

CONSUMER ETHNOCENTRISM AND PURCHASE INTENTION TOWARDS FOREIGN PROCESSED FOODS: A CASE OF VIETNAM

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ABSTRACT

This study investigated the impact of consumer ethnocentrism on purchase intention for foreign processed foods among Vietnamese consumers. Quantitative approach through direct distribution and online questionnaire was conducted in Hochiminh city. A sample of 506 respondents who 've purchased processed food was collected by convenient and snowball techniques. several important results were indicated. Firstly, Vietnamese consumers are low ethnocentric and desire to experience foreign produced products from Asia, US and EU nations. Secondly, five out of six proposed hypotheses was supported including: Consumer Ethnocentrism has a negative impact on Product Judgment towards foreign processed food (H2), Country of Origin has a positive impact on Product Judgment towards foreign processed food (H3), Consumer Ethnocentrism has a negative impact on Purchase Intention towards processed food (H4), Country of Origin has a positive impact on Purchase Intention towards foreign processed food (H5) and Product Judgment has a positive impact on Purchase Intention towards foreign processed food (H6). Notably, no correlation between Consumer Ethnocentrism and Country-of-Origin (H1) was founded in this study. Based on these results, foreign marketers should increase their interacting with vietnamese consumer by running marketing program that help to gain consumer awareness of their country's image and link it with the products while local producers need to seriously follow quality control and maintain quality standards in production to build the belief of consumer for "made-in Vietnam" products instead of totally depending on the campaign "Vietnamese use Vietnamese products" promoted by the government when many food scandals happened in current years.

Keywords: Consumer Ethnocentrism, Processed Foods, Vietnamese Consumer

1. INTRODUCTION

According to the annual rankings in the Global Retail Development Index (GRDI) of the U.S.'s AT Kearney Company, Viet Nam has continuously been listed among the top 30 attractive emerging retail markets since 2008. Vietnam is certainly a big market of consumer goods in Asia and attractive destination of foreign giant retailers. In recent years, Vietnam welcome the entrance of famous foreign retailers such as Lotte (Korea), AEON (Japan), 7- Eleven (Japan), Circle K (America) , Auchan (France) ... The amount of foreign made consumer goods primarily foods , beverages, personal care products... significantly increases and quickly cover in convenience stores and supermarket channels. Although domestic products still dominate the market with 92% of consumers regularly use but only 78% satisfy and prefer locally produced products, The percentage of Vietnamese people who interest and shop for foreign-origin products is rising and being forecasted to increase dramatically in the next few years as easy accessment as reveals by Association of High Quality Vietnamese Products in 2017 . Consumer purchasing patterns are expected to shift dramatically as more products, previously unavailable to the majority of consumer are now becoming available and popular in Vietnam market. Thus, it is very important for marketers to understand Vietnam market, why and how Vietnamese consumer buy foreign made products.

In marketing literature, one of important factors affects to the purchase intention of consumer between domestic and foreign products in a specific market is Consumer Ethnocentrism. Scholars from various countries such as USA, Europe , Asia have confirmed the influence of consumer ethnocentrism on product judgment and intention to buy domestic and foreign product (Shimp and Sharma. 1987; Klein et al. 1998. Balabanis and Diamantopoulos. 2004; Tho et al 2008. Tong. X.. & Li. C. 2013) . "Ethnocentrism basically determined why consumers select the local product instead of overseas" (Abd Ghani & Nik Mat 2017. p 522). It is ethnocentric tendencies which is better predictor of purchase behavior than demographic or marketing mix variables (Herche 1992). In addition, consumers is raising their awareness of the products and services available throughout the world due to higher levels of education, technological progress plus with ability to access information so the importance impact of products' country of origin (COO) on consumer behaviour is increasing rapidly (Bamber et al. 2012). COO directly influences consumers' perception of product quality, attitudes, behaviors and purchase intention (Kalicharan. 2014). Thus, consumer ethnocentrism and product's country -of -origin could be listed as vital factors to investigate the product judgment and purchase intention of consumer towards domestic and foreign products in general.

With busy lifestyles, more and more Vietnamese consumers have less time to cook. Moreover, many foods scandals, negative rumours about food safety and the low hygiene standards of street

food vendor caused consumer buy processed foods manufactured by big companies with belief that they have higher standards of foods safety and hygiene (Euromonitor, 2016). Processed foods including: canned foods, instant noodles...is become popular. The processed food aisle cover the large are in the supermarket and encompasses the widest range of brands not only domestic (Tuyen Ky, Vissan, Ha Long, Masan, Asia foods...) but also from various countries such as : US , Denmark, Russia ,France, Korea, Thailand, Japan...Thus, I have a specific interest in investigating the purchase intention towards foreign products among processed foods consumers under the influence of Consumer Ethnocentrism .

The research is conducted to fulfill specific objectives:

- Investigate the extent of Vietnamese consumer ethnocentrism
- Investigate the impact of consumer ethnocentrism on purchase intention of foreign made processed foods.
- Investigate the correlation between each of four constructs: Consumer Ethnocentrism, country-of-Origin, product judgment and purchase intention

This research is believed to provide a number of important contributions to the current knowledge and practice. From a theoretical point of view, one of the most remarkable contribution is the research has addressed the gap in the literature on investigating the impact of consumer ethnocentrism on country of origin, product judgment and purchase intention towards imported products in the context of a developing country- Vietnam. The study provides a better understand of Vietnamese consumer 's judgment and purchase intention toward foreign products, which helps not only the government but also local marketers to make appropriate strategies to promote local products consumption. Beside, the findings of this study certainly benefits foreign enterprises operating business in Vietnam , who need to understand the consumers' evaluations and purchase behavior towards foreign produced goods more than ever before.

2. LITERATURE REVIEW

2.1 Impact of Consumer Ethnocentrism on Product Judgment and purchase intention.

The definition of ethnocentrism was originally introduced in social psychology by Sumner (1906, p13) as "view of things in which one's own group is the centre of everything and all others are scaled and rated with reference to it". Levine and Campbell (1974) developed general definition of Consumer ethnocentrism as the consumer's preference for domestic goods or their prejudice against imported products .Ethnocentrism refers to individual tendency to see their community as the central of the universe and interpret other societies within that framework (Guneren and Ozturk, 2008). Thus, highly ethnocentric consumers tend to emphasize the positive

aspects of local products and underestimate the virtues of foreign-made items (Rawwas et al, 1996) .On the other hand, marketing scholars, Shimp and Sharma (1987,p240) firstly defined consumer ethnocentrism as: “the beliefs held by the consumers about the appropriateness. indeed morality of purchasing foreign made products” and proposed Consumer Ethnocentrism Scale (CETSCALE) included 17 items cales. CETSCALE is the most popular cales usages in international marketing , which has been validated through various contexts (Netemeyer et al 1991, Kaynak and Kara, 2002; Bawa,2004; Javalgi et al.,2005; Klein et al. 2006; Al Ganideh et al. 2007; Guneren and Ozturn, 2008; Wang et al. 2010) . Consumers with high ethnocentrism score prefer purchase local produced products and believe that purchasing foreign products is wrong since it harms their country’s economy, causes unemployment and is unpatriotic (Shimp and Sharma, 1987; Durvasula et al. 1997; Orth and Firbasova, 2003; Supphellen and Gronhaug, 2003; Al Ganideh et al. 2007). Notably, there is existance of consumer ethnocentrism even in countries where the majority of consumers prefer imported products. (Balabanis *et al.* . 2001; John and Brady, 2011; Watson and Wright, 2000).

The relationship between consumer ethnocentrism, product judgment and purchase intention has been investigated by previous researchers. Netemeyer, Durvasula and Lichtenstein (1991) investigated U.S, German, Japanese, and French consumers' attitudes toward purchasing products from the other three countries. They found that consumer ethnocentrism was negatively associated with both evaluations of product quality and the willingness to buy foreign products. Later on, Klein et al (1998) applied hypothesis in Netermeyer’s study to developed Animosity Model of Foreign Product Purchase to test Chinese consumers' attitudes toward Japanese products. The results showed that consumer ethnocentrism was a significant negative predictor of both product judgments and willingness to buy.Nguyen, Nguyen and Barrett (2008) collected data from 549 Vietnamese consumers to investigate the impact of ethnocentrism and cultural sensitivity on both imported products judgment and intention to purchase locally made products for two categories : motorbikes and powdered milk. The results indicated a negative relationship between consumer ethnocentrism and imported product judgment and positive association between consumer ethnocentrism and willingness to purchase local products. A negative relationship between imported product judgment and intention to purchase local products was also supported in this study.Cheng Lu Wang and Zhen Xiong Chen (2004) investigated the relationship between consumer ethnocentrism and intention to buy domestic products among Chinese consumer under the moderating roles of quality judgment of domestic products and conspicuous consumption. They found that “the impact of ethnocentrism on consumer willingness to buy domestic products tends to be weaker when consumers judge them as being of lower quality or when consumers hold higher conspicuous consumption values” (p.391) .Tong, Xiao and Li, Chunxiao (2013) conducted a research about the effect of brand personality and consumer ethnocentrism on perceived quality and purchase intentions in China's sportswear

market. The analysis of 385 respondents revealed that ethnocentric Chinese consumers exposed positive evaluation for domestically made brands and negative evaluation for the quality of foreign brands which is manufactured outside the country's border. However, just little evidence was found to support the existence of a relationship between ethnocentrism and purchase decisions for domestic or foreign brands among young Chinese consumers. Zafar et al (2013) conducted empirical study among Malaysian consumer to test how the combination of animosity, religiosity, and ethnocentrism affect their judgment about US products and purchase action. The findings demonstrated that ethnocentric tendencies of consumers affect not only product judgment towards foreign product but also purchase behavior of consumers.

2.2 Influence of Country of Origin (COO) on Product Judgment and Purchase Intention

Bilkey and Nes (1982) early defined country of origin as "the country of manufacture or assembly". Research tendency that link COO with product evaluation and purchase intentions has been developed in fifty years (Usunier & Cestre. 2007). COO Significantly influences the evaluation of luxury products which linked with social status while no significant relationship was found in the case of fast-moving goods (Prion, 2000). COO impact the consumer evaluation for permanent goods not fast-moving consumer goods (Kinra 2006). These results contradict with Ahmed et al 2004 ; Chrysochoidis et al.. 2007; Orth & Firbasova, 2003 who argued COO affects the evaluation of consumer towards fast-moving consumer goods including food products. Although several scholars concluded that COO did not directly influence purchase intentions (Hui and Zhou (2002); Lin and Kao (2004)) others provided inverse evidences. For example, there has been a positive relationship between COO image and purchase intention of consumer in China (Wang & Yang 2008). Empirical finding of David Bamber et al (2012) supported that consumers who are COO sensitive will display high purchasing intention for foreign products. COO was found to have significant and positive influence on Pakistani's purchase decision (Javed & Mukhtiyar 2013). Zunjur and Cajetan (2016) indicated that consumers who seek country of origin cue while buying prefers foreign products to local products supported the positive correlation between COO and purchase intention.

2.3 Consumer Ethnocentrism and Country of Origin (COO)

Previous studies support the evidences that Country of origin is rooted in consumer ethnocentrism.. Brodowsky (1998) found evidence for Consumer ethnocentrism to be an antecedent of country of origin. He suggested that country cues reflect objective information about product quality under viewpoint of low ethnocentric consumers while highly ethnocentric consumers use country cues to expose their patriotic spirit. Country of origin is strongly affected by consumer ethnocentrism (Javed & Mukhtiyar (2013). Zunjur and Cajetan (2016) found that

Indian consumers who have high score on consumer ethnocentrism are reluctant to buy foreign electronic items which confirmed the negative correlation between consumer ethnocentrism and country of origin effect. Consumer ethnocentrism is the most significant factor influences the level of Country of Origin importance for consumer in buying process (Cutura & Bandur 2016).

According to the above literature review about Consumer Ethnocentrism, Country of origin, Product Judgment, and Purchase Intention a research framework to examine Vietnamese consumer ethnocentrism, country of origin, product judgment and purchase intention of foreign canned food are suggested as follow. This framework not only describes the direct relationship between these three variables but also can be used to examine the mediating role of Country of Origin on the relationship between Vietnamese consumer ethnocentrism and intention to purchase foreign produced products.

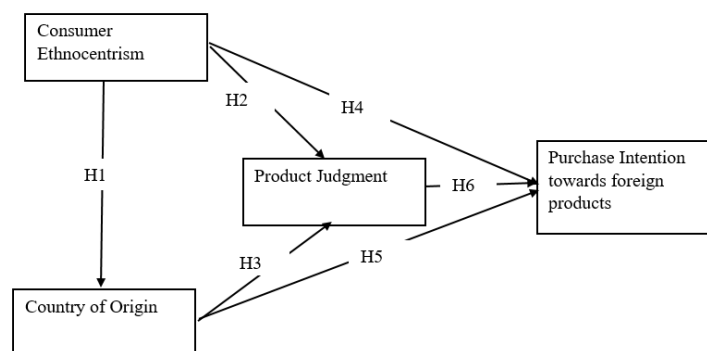


Fig 1 : Conceptual framework (Source: developed by the author)

Hypothesis:

H1: Consumer Ethnocentrism significantly influences Country of Origin

H2: Consumer Ethnocentrism has a negative impact on Product Judgment towards foreign processed foods

H3: Country of Origin has a positive impact on Product Judgment towards foreign processed foods.

H4: Consumer Ethnocentrism has a negative impact on Purchase Intention towards foreign processed foods

H5: Country of Origin has a positive impact on Purchase Intention towards foreign processed foods

H6: Product Judgment has a positive impact on Purchase Intention towards foreign processed foods

3. METHODOLOGY

With the aim of analyzing numerical data to examine the influence of Consumer Ethnocentrism on Purchase Intention towards Foreign Products, the quantitative approach was reasonably adopted. Convenience sampling and snowball sampling techniques were adopted to reach respondents. The respondents were asked to deliver questionnaire to the others that they feel willing to participate in the survey. Sample size of 506 participant who consume processed foods was targeted. Both hard copy of questionnaire and online version was distributed to consumers in Hochiminh city, the biggest commercial trade center of Vietnam. After collect enough data amount. SPSS and AMOS program were used to analyze data and SEM was applied to test the hypotheses.

3.1 Pilot test

A structured questionnaire includes two part was designed based on the main concepts as well as important variables which were drawn from relevant literature. The first part recored the demographic information of respondents and the second part measures the four factors (Cosnumer Ethnocentrism, Country of Origin, Product Judgment and Purchase Intention). The questionnaire was translated into Vietnamese and tested through a pilot study of 50 MBA student participants at International University before officially sending to the target respondents. It is important to conduct polot test because it helps researcher foresee potential practical problems that can be occurred in research procedure such as: ambiguous statement, misunderstanding words, uncompleted items... Johanson and Brooks (2010) made a suggestion that a sample size of at least 30 should be sufficient for a preliminary test in scale development. All the recommendations of 50 participants were carefully noted to make corrective action. As a result , the structure of the survey were changed slightly and scales items was condense compared with the initial design in order to make better improvement.

3.2 Measurement Scales

This study adopt seven items for consumer ethnocentrism (CE), five items for Country of Origin (COO), five items for products Judgment (PJ), and five items for Purchase Intention towards Foreign Product (PI) from previous studies (Shrimp & Sharma 1987, Nguyen. et al.. 2008, David Bamber et al 2012, Lascu and Babb 1995 , Yain and Yasin 1997 , Khan and Bamber 2007, Ghazali et al. (2008); Bamber, Phadke & Jyotishi 2010...) . All the statements in each construct then are modified to match with specific product in this study which is processed foods and Vietnam context. Respondents were asked to indicate their agreement on a five-point Likert scale (1 “strongly disagree” to 5 “strongly agree”) for each statement

4. DATA

There were 506 (95.5%) valid answer extracted from total 530 collected questionnaires after two months conduct survey via direct distribution and online questionnaire. The female accounts for 56% and male accounts for 44% of the sample. Two-thirds of them are from 26 to 45 years old .The majority of participant get monthly income under 10 million VND while only 8% of the sample get monthly income over 30 million VND. Over 70% of the participants hold College and University degree, One–fifth of them pursue post graduate program and only 8% of the respondent graduated high school. 64% observed sample are employees and officials, almost a quarter of respondent are students and only 6% of them are casual labors.

Table 1: sample demographic

| Gender | % | Age | % | Income | % | Education | % | Occupation | % |
|--------|----|-------|----|-------------|----|---------------------|----|---------------------|----|
| Male | 44 | 18-25 | 27 | <10mil | 61 | High school | 8 | student | 24 |
| Female | 56 | 26-45 | 66 | 10mil-20mil | 20 | College/ University | 72 | Casual labor | 6 |
| | | >45 | 7 | 20mil-30mil | 11 | Post-graduate | 20 | Employee/ Officials | 64 |
| | | | | >30mil | 8 | | | others | 6 |

Among 506 people who were asked with“ Do you care about product’s country of origin when buying processed foods?” , 94% of them gave “yes” answer and 6% respondent said “no” for this question. A large proportion of respondents (68%) currently buy and use made in Vietnam processed foods while almost a third seeks to purchase imported processed foods. Being asked with “Which country of origin do you prefer to buy processed foods?”, nearly half of respondents said that they prefer Asia processed foods. About 29% prefer US products, 18% of participants would like to purchase process foods made in EU countries and small proportion about 5% is seeking to buy processed foods from other areas.

5. RESULTS AND DISCUSSIONS

5.1 Descriptive Statistic

Table 2 below summary results of Descriptive Statistic of four construct. In term of consumer ethnocentrism, the average mean is 2.8 and none of seven items has mean greater than 3

indicated that most respondents disagree with items in CE dimension. It also can be concluded that Vietnamese consumer are low ethnocentric. Notably, The item “We should buy from foreign countries only canned products that we cannot obtain within our own country [CE7]” has std. deviation is bigger than 1 indicate that respondents show various evaluation for this statement thought they are mostly disagree. In term of Country of Origin, the average mean score is 3.82 indicated that most respondents agree with the items of this dimension. In fact, they highly support for “I find out country of origin of product to determine the quality of processed foods [COO4]” and “I look for country of origin information to choose the best processed foods [COO5]” which have highest mean core at 3.85. There has been an agreement among participants for all items in Product Judgment dimension since the average mean score is 3.58. Notably, they strongly believe that “Imported processed foods have higher quality than those made in Vietnam [PJ1]” which has the highest mean core of 3.7. In term of Purchase Intention towards foreign produced processed foods, majority of participants agree with all items in this dimension as mean is 3.71. Especially, they strongly support for the statement that “I feel happy buying imported processed foods.[PI3]” with outstanding mean of 3.91.

Table 2: Descriptive Statistics

| | N | Minimum | Maximum | Average Mean |
|-----|-----|---------|---------|--------------|
| CE | 506 | 1 | 5 | 2.8 |
| COO | 506 | 1 | 5 | 3.82 |
| PJ | 506 | 1 | 5 | 3.58 |
| PI | 506 | 1 | 5 | 3.71 |

5.2 Reliability Test

Cronbach’s Alpha is utilized in Internal-consistency reliability test to assess the reliability of a summated scale (Likert scale) or subscale where scores for several items are summed to arrive at a total score for a construct (Malhotra. 2010). According to previous scholars, An alpha value is considered as acceptable when it is above 0.7 (Nunnally (1978), George & Mallery (2003), DeVellis (2003), Zikmund (2010)). After running the first reliability test for CE, COO, PJ and PI several items were removed from the measurement scales since it violated the laws including CE3, CE7, PJ1, PI3. After removing all not good items in each construct, reliability test was run

again. The final results are showed in table 3 below. It can be seen clearly that Cronbach's Alpha of CE, PJ and PI were improved in comparison with the first results.

Table 3: Final results of Reliability Test

| Construct | Cronbach's Alpha | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-------------------------------|------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Consumer Ethnocentrism | 0.883 | | | | |
| CE1 | | 11.26 | 10.162 | .783 | .842 |
| CE2 | | 11.38 | 10.999 | .633 | .877 |
| CE4 | | 11.21 | 10.794 | .680 | .866 |
| CE5 | | 11.27 | 10.774 | .693 | .863 |
| CE6 | | 11.25 | 10.050 | .803 | .837 |
| Country of Origin | 0.904 | | | | |
| COO1 | | 15.35 | 8.625 | .716 | .891 |
| COO2 | | 15.27 | 8.606 | .754 | .883 |
| COO3 | | 15.28 | 8.420 | .799 | .874 |
| COO4 | | 15.26 | 8.584 | .721 | .890 |
| COO5 | | 15.25 | 8.111 | .806 | .872 |
| Product Judgment | 0.909 | | | | |
| PJ2 | | 10.69 | 5.913 | .846 | .862 |
| PJ3 | | 10.65 | 6.340 | .752 | .896 |
| PJ4 | | 10.66 | 5.824 | .852 | .860 |
| PJ5 | | 10.67 | 6.265 | .726 | .905 |
| Purchase Intention | 0.845 | | | | |
| PI1 | | 10.92 | 4.178 | .705 | .792 |
| PI2 | | 11.07 | 4.160 | .675 | .806 |
| PI4 | | 10.98 | 4.408 | .644 | .818 |
| PI5 | | 10.93 | 4.114 | .698 | .795 |

5.3 Exploratory Factor Analysis (EFA)

Exploratory Factor Analysis (EFA) is widely applied in research studies with the purpose of examining the factor structure or the pattern of correlation among variables (Lam et al 2014). In EFA test, there are some criteria that must be followed. Firstly, Factor loading should be greater than 0.5 (Hair, Anderson, Tatham & Black. 1995). Secondly, value of the KMO index (the Kaiser – Meyer – Olkin measure) is recommended to range between 0.5 and 1 (Kaiser. 1974). Besides that, Bartlett’s test of sphericity checks whether there are correlations among variables when p- value is less than 0.05 (Tabachnick & Fidell. 2007). Last but not least, Total variance extracted must be at or greater than 50% to confirm the validity of items grouped into factors (Gerbing & Anderson 1988). The results of EFA test are shown as below:

Table 4: KMO and Bartlett's Test

| | | |
|--|--------------------|----------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .886 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 5991.183 |
| | df | 153 |
| | Sig. | .000 |

Table 5: Total Variance Explained

| Factor | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
|--------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 6.526 | 36.257 | 36.257 | 6.181 | 34.337 | 34.337 |
| 2 | 3.220 | 17.891 | 54.148 | 2.886 | 16.036 | 50.373 |
| 3 | 1.852 | 10.291 | 64.439 | 1.565 | 8.693 | 59.066 |
| 4 | 1.360 | 7.558 | 71.996 | .991 | 5.506 | 64.572 |

Extraction Method: Principal Axis Factoring.

a. When factors are correlated, sums of squared loadings cannot be added to obtain a total variance.

Table 6: Pattern Matrix

| Pattern Matrix ^a | | | | |
|-----------------------------|--------|------|------|------|
| | Factor | | | |
| | 1 | 2 | 3 | 4 |
| COO5 | .869 | | | |
| COO3 | .847 | | | |
| COO2 | .787 | | | |
| COO4 | .775 | | | |
| COO1 | .753 | | | |
| CE6 | | .958 | | |
| CE1 | | .942 | | |
| CE4 | | .660 | | |
| CE5 | | .658 | | |
| CE2 | | .590 | | |
| PJ4 | | | .937 | |
| PJ2 | | | .921 | |
| PJ3 | | | .770 | |
| PJ5 | | | .732 | |
| PI5 | | | | .798 |
| PI1 | | | | .753 |
| PI2 | | | | .749 |
| PI4 | | | | .667 |

It can be seen clearly from the first table that KMO index is 0.886, which is greater than 0.5 and the Bartlett's Test of Sphericity is well significant at p value is 0.000. Moreover, the Total variance explained is highly acceptable because its index is 64.572 % (>50%). which indicates that the three factors grouped from 18 remaining items can explain 64.572 % of data variance.

5.4 Confirmatory Factor Analysis (CFA)

Confirmatory factor analysis is operated after EFA test when a researcher hold a number of well-related theories about the latent structure of measured variables and would like to examine how well those models fit the data (Pohlmann 2004). The goodness of model are measuread by various indices basically CMIN/DF, CFI, GFI, TLI,RMR which was recommended by previous scholars.

Check for Model fit

Table 7 below summary current fit indices. The total indices of model fit was presented in Appendix. The CMIN/DF is 3.129, it is acceptable value. CFI gets great value at 0.954 (0.954 > 0.95), GFI is 0.909 which is greater than 0.95, TLI is 0.945 that greater than 0.9, SRMR is 0.052 and less than 0.09. RMSEA gets moderate value at 0.065. Generally, the model of this study is fairly good fit when it satisfies most Threshold criteria.

Table 7: Model Fit of CFA

| Fit indices | Authors | Recommended value | Current fit indices |
|--------------------|--|--|----------------------------|
| CMIN/DF | Joreskog, 1969 Marsh & Hocevar, 1985 Bentler, 1990 | $\leq 2^{**}$; $\leq 3^*$ < 5.0 < 5.0 | 3.129 |
| CFI | Bentler, 1990 Hatcher, 1994 | > 0.90 > 0.90 | 0.954 |
| GFI | Chau, 1997 Stegars & Grover, 1993 | > 0.90 > 0.90 | 0.909 |
| TLI | | > 0.9 | 0.945 |
| RMR | | < 0.09 | 0.052 |
| RMSEA | Byrne, 2001 | < 0.08 | 0.065 |

Then. Result from regression weights in table 8 indicated that all p value is less than 0.05 indicating all coefficients are significant.

Table 8: Regression Weights (CFA)

| | Estimate | S.E. | C.R. | P | Label |
|---------------|----------|------|--------|-----|--------|
| CE1 <--- CE | 1,000 | | | | |
| CE6 <--- CE | 1,020 | ,021 | 49,129 | *** | par_1 |
| CE2 <--- CE | ,602 | ,040 | 15,213 | *** | par_2 |
| CE5 <--- CE | ,609 | ,038 | 15,861 | *** | par_3 |
| CE4 <--- CE | ,644 | ,038 | 17,022 | *** | par_4 |
| PJ2 <--- PJ | 1,000 | | | | |
| PJ4 <--- PJ | 1,021 | ,032 | 31,503 | *** | par_5 |
| PJ5 <--- PJ | ,852 | ,039 | 21,948 | *** | par_6 |
| PJ3 <--- PJ | ,851 | ,036 | 23,853 | *** | par_7 |
| COO3 <--- COO | 1,000 | | | | |
| COO5 <--- COO | 1,074 | ,045 | 23,918 | *** | par_8 |
| COO4 <--- COO | ,929 | ,046 | 20,103 | *** | par_9 |
| COO2 <--- COO | ,935 | ,044 | 21,406 | *** | par_10 |
| COO1 <--- COO | ,923 | ,046 | 20,088 | *** | par_11 |
| PI5 <--- PI | 1,000 | | | | |
| PI1 <--- PI | 1,000 | ,058 | 17,111 | *** | par_12 |
| PI2 <--- PI | ,969 | ,058 | 16,657 | *** | par_13 |
| PI4 <--- PI | ,885 | ,057 | 15,611 | *** | par_14 |

Check reliability

In part 5.2 about the reliability statistics. all the Cronbach’s alpha of all variables are higher than 0.7 which represents reliability data. This part will be more focused on the composite reliability of each variable. As calculation in table 9. the composite value of CE. COO. PJ and PI are higher than 0.7 so they satisfy the requirement of composite reliability check (CR>0.7).

Table 9: Value of composite reliability of all variables

| Variables | Cronbach's alpha | Value of composite reliability |
|-----------|------------------|--------------------------------|
| CE | 0.79 | 0.870 |
| COO | 0.904 | 0.904 |
| PJ | 0.909 | 0.911 |
| PI | 0.845 | 0.845 |

Check convergen validity

The convergen validity is fulfilled when both loading factor (the standardized estimate) and AVE are greater than 0.5 (Hair. et al. 2006. Fornell & Larcker. 1981). As can be seen clearly in table 10. all the loading factors (estimate) exceed 0.5 ensuring the convergen validity of the measurement scales used in this study. Moreover. AVE calculated in table 11 of CE. COO. PJ and PI are larger than 0.5 so the convergen validity of four factors in this study are ensured.

Table 10: Standardized Regression Weights CFA

| | Estimate |
|---------------|----------|
| CE1 <--- CE | .952 |
| CE6 <--- CE | .969 |
| CE2 <--- CE | .579 |
| CE5 <--- CE | .596 |
| CE4 <--- CE | .625 |
| PJ2 <--- PJ | .911 |
| PJ4 <--- PJ | .914 |
| PJ5 <--- PJ | .763 |
| PJ3 <--- PJ | .795 |
| COO3 <--- COO | .853 |
| COO5 <--- COO | .859 |
| COO4 <--- COO | .766 |
| COO2 <--- COO | .799 |
| COO1 <--- COO | .764 |
| PI5 <--- PI | .773 |
| PI1 <--- PI | .795 |
| PI2 <--- PI | .745 |
| PI4 <--- PI | .723 |

Table 11: The average variance extracted (AVE) of each factor

| | AVE |
|-----|------------|
| CE | 0.505 |
| COO | 0.655 |
| PJ | 0.72 |
| PI | 0.577 |

Check Discriminant Validity

Stated in Paswan ‘s sudy in 2009, Discriminant validity refers to the extent if a construct is really distinct from other constructs. Two criteria for this test are fulfilled when the Correlation between two constructs is less than 1 ($r < 1$) or both AVEs of two constructs are larger than SIC ($> r^2$). Results from correlation table below confirm the discriminant validity between concepts as the correlation value range from -.404 to .530 which are less than 1. Moreover. both AVE values of two construct are obviously greater than SIC (r^2) value. For example. AVE of CE is .505 and AVE of PJ is .72. Both are greater than SIC (r^2) value (.133225)

Table 12: Discriminant Validity Assessment

| | Estimate (r) | SIC (R2) | AVE | |
|------------|--------------|----------|-------|-------|
| CE <--> PJ | -.365 | 0.133225 | 0.505 | 0.72 |
| CE<-->COO | -.071 | 0.005041 | 0.505 | 0.655 |
| CE<-->PI | -.404 | 0.163216 | 0.505 | 0.577 |
| PJ<-->COO | .304 | 0.092416 | 0.72 | 0.655 |
| PJ<-->PI | .530 | 0.2809 | 0.72 | 0.577 |
| COO<-->PI | .442 | 0.195364 | 0.655 | 0.577 |

5.5 Structural Equation Modeling (SEM)

Structural equation modeling (SEM) is widely used technique in social, behavioral, and educational studies because of its flexibility in testing proposed or hypothesized models such as

path models, confirmatory factor-analytic models or general structural equation models that include latent and observed variables. (Cheung 2014).

Check model fit

The CMIN/DF is 3.129, it is acceptable value. CFI gets great value at 0.954 ($0.954 > 0.95$). GFI is 0.909 which is greater than 0.95. TLI gets value of 0.945 that is satisfy the condition ($0.945 > 0.9$). SRMR is 0.052 and less than 0.09. RMSEA gets moderate value at 0.065. In overall, The model fit is good since it fulfill all criteria .

Testing Hypothesis

The table 13 below summary results of hypotheses testing . The hypothesis H1 which proposed that “Consumer Ethnocentrism has a negative impact on Product Judgment towards foreign processed foods” is supported because the p value is less than 0.001 and the estimate is -0.307. The hypothesis H2: “Consumer Ethnocentrism has a negative impact on Purchase Intention towards foreign processed food ” is also supported because the p value is less than 0.001 and the estimate is - 0.176. With the p value is less than 0.001 and estimate gets value of 0.259. Product Judgment definitely has a positive impact on Purchase Intention towards foreign processed foods so the hypothesis H3 is strongly supported. In contrast, the hypothesis H4 which proposed that “Consumer Ethnocentrism significantly influences Country of Origin” is rejected as p value violates the rule ($0.134 > 0.05$). The hypothesis H5 “Country of Origin has a positive impact on Purchase Intention towards foreign processed foods” is strongly confirmed because p value is less than 0.001 and estimate value is 0.291. Finally, with the p value is less than 0.001 and estimate value is 0.330 Country of Origin is confirmed to have a positive impact on Product Judgment towards foreign processed foods.

Table 13: Result of Hypotheses testing

| Hypothesis | Standardized Estimate (β) | p-value | Testing Result |
|--|-----------------------------------|-------------|----------------|
| H1 : Consumer ethnocentrism significantly influences Country of Origin | -.071 | .134 | reject |
| H2 : Consumer Ethnocentrism has a negative impact on Product Judgment towards foreigned processed food | -.345 | *** | supported |
| H3 : Country of Origin has a positive impact on Product Judgment towards foreigned processed food | .279 | *** | supported |
| H4: Consumer Ethnocentrism has a negative impact on Purchase Intention towards processed food | -.258 | *** | supported |
| H5 : Country of Origin has a positive impact on Puchase Intention towards foreign processed food | -.321 | *** | supported |
| H6 : Product Judgment has a positive impact on Purchase Intention towards foreign processed food | .338 | *** | supported |

Direct Effects of CE and COO on PJ

According to the result of hypothesis testing in table 13. it is no doubt that CE and COO had direct effect on PJ and this study based on standardized coefficient (Beta) in order to identify which factor have most influence PJ. It can be seen that CE covered the largest impact on PJ and this impact is negative with ($\beta = -0.345$. $p < 0.05$). followed by COO with ($\beta = 0.279$. $p < 0.05$).

Direct effect of CE. COO and PJ on PI

It can be seen from table 13 that CE. COO and PJ directly effect on PI. Based on the magnitude of the standardized coefficient (beta) amongst these variables. PJ has the largest impact on PI with ($\beta = 0.338$. $p < 0.05$). COO cause stronger impact on PI with ($\beta = 0.321$. $p < 0.05$) compared to CE with ($\beta = -0.258$. $p < 0.05$)

Indirect Effects of CE and COO on PI

The result of multiple regression analysis showed that CE and COO also indirectly impact PI via the presence of PJ at the $\beta = -0.117$ (-0.345×0.338) and $\beta = 0.094$ (0.279×0.338) respectively. The path coefficients of hypothesis testing was illustrated as follow:

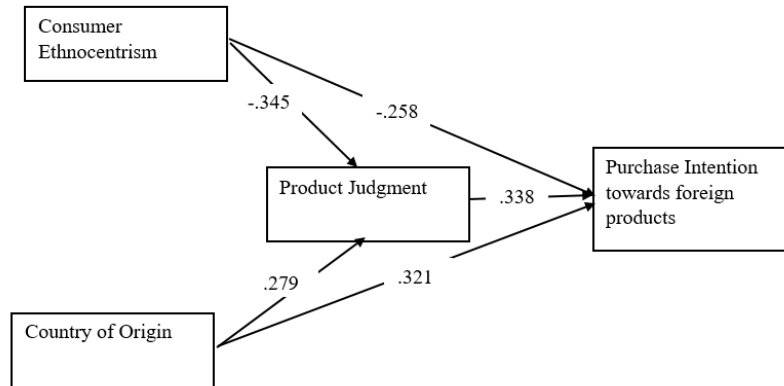


Fig. 2: Path coefficients of hypothesis testing

Total Causal Effects on Purchase Intention

In aspect of total effects as summarized in table 14 below. the Country of Origin had the strongest effect on Purchase Intention towards foreign processed food with $\beta = .415$. Next is the Consumer Ethnocentrism factor with $\beta = -.375$ and The factor of Product Judgment towards foreign produced processed food ranked at third with $\beta = .338$.

Table 14: Total Causal Effects on Purchase Intention

| Variables | Causal Effects | | Total |
|--------------|----------------|--------------|--------------|
| | Direct | Indirect | |
| CE | -.258 | -.117 | -.375 |
| COO | .321 | .094 | .415 |
| PJ | .338 | ----- | .338 |
| Total | 0.401 | -.023 | .378 |

6. CONCLUSIONS

The research with the topic “Consumer Ethnocentrism And Purchase Intention Towards Foreign Processed Foods_A Case Of Vietnam” is conducted in order to find out how the ethnocentric level of Vietnamese consumer influence on their purchase intention toward foreign processed foods as well as the interaction between four factors proposed in this research model. All the objectives of this study have been successfully obtained.

Firstly, the result revealed that Vietnamese consumers are low ethnocentric . They stand against opinion that “ Buying impoted processed food causes Vietnamese people to lose job” or “ Buying imported processed foods damage local business”. Although there are various viewpoints around statement “We should buy from foreign countries only products that we can not obtain within our own country”, the disagreement is outstanding tendency. It is obvious that Vietnamese consumer are open – minded with imported products and desire to exprience more foreign produced products.Secondly, Consumer Ethnocentrism was confirmed to negatively influence Purchase Intention for foreign processed foods. In other words, consumer who are low ethnocentric will show high possibility to purchase foreign products. This finding supported previous literature such as Netemeyer et al.(1991). Klein et al. (1998). Nguyen et al. (2008)...In fact, ethnocentric level of consumer can directly impact on their purchase intention towards foreign produced products or indirectly impact Purchase Intention via mediating role of Product Judgment.In addition, 94 % of participants showed their concern to Country -of- Origin when buying processed foods when they were asked in the survey and the study’s result indicated the positive impact of Country-Of-Origin on consumer’s purchase intention for foreign processed foods. It means that consumers who are COO sensitive will perform high purchasing intention towards foreign food products. this result was consistent with prior studies such as Wang & Yang (2008). David Bamber et al. (2012). Javed & Mukhtiyar (2013). Zunjur & Cajetan (2016)... Similar to Consumer Ethnocentrism. COO can cause direct and indirect effect on Purchase intention under mediating role of Product Judgment. Notably, the impact of COO on purchase intention for foreign processed foods tends to be stronger than Consumer Ethnocentrism.Finally, this study did’t find the correlation between Consumer Ethnocentrism and COO. It implied that no matter consumer are ethnocentric or not, they tend to seek COO information while buying processed foods. It could be explained by many foods scandals and negative rumours about food safty in current years make everyone raising more awareness for product’s COO when select a processed food product.

Recommendation

In addition to literature contribution, this research also gives some important practical implications which can be applied by marketing manager of domestic producers and foreign processed food enterprises who have interest in setting up their business in Vietnam .

Firstly, Vietnam processed food market is highly attractive market for foreign investors. One reason for this is because Vietnamese consumers have low ethnocentrism. they show high possibility to accept foreign products and willing to purchase imported products from other countries . In fact, almost a third participants involved in this study are seeking to purchase imported processed foods .Another reason is that COO has strong effect on judgment and intention to purchase foreign processed food of Vietnamese consumer. Most of consumer has strong belief that COO determine the quality of processed food and imported one have higher quality than those made in Vietnam. Besides, consumers show their preference choice to buy food products of Asia, US and EU countries. Thus, for the brands that are new or unfamiliar to Vietnamese consumers, marketers should increase their interacting with consumer by running marketing program that help to gain consumer awareness of their country's image, country's knowledge and link the country's image with the products. Secondly, the opportunity to win Vietnamese consumer's heart are share equally for both foreign players and domestic producers. As an evidence of this, a big proportion of respondent who participated in this study currently choose to buy made-in Vietnam processed food. However, although domestic producers have deep understanding of Vietnamese's taste , they need to focus on maintain quality and marketing strategies. Food safety topic is getting much more attention of public than ever before because lot of food scandals were found not only in small businesses but also in big local corporations. Finally, the promoted policies from government especially the slogan "Vietnamese use Vietnamese products" in order to push local sales is not really sustainable since it just encourage and remind the ethnocentric behavior of the consumer while the current belief of consumer in local products are not supported. The root of the problem is that Vietnamese people need to actively want to use Vietnamese goods and it can be achieved only when the producers themselves seriously follow quality control and maintain quality standards in production.

This research is conducted in Hochiminh City to investigate the Vietnamese consumer product judgment and purchase intention towards foreign produced processed foods . The study has some limitations which could be potential areas for future research. Given this study is an exploratory one, our sample is limited and recruited mainly in Hochiminh City which may not be representative for the whole population. Future studies can consider a larger and more representative sample of Vietnamese consumers. Further research can also extend our study by testing more product

categories and adding other antecedent factors that significant to Vietnamese consumer ethnocentrism in the Vietnamese context.

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