helps to create long term relationships between the product and ultimate users. Higher the brand image, higher will be the purchase intention.

Product Involvement

The extent to which consumers have interested in purchasing a particular product and the level of commitment that they are going to purchase that brand is the result of the product involvement which actually develops the thought of a consumer towards the product. Product involvement is defined as a consumer's enduring perceptions of the importance of the product category based on the consumer's inherent needs, values, and interests (e.g. De Wulf, Odekerken- Schröder and Lacobucci, 2001; Mittal, 1995; Zaichkowsky, 1985). According to Browne and Kaldenberg (1997), it shows that under high involvement conditions, buyer decision processes are thought to proceed through extended decision-making, a series of sequential stages involving information search and evaluation of criteria. The level of consumer`s interest in purchasing can be estimated by the product type and the level of the

commitment of consumer towards given brand. The concept of the product involvement and the purchase intention is not the same and differs a lot as the purchase intention can be stated as the significance of the purchasing activities made by the individuals (Slama and Tashchian, 1985).

Purchase Intention

Purchase intention is the implied promise to one's self to buy the product again whenever one makes to the market (Fandos & Flavian, 2006; Halim & Hameed, 2005). Prior to purchasing, consumers will collect product information based on personal experience and external environment. When the amount of information reaches a certain level, consumers start the assessment and evaluation process, and make a purchase decision after comparison and judgment. So, purchase intention is usually used to analyze consumer behavior in related studies. Ajzen and Fishbein (1980) proposed the model that indicated two main factors influencing purchase intention: attitude and subjective norm. Attitude is defined as 'overall evaluations that can be measured by a procedure which locates respondents on a bipolar evaluative dimension'. Subjective norm would be 'the subject's perception that most people who are important to his thinking that he should or should not perform that behavior in question'. In Ajzen and Fishbein's model, only attitude and subjective norm have direct impact on purchase intention, all the other factors (including culture) have indirect impact on purchase intention through These two factors.
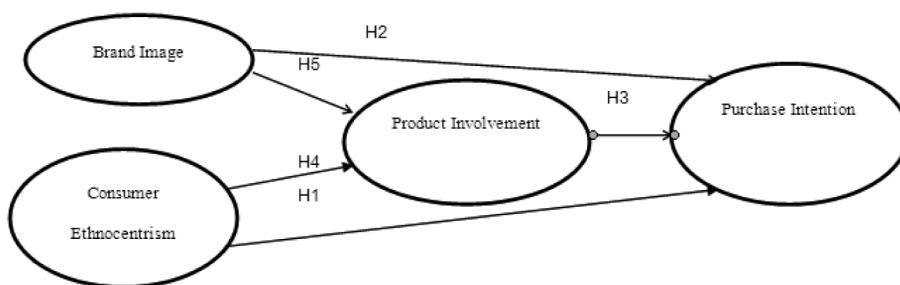
Figure 1 Proposed Research Model

Research hypotheses

Hypothesis 1: Consumer ethnocentrism has a positive influence on purchase intention towards domestic products

Hypothesis 2; Brand image has a positive influence on purchase intention towards domestic products.

Hypothesis 3: Product involvement has a positive influence on purchase intention towards domestic products.

Hypothesis 4: Consumer ethnocentrism has a positive influence on product involvement.

Hypothesis 5: Brand image has a positive influence on product involvement.

Research Methodology

The survey instruments are adopted from relevant previous studies and modified to reflect the characteristics of Thai consumers. In order to collect the data, a sample of 200 respondents by utilizing a convenience sampling technique will ask to participate in a self-administrated questionnaire. The survey instruments contain two sections. Section 1 includes different personal and demographic variables. This section will obtain the respondents information about gender, age, income, education, status, and frequency of purchase intention towards domestic products and possible products to be purchased in the future. Section 2 includes the latent variables that are consumer ethnocentrism, brand image, product involvement and purchase intention towards domestic products. The scales of the study are adopted from the previous literature published studies. The first variable is brand image with three items taken from Davis et al, 2009. The next variables are product involvement and purchase intension both have three items taken from DeWulf et al, 2001 and Shukla, 2010. The last variable is consumer ethnocentrism, 8 items of CETSCALE taken and adapted from Shimp and Sharma (1987), see Table 1. All variables in this section use Likert 5 point scales with 1 indicating "*strongly disagree*"and 5 indicating "*strongly agree*".

Table 1   Scale of the study

Variable	Item	Reference
Brand image	In comparison to other brands, Thai brand has high quality. Thai brand has a rich history. Customers can reliably predict how Thai brand will perform.	Davis et al, 2009
Product Involvement	Generally, I am someone who finds it important what kind of trousers/staples he or she buys Generally, I am someone who is interested in the kind of trousers/staples he or she buys. Generally, I am someone for whom it means a lot what trousers/staples he or she buys.	De Wulf et al, 2001
Consumer Ethnocentrism	1. Thai people should always buy Thai products instead of imports. 2. Only those products that are unavailable in Thailand should be imported. 3. Buy Thai products. Keep Thailand working Thai products first, last , and foremost. 4. Purchasing foreign products is un-Thai. 5. It is not right to purchase foreign products because it puts Thai people out of jobs. 6. A real Thai should always buy Thai made products. 7. We should purchase products made in Thailand instead of letting others countries get rich off us. 8. Curbs should be put on all imports.	Shimp and Sharma,1987
Purchase Intention	I would buy Thai brand rather than any other brand available. I am willing to recommend others to buy Thai brand. I intend to purchase Thai brand in the future.	Shukla, 2010

Analysis and Results

1. Profile of the Respondents

A total of 200 consumers completed questionnaires. From the respondent profile, (61.0%) of the respondents were female. More than (49.5%) of the respondents were between the ages of 36 to 45. Nearly (59.5%) of respond- ents' income were 10,001 - 20,000. The educa- tion profile indicates that (43%) of respondents were bachelor degree. Status of respondents (60%) was employed. (38%) of kinds of prod- uct were clothes. And the frequency of buying was often (68%). Table 2 shows the profile of respondents in detail.

Table 2   Profile of the Respondents

Variable	Category	Frequency	Percentage
Gender	Male	78	39
	Female	122	61
Age	Under 25 years	27	13.5
	25-35 Years	58	29
	36-45 Years	99	49.5
	Above 46 years	16	8
Income	Below 10,000	18	9
	10,001-20,000	119	59.5
	20,001-30,000	52	26
	Above 30,001	11	5.5
Education	Under Bachelor	15	7.5
	Bachelor	86	43
	Master	82	41
	Any Other	17	8.5
Status	Student	4	2
	Employed	120	60
	Businessman	66	33
	Housewife	10	5
	Unemployed	-	-
Kind of Product	Clothes	76	38
	Foods	72	36
	Bags	12	6
	Shoes	36	18
	Others	4	2
Frequency	Never	-	-
	Rarely	18	9
	Often	136	68
	Sometime	46	23

Hypothesis Testing

Model Analysis: To study causal relations between variables accordantly, one of the procedures in this field is analyzing the model fitness by structural equations modeling. We used AMOS 21 to analyze the model fitness and path coefficient.

Table 3 shows the fit indices, recommended values and analytical results for total measurement model. All the model-fit indices were qualified with the recommended values (Hair et al., 1998), indicating that the overall model fit was acceptable.

Table 3   The fit indices and analysis results of the measurement model

Fit indices	Recommended value	Result
X2/df	< 3.00	2.58
GFI (goodness of fit index)	> 0.90	0.92
RMSEA (root mean square error of approximation)	< 0.08	0.07
RMR (root mean square residual)	< 0.08	0.06
NFI (normed fit index)	> 0.90	0.93
NNFI (non-normed fit index)	> 0.90	0.92
CFI (comparative fit index)	> 0.90	0.94

Confirmatory factor analysis (CFA) has been used to measure the reliability, convergent validity, and discrimination validity of measurement model. As shown in Tables 4 and 5, most of the squared multiple correlations (SMC) of the measured variables were larger than (0.50) and the composite reliability (CR) of the latent variables was higher than (0.6) indicating that all measured variables had good reliability (Bagozzi & Yi, 1988; Hair et al., 1998).

Moreover, the completely standardized factor loadings all reached the level of significance. All the latent variables had a CR larger than (0.60) and AVE larger than (0.50), meaning that good convergent validity could be obtained (Fornell & Larcker, 1981). Each latent variable's AVE was larger than the squared correlation between each pair of latent variables. Therefore, the discriminant validity was good (Fornell & Larcker, 1981).

Table 4   Standardized factor loadings, SMC, and CR of the measurement model

Construct	Item	Factor loading	t-value	SMC	CR
Brand image	BI1	0.79	16.76***	0.63	0.91
	BI2	0.80	17.31***	0.64	
	BI3	0.76	16.33***	0.59	
Product involvement	PI1	0.85	20.02***	0.73	0.93
	PI2	0.77	16.42***	0.61	
	PI3	0.84	18.92***	0.71	
Consumer ethnoentrism	CE1	0.73	15.82***	0.54	0.87
	CE2	0.75	16.24***	0.57	
	CE3	0.79	16.76***	0.63	
	CE4	0.83	18.84***	0.69	
	CE5	0.86	20.07***	0.74	
	CE6	0.74	16.18***	0.55	
	CE7	0.65	13.81***	0.46	
	CE8	0.66	13.94***	0.47	
Purchase intention	PURI1	0.90	21.76***	0.80	0.96
	PURI2	0.94	24.11***	0.88	
	PURI3	0.85	20.01***	0.73	

*** p < .001, SMC - squared multiple correlations, CR - composite reliability

Table 5   The mean, standard devlation, and Inter-var able correlations matrix

Latent Variable	Mean	SD	BI	PI	CE
Brand image (BI)	3.12	0.80	0.72		
Product involvement (PI)	2.75	0.86	0.41***	0.67	
Consumer ethnocentrism (CE)	3.24	0.72	0.14*	0.24**	0.61
Purchase intention (PURI)	2.98	0.83	0.54***	0.62***	0.40***

Not: Diagonal elements (bold) show the average variance extracted (AVE).

* p < .05, ** p < .01, ***p < .001

Means, standard deviations and correlation among variables were shown in Table 5. The consumer ethnocentrism has the highest mean (3.24) and product involvement has the lowest mean (2.75). As it was anticipated, consumer ethnocentrism has positive correlation with purchase intention ($r = 0.40$, $p<0.001$) and also positive correlation with brand image ($r = 0.14$, $p<0.001$). Correlation results show that there is positive relationship between product involvement and purchase intention ($r = 0.62$, $p<0.001$). AVEs of the variables are also shown on the table which all of them exceeds the threshold of (0.5) indicating that discriminant validity is good.

Given the satisfactory fit of the model, the estimated path coefficients of the structural model were then examined to evaluate the hypotheses. Table 6 shows the standardized path coefficients, t-values, and coefficients of determination of the latent variables. Most of the hypotheses were strongly supported.

Table 6   SEM Result

Hypothesis	H1	H2	H3	H4	H5
Path Coefficient	0.621	0.325	0.377	0.522	0.378
t-value	9.624	5.234	5.672	7.410	5.673
Result	Accept	Accept	Accept	Accept	Accept

Discussion

1. Consumer ethnocentrism had direct positive effect on purchase intention towards domestic products (c=0.621, t=9.624); therefore, H1 was supported. This result is consistent with those of previous studies on purchase intention. Granzin and Painter (2001) noted that ethnocentrism causes consumer tendencies to protect their domestic economy and to help domestic workers with whom they identify. Consumers that display greater ethnocentrism stress the positive aspects of domestic products (Ruyter et al., 1998). In other words, when consumers have more feeling of ethnocentrism towards their home country they have more intention to buy domestic products.

2. Brand image had direct positive effect on purchase intention towards domestic products (c=0.325, t=5.234); therefore, H2 was supported. This result is in line with previous studies as same as Shukla (2010) and indicates that consumers who have more favorable image towards a domestic brand have more willingness to buy that brand.

3. Product involvement had direct positive effect on purchase intention towards domestic products. (c=0.377, t=5.672); therefore, H3 was supported. This result is in line with previous studies as same as Laurent & Kapferer, (1985). Processes of consumer purchase decision are partly affected with product involvement.

4. Consumer ethnocentrism had direct positive effect on product involvement.

(c=0.522, t=7.410); therefore, H4 was supported.

　　　5.　Brand image had direct positive effect on product involvement. (c=0.378, t=5.673); therefore, H5 was supported.

Conclusion

　　　The purpose of this study was to investigate the influences of consumer ethnocentrism, brand image, and brand involvement on purchase intention towards domestic products in Thailand. Five hypotheses were tested. All hypotheses were supported. The results show that when Thai consumers choose the products between domestic and foreign products, consumers with higher consumer ethnocentrism often select domestic products emotionally without considering the products carefully.

　　　The implications of this research for marketers operating in Thailand are significant. For domestic manufacturers, their marketing could be more successful by nationalism advertising strategy. And domestic products should be in a favorable place compare to foreign products among consumers with high consumer ethnocentrism. As this study is only based on some kinds of product market in which the difference of quality and reputation is slim between domestic and foreign products. It is not clear if the same relationship still exists in other product markets and besides the sample size and the possibility of sampling bias occurrence are important constraints on the generalizability of the empirical results. Analysis of the hypotheses was based on a data set of 200 samples. more researches could be conducted in with larger set of samples. Due to the point-in-time nature of this study which could not assess variations in results, further research is needed to be performed in longitudinal investigations.

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