Assessing Industry Experts' Ethnocentrism and Perceptions Towards Domestic and Foreign Products in Mauritius

Dr Priya Baguant
Senior Lecturer in Management, Faculty of Law and Management, University of Mauritius, Mauritius. pbaguant@uom.ac.mu or pbaguant@hotmail.com

Dr Rooma Roshnee Ramsaran-Fowdar
Lecturer in Marketing, Faculty of Arts, Business, Informatics and Education, Central Queensland University, Building 34, Bruce Highway, Rockhampton QLD 4702, Australia. r.ramsaran-fowdar@cqu.edu.au or rrrfowdar@gmail.com

Submitted to haqz53@gmail.com, Annual London Business Research Conference, 12-14 July 2010, Imperial College, London, UK, http://www.worldconferencecare.com
.

Abstract

An experience survey in the form of in-depth interviews was conducted with twenty industry experts to gather maximum insight about their perceptions and attitudes towards domestic and foreign products. This exercise was conducted over a two-week period by means of a personal interview, using a semi-structured questionnaire consisting mainly of open-ended questions whereby respondents had the freedom to express freely their views and opinions towards the products and their country of origin. The seven-point rating CETSCALE was also included in the questionnaire to assess its reliability in the Mauritian context. It was concluded that experts' ethnocentrism is not that strong among the respondents. Foreign brands were perceived to be more reliable and highly appreciated than the domestic country brands. The CETSCALE could be adapted to the Mauritian context as the scales had high internal reliability.

Introduction

Global trade has changed significantly and has created substantial market opportunities for firms operating in different parts of the globe. Most of these firms are providing variety in their products at competitive prices. Standards of living and lifestyles of consumers are improving worldwide and the increased use of the internet imply that consumers are now being exposed to a wider range of foreign products than earlier. Thus, increased globalisation has attracted interest in country-of-origin (COO) and consumer ethnocentrism research and how they affect decision-making (Papadopoulos and Heslop 1993).

Both domestic and foreign firms need to understand consumers' perceptions and evaluations of foreign products against domestic ones. For instance, if a firm wants to expand overseas and if senior management does not fully understand the more subjective and intangible aspects of consumer behaviour in foreign markets, and believes that its own home country's cultural values and expectations are universally acceptable, there are high chances that their corporate strategies will fail to influence consumer choice. Researchers in marketing have started investigating consumer behaviour in cross cultural/national settings more than before. However, despite this increased interest, studies that examine the product perceptions and judgements of consumers in developing countries and newly emerging economies are relatively scarce (Kaynak and Kara 2002).

With globalisation, Mauritian consumers are being exposed more and more to foreign products and are now faced with a variety of buying choices. The CETSCALE, an instrument developed to measure consumer ethnocentrism in the USA (Shimp and Sharma 1987), was assessed in the Mauritian context. Until now, the CETSCALE has not been fully validated, nor is it compared in developing country environments (Kaynak and Kara 2002). In particular, the CETSCALE has not been validated in Mauritius.

Literature Review

Country-of-Origin (COO)

Among the many factors that are believed to influence consumer perceptions of products, country of origin (COO) effects have attracted growing attention (Al-Sulaiti and Baker 1998; Tan and Farley 1987; Heslop, Papadopoulos and Bourk 1998; Verlegh and Steenkamp 1999). Early studies in the area of COO can be traced back as far as the 1960s. The impact of COO has been studied in a variety of research settings such as field surveys and laboratory experiments. COO has been defined in several ways in the literature. It has been defined as the country of manufacture or assembly (Papadopoulos and Heslop 1993; Lee and Schaninger 1996); as the country where the corporate headquarters of the company marketing the product or brand is found (Ozsomer and Cavusgil 1991); and as the country of product design (Ahmed, D'Astou and El Adroui 1994). Elliott and Cameron (1994) broadly defined the COO effect, also known as the "made in" concept, as the positive or negative influence that a product's country of manufacture may have on consumers' decision processes or subsequent behaviour.

Within the realm of consumer decision-making, COO has been defined as an extrinsic cue that acts as a risk mitigant or quality cue for consumers (Cordell 1992). A brand's COO serves as an extrinsic cue (together with price, brand name, and warranties) that supplements the use of intrinsic cues (perceptions of design, performance, features, tastes etc.) (Bilkey and Nes 1982; Batra *et al.* 2000). In general, there is a consensus that products made in different countries are evaluated differently (Bilkey and Nes 1982; Peterson and Jolibert 1995; Samiee 1994). It has also been found that COO effects include (1) the tendency for consumers to evaluate their own country's products more favourably than imported products (Kaynak and Cavusgil 1983) and (2) the tendency for products from emerging economies to be evaluated negatively (Bilkey and Nes 1982; Cordell 1992).

Consumer Ethnocentrism

Recent research has linked the COO effect to levels of consumer ethnocentrism. Consumer ethnocentrism helps to understand the way in which consumers compare domestic with foreign products and the reasons that make them develop patriotic prejudices against imports. Highly ethnocentric consumers are biased and over-evaluate domestic products unreasonably, in comparison with imported products. In contrast, highly non-ethnocentric consumers may judge foreign products based on their attributes and/or view them as better because they are not produced in their own country (Durvasula *et al.* 1997).

Ethnocentrism is a sociological concept first introduced by Sumner (1906) that refers to a tendency to regard the beliefs, standards, and code of behaviour of one's own as superior to those found in other societies. It often serves the socially useful function of encouraging cohesion and solidarity among group members but can also contribute to attitudes of superiority, intolerance, and even contempt for those with different customs and ways of life (Booth 1979; Levine and Campbell 1972; Wagley 1993; Worchel and Cooper 1979). Ethnocentric individuals tend to prefer their own way of life over all others. It follows that one's own goods are preferred over goods made in other countries. Ethnocentrism implies that purchasing imports is wrong, not only because it is unpatriotic, but also because it is detrimental to the economy and results in loss of jobs in industries threatened by imports.

The CETSCALE

It is posited that, along with increased nationalism, and heavy emphasis on cultural and ethnic identity, consumer ethnocentrism will be a potent force in the global business environment in the years to come. In recent years, an important contribution to consumer research has been the development of the CETSCALE (Consumer Ethnocentric Tendencies SCALE), which represents an accepted means of measuring consumer ethnocentrism across cultures/nations. The CETSCALE was designed to measure consumer ethnocentrism in order to better understand, explain and predict consumers' behavioural tendencies for them and more favourably evaluate domestic products when compared with imported products (Hult and Keillor 1994). This instrument was developed by Shimp and Sharma (1987). Its authors used the term 'tendency' instead of 'attitude', since the former refers to the more general notion of the disposition to act in some consistent fashion toward foreign products. Through the carrying out of a series of preliminary studies, pre-tests and scale purification techniques, the CETSCALE was created (Shimp and Sharma 1987). The resulting 17 items scored on a seven-point Likert-type format formed the consumer ethnocentrism measures, all satisfying at least a 0.5 (factor loading) reliability criterion.

Methodology

This paper represents an exploratory effort in generating consumer perceptions and attitudes towards domestic and foreign products in the Mauritian context. This was an important driver as there were no studies related to consumer ethnocentrism in Mauritius prior to this study. In order to gather data, in-depth interviews were conducted.

The in-depth interview is an unstructured personal interview in which the interviewer attempts to get the subject to talk freely and to express his or her true feelings. It is probably best suited to exploratory research. In-depth interviews also allow the moderator to delve much deeper into a topic and allow more candid discussion on the part of the interviewee. An experience survey in the form of in-depth interviews were undertaken with twenty respondents, including professionals in the field of domestic and foreign trade and Mauritian entrepreneurs over a period of two weeks to probe into their perceptions and attitudes towards domestic and foreign products.

Using a semi-structured questionnaire each respondent was confronted to a set of open-ended questions they had the freedom to express freely their views and opinions towards the products and their country of origin. Moreover, they were asked to rate the CETSCALE statements using a 7-point rating scale with 1 being "strongly disagree" and 7 being "strongly agree". Demographic profiles of the respondents were also recorded.

Each interview lasted for about thirty minutes and participants were encouraged to respond freely in their own words. Detailed notes were taken during the interviews and these are eventually compiled into a report.

Findings, Analysis and Discussions

Based on the open-ended questions asked, the following responses were generated and compiled.

	% of Respondents
Quality	
Quality is good	40
Quality needs improvement	30
Poor quality	25
Average quality	5
Products	
Products are good	40
Products not durable	25
Defective	20
Lots of imitation	35

Broad selection	10
Price	
Expensive	15
Cheap	10
Affordable prices	20
Competitive prices	40
Packaging	
Good	10
Average packaging	25
Defective	15
Needs improvement	20

Table 1: Respondents' Perceptions of Locally Produced Items (n = 20)

Results in **Table 1** shows that respondents tend to have more negative perceptions of the locally manufactured products. With regards to quality of the products only 40% of them found them to be good whereas 30% found that Mauritian products need improvement and 25% found that the products are of poor quality.

Moreover 35% of the respondents found that Mauritian products are merely imitations of foreign goods and lack originality and as such 45% found them to be defective and not durable over time.

With regards to packaging, 25% of respondents found that packaging is average and 15% found it to be defective. 20% of respondents insist that packaging of Mauritian products need improvement and only 10% acknowledge that packaging is good.

The only positive aspect for locally produced items is price since at least 60% of respondents found that the prices are competitive and affordable.

	India (%)	China (%)	Malaysia (%)	Indonesia (%)	Egypt (%)	Madagascar (%)
Quality						
Quality is good	30	25	20	20	55	20
Quality needs improvement	10	5	10	15	-	25
Poor quality	20	5	-	10	-	30
Average quality	5	20	20	25	10	-
Products						
Products are good	30	25	20	20	55	20
Products not durable	15	35	15	-	-	-
Defective	15	5	-	-	-	5
Tasty products	-	-	10	-	-	-
Broad selection	10	10	5	5	5	-
Price						
Expensive	-	-	-	-	5	5
Cheap	35	40	20	15	15	10

Affordable prices	5	5	15	15	15	10
Competitive prices	10	5	10	10	15	5
Packaging						
Good	-	-	-	-	10	-
Attractive	-	5	30	25	5	-
Average packaging	40	35	15	5	-	10
Defective	10	10	-	-	-	5

Table 2: Respondents' Perceptions of Imported Products/Country of Origin (Developing Countries) (n = 20)

Table 2 shows that the respondents' perceptions vary when it comes to imported products from developing countries. Among the six countries listed in the table, the respondents perceived the products of Egypt to be of good quality with a score of 55% followed by India (30%) and only 25% of respondents found Chinese products to be of good quality. 30% of respondents perceived products from Madagascar to be of poor quality.

Products perceived as not durable tends to come from China (35%) followed by India and Malaysia, both with a score of 15%. It also follows that cheaper products were those from China (40%) followed by India (35%) and Malaysia (20%). It can be stated that the cheaper the product is, its lifetime will tend to be very short.

Last but not least, packaging of products from India and China was perceived to be average by 40% and 35% of respondents respectively.

Products from developing countries and emerging economies tend to be perceived as good in relation to the value that is paid for them. In addition, their lifetime value reflects the investment made on them. In brief, the cheaper the product, the lesser is the quality and its durability.

	S'pore (%)	**S. Africa (%)**	**UK (%)**	**France (%)**	**Aust'lia (%)**	**New Zea. (%)**
Quality						
Quality is excellent	10	5	45	30	35	20
Quality is good	50	55	35	45	45	55
Products						
Excellent products	10	5	45	30	35	20
Products are good	50	55	35	45	45	55
Famous & renowned brands	-	35	40	55	25	20
Broad selection	5	40	20	45	30	30
Price						
Expensive	20	20	70	65	20	20
Cheap	-	5	-	-	5	5
Affordable prices	-	5	-	-	5	-
Competitive prices	10	10	-	10	10	10

Value for money	-	-	25	-	-	-
Packaging						
Excellent	-	15	40	35	25	20
Attractive	25	10	10	15	10	5

Table 3: Respondents' Perceptions of Imported Products/Country of Origin (Developed Countries) (n = 20)

Results in **Table 3** shows that products from developed countries are highly rated by respondents in terms of excellent and good quality. They score more positive responses. The United Kingdom and Australia top the list with 80% of respondents perceiving their products as excellent and good. Moreover, most of the famous and renowned brands are perceived to come from France (55%) and United Kingdom (40%). As such expensive products are mainly from United Kingdom (70%) followed by France (65%).

A comparison of responses in **Table 2** and **Table 3** shows that products from developing countries are perceived to be of lesser quality when compared to those from developed countries. Respondents tend to find a lot of defects and complaints towards developing countries' products and would express the views for improvement in terms of quality and packaging. Products of developing countries are cheaper than those from developed countries and the latter are recognised to be producing renowned and famous brands.

The industry experts listed the following measures/strategies as being adopted to encourage Mauritian people to buy Mauritian products.

- Support from Enterprise Mauritius (a public company committed to boosting exports of entrepreneurs on the international and regional markets)
- Grant of loans from the Development Bank of Mauritius to set up local enterprises
- High tariffs on imported products
- "Buy Mauritian" advertising campaign
- Empowerment fund to boost local production
- Organization of trade fairs promoting local products
- Guiding local entrepreneurs on how to market their products
- Business Facilitation act – reducing red tape and bureaucracy for the setting up of businesses
- Sales of Mauritian products in cooperative societies stores
- Improvement in the quality of the products
- Products are made available at competitive prices
- Employment creation
- Extensive distribution

However, respondents mentioned that

- Advertising campaigns are not aggressive and sustained over time
- There is no proper distribution of Mauritian products in hypermarkets

- Cheaper but poorer quality Asian products are available in the market.

Support to the local industry
Contribution towards the local economy
Encourage employment of local people
Packaging
Competitive Price
Quality
Reputation of the parent company
Renowned brands
Brand loyalty
Availability
Certified standards and norms of production
Standards of production same as in the parent company
Advertising and promotion strategies
Social factors
Raw materials used
Good customer and after sales service

Table 4. Factors that will drive Mauritian people to purchase the products produced locally in the case of a licensing agreement with a foreign multinational

	Statements	Mean	SD
1	Mauritian should always buy Mauritian products instead of imports	3.80	1.765
2	Only those products that are unavailable in Mauritius should be imported	3.40	1.818
3	Buy Mauritian-made products. Keep Mauritius working	4.70	1.658
4	Mauritian products, first, last and foremost	3.40	1.429
5	Purchasing foreign-made products is anti-Mauritian	2.30	1.720
6	It is not right to purchase foreign products because it puts Mauritian people out of a job	3.10	1.714
7	A real Mauritian should always buy Mauritian products	2.95	1.538
8	We should purchase products manufactured in Mauritius instead of letting other countries get rich from us	4.00	1.589
9	It is always best to purchase Mauritian products	3.00	1.338
10	There should be very little trading or purchasing of goods from other countries unless out of necessity	4.25	2.124
11	Mauritians should not buy foreign products, because this hurts Mauritian business and causes unemployment	3.35	1.496
12	Restrictions should be put on all imports	3.10	2.125
13	It may cost me in the long run but I prefer to support Mauritian products	3.80	1.361
14	Foreigners should not be allowed to put their products on our markets	2.90	1.944
15	Foreign products should be taxed heavily to reduce their entry in Mauritius	3.40	1.875
16	We should buy from foreign countries only those products that we cannot obtain within our own country	4.60	1.729

17	Mauritian consumers who purchase products made in other countries are responsible for putting fellow Mauritians out of work	2.65	1.755
Average Mean Score		**3.45**	

Table 5: Mean Scores of the CETSCALE (n = 20) on a seven-point rating scale where 1 is "Strongly Disagree" and 7 is "Strongly Agree".

Respondents were examined for their level of ethnocentrism through an inventory of 17 attitudinal statements comprising an ethnocentrism scale with "1" (strongly disagree) and "7" (strongly agree). The average rating across all 17 items as shown in **Table 5** was 3.45, indicating that Mauritian professionals in the field of foreign and domestic trade and entrepreneurs were not highly ethnocentric with regard to purchase of "foreign" or "Mauritian" products. The highest rating (4.70), was for item No. 3, "Buy Mauritian-made products. Keep Mauritius working", while the lowest (2.30), was on item No. 5, namely "Purchasing foreign-made products is anti-Mauritian".

It can be deduced that consumer ethnocentrism is not that strong among the respondents. This can be explained because most of the products are not available and manufactured locally. The majority of products are imported and Mauritians have got used to this situation since long and it would be difficult for them to stop buying foreign brands which are far more superior in terms of quality, convenience, attractiveness, value for money, norms and standards. Also for manufacturers to produce their products locally, they need to import their raw materials from abroad and the presence of foreign products on the local market is needed so as to serve as benchmark and enhance the level of competition with local products such that they achieve the same level of foreign standards.

Social factors also do explain the average score of 3.45 such as purchasing power of the population and unemployment, which is caused by the economic phase the country is in and the type of policy the government is adopting and not because Mauritians are buying foreign brands. Mauritius being a free trade country, member of various regional blocks such as SADC, COMESA and IOR cannot close its market to foreign products coming from the other members of these blocks.

The 17 statements were next subject to a reliability test to ascertain the internal consistency of the items. The resulting Cronbach alpha of 0.8823 was relatively high suggesting high internal reliability of the scales of these items as these values were higher than 0.7 as recommended by Nunnally (1978).

Some local products are excellent
Some local products are comparable with foreign products
Local products need improvement
Local products are bad
Local products are of average quality and low quality
Packaging of local products is not attractive
Price of local products is cheap and competitive
Local products enjoy a poor presentation and standard

Local products do not have good brand names and reputation
Most local products are replicas and imitation of foreign products
Tastes of local products are horrible
Local products are not available on a large scale in hypermarkets
Local products are made of cheaper raw materials

Table 6. Perceptions of local products as compared to foreign products

Conclusion

Based on the responses of respondents, foreign brands were perceived to be more reliable and highly appreciated than the domestic country brands. Brands made in foreign developed countries had a greater chance of positive perceptions. Consumer ethnocentrism per se, does not figure as a priority for Mauritian consumers who appeared to be amenable towards buying foreign brands, despite high degrees of "nationalism", as evidenced through the CETSCALE. Apparently, the consumption of imported products and brands was not considered as unpatriotic or non-nationalistic. Consumer ethnocentrism can therefore, at best be said to have weak explanatory power even when nationalism is a positive contributory factor.

Mauritian manufacturers need to reconsider their own product quality improvements and offer quality products at competitive prices to halt the further penetration of foreign brands. They need to develop strong brand images and enhance the "country of origin" image. Mauritian manufacturers of consumer durable and non-durable products would need to cope with the competitive climate and overcome low levels of consumer ethnocentrism and domestic country bias by considering strategies of cooperation with foreign manufacturers. Such strategies, which are already prevalent in the Mauritian market include licensing arrangements or, alternatively foreign collaborations in the form of joint ventures so as to be able to sell under foreign brands names associated with higher "status" and esteem".

Moreover, a comparison of products imported from developing and developed countries shows that products from developed countries are perceived to be of higher class, more durable and more expensive than those coming from developing countries.

Last but not least, based on the reliability test to ascertain the internal consistency of the items identified from the CETSCALE whereby, Cronbach alpha was relatively high suggesting high internal reliability of the scales of these factors, it is deduced that the CETSCALE can be adapted to the Mauritian context as these values were higher than 0.7 as recommended by Nunnally (1978). This instrument can be used in the study of consumer ethnocentric tendencies towards the particular products used in this study.

The use of entrepreneurs and professionals in the field of domestic and international trade as a sample in this study was primarily driven by the focus on examining the attitudes and perceptions of this sample towards imported products and their degree of ethnocentrism. This sample was also used as convenience of accessibility for data collection since no research on consumer ethnocentrism was conducted in Mauritius prior to this study and much information was needed. More specifically, the CETSCALE was yet to be validated in the Mauritian context. The entrepreneurs and professionals are known to be more susceptible to the views, ideas and products of other countries than any other segments of the society. As such, the low trend in ethnocentric tendencies revealed in this study may be explained by this fact thus reinforcing the credibility given to foreign brands. Since the sample represents only attitudes of people sharing similar characteristics, the generalization of findings in this study should be undertaken with some caution. The result is only for a particular segment having expertise in the field of study whereas if a larger population was studied, it may well have generated different results.

Future studies could be extended towards a larger sample of the population whereby the data collected would reflect much of the ethnocentric tendencies of Mauritian consumers towards foreign products and their degree of patriotism towards domestic products. Research should also focus on the relationship between the propensity to purchase products of developed countries and those of developing countries. Research should also take into consideration the impact of culture on different foreign products. Mauritius being a multi racial country and being a member of many regional blocks is subjected to cultural similarity with many foreign countries and as such, it would be interesting to evaluate the attitudes and perceptions of Mauritian consumers with countries of similar cultural background.

References

Ahmed S.A., d'Astou A. and El Adraoui M. (1994), *"Country of Origin Effects on Purchasing Managers' Product Perceptions"*, Industrial Marketing Management, Vol. 23, No. 4, pp. 323-32.

Al-Sulaiti and Baker M. J. (1998), "*Country of Origin Effects: A Literature Review*", Journal of Marketing Intelligence and Planning, Vol. 16, No. 3, 150-199.

Batra R., Ramaswamy V., Alden D.L., Steenkamp J.E.M., Ramachader S. (2000), *"Effects of Brand Local and Nonlocal Origin on Consumer Attitudes in Developing Countries"*, Journal of Consumer Psychology, Vol. 9, No. 2, pp. 83-95.

Bilkey W.J. and Nes E. (1982), *"Country of Origin Effects on Product Evaluations"*, Journal of International Business Studies, Vol. 23, pp. 251-70.

Booth K. (1979), *"Strategy and Ethnocentrism"*, Croom-Helm, London.

Cordell V.V. (1992), *"Effects of Consumer Preferences for Foreign Sourced Products"*, Journal of International Business Studies, Vol. 23, pp. 251-270.

Durvasula S., Andrews C.J and Netemeyer R.G. (1997), *"A Cross-Cultural Comparison of Consumer Ethnocentrism in the United States and Russia"*, Journal of International Consumer Marketing, Vol. 9 No. 4, pp. 73-84.

Elliott G.R. and Cameron R.C. (1994), *"Consumer Perception of Product Quality and the Country-of-Origin effect"*, Journal of International Marketing, Vol. 2, No. 2, pp. 49-62.

Heslop L.A., Papadopoulos N. and Bourk M. (1998), *"An Interregional and Intercultural Perspective on Subcultural Differences in Product Evaluations"*, Canadian Journal of Administrative Sciences, Vol. 15, No. 2, pp. 113-127.

Hult G.T.M. and Keillor B.D. (1994), *"The Impact of a Social Desirability Bias on Consumer Ethnocentrism Research: A Cross-National Perspective"*, The Journal of Marketing Management, Vol. 4, No. 2, Fall/Winter, pp. 48-55

Kaynak E. and Casvugil T.S. (1983), *"Consumer Attitudes Toward Products of Foreign Origin: Do They Vary Across Product Classes?"*, International Journal of Advertising, Vol. 2, pp. 147-57.

Kaynak E. and Kara A. (2002), *"Consumer Perceptions of Foreign Products- An Analysis of Product-Country Images and Ethnocentrism"*, European Journal of Marketing, Vol. 36, No. 7/8, pp. 928-49.

Lee D. and Schaninger C. (1996), *"Country of Production/Assembly as a New Country Image Construct: A Conceptual Application to Global Transplant Decision"*, Advances in International Marketing, Vol. 7, pp. 233-254.

Levine R.A. and Campbell D.T. (1972), *"Ethnocentrism: Theories of Conflict, Ethnic Attitudes, and Group Behavior"*, John Wiley and Sons Inc., New York, NY.

Nunnally J.C. (1978), "*Psychometric Theory"*, 2nd ed., McGraw-Hill Book Company, New York.

Ozsomer A. and Cavusgil T.S. (1991), "*Country of Origin Effects on Product Evaluations: A Sequel to Bilkey and Nes Revie*w", in Gilly, M., Dwyer, T.F., Leigh, T.W., Dubinsky, A.J., Richins, M.L., Curry, D., Venkatesh, A., Kotabe, M., Dholakia, R.R., Hills, G.E. (Eds.), Chicago, II: American Marketing Association, pp. 269-77.

Papadopoulos N. and Heslop L. (1993), "*Product and Country Images: Research and Strateg*y", The Haworth Press, New York, NY.

Peterson R.A. and Jolibert A.J.P., (1995), *"A Meta-Analysis of Country of Origin Effects"*, Journal of International Business Studies, Vol. 26, No. 4, pp. 883-900.

Samiee S. (1994), *"Consumer Evaluation of Products in Global Markets"*, Journal of International Business Studies, Vol. 25, No. 3, pp. 579-604.

Shimp T.A. and Sharma S. (1987), *"Consumer Ethnocentrism: Construction and Validation of the CETSCALE"*, Journal of Marketing Research, Vol. 24, August, pp. 280-9.

Sumner W.G. (1906), *"Folkways: The Sociological Importance of Usages*", Manners, Customs, Mores and Morals, Ginn and Co. New York, NY.

Tan C.T. and Farley J.U. (1987), *"The Impact of Cultural Patterns on Cognition and Intention in Singapore"*, Journal of Consumer Research, 13, pp. 540-544.

Verlegh P.W.J. and Steenkamp J.E.M. (1999), *"A Review and Meta-analysis of Country-of-Origin Research"*, Journal of Economic Psychology, 20, pp. 521-546.

Wagley C. (1993), *"Ethnocentrism"*, Grolier Publishers, London.

Worchel S. and Cooper J. (1979), *"Understanding Social Psychology"*, The Dorsey Press, Homewood, IL.