EFFECT OF CONSUMER ETHNOCENTRISM ON PURCHASE INTENTION OF CONSUMERS IN MYANMAR TEXTILE MARKET

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ABSTRACT

Purpose- Ethnocentrism in consumers plays an vital role in predicting user behavior when deciding between imported and domestic goods. This research works tries to identify the consumer ethnocentrism of consumers in Myanmar textile market. The specific objectives of this study are to examine the consumer ethnocentrism of consumers in Myanmar textile market and to investigate the effect of consumer ethnocentrism on purchase intention of consumers in Myanmar textile market.
Methodology- The study area was Myanmar market. The selected sample size was 386 consumers who have buying experiences for local textile clothes. The convince sampling method used in this study. The research instrument used as survey questionnaire for collect the data. The structure questionnaire was used for this study. There were three parts in questionnaire- the first one demographic section and the last is consumer ethnocentrism scale. According to the CEESCALE model, consumer ethnocentrism scale was 19 items for all variables. Purchase intention has 5 items. 5 points Likert scale questions types used for measure the consumer ethnocentrism and purchase intention. Descriptive analysis and multiple linear regression method were used in this study in order to analyze the collected data. Moreover, reliability analysis was used for analyze the reliable of collected data under each variable.
Findings- This study found that insecurity, habituation and prosociality have strongly significant effect on purchase intention of consumers in Myanmar textile market. In addition, the mean value of purchase intention 3.8 that above the natural scale and nearly reach to the agree statement.
Conclusion- After analyze the collected data this study determined that consumer ethnocentrism affect consumers' purchase intentions. By measuring the consumer ethnocentric tendencies managers can create a database that will be fruitfully incorporated into marketing strategy development. This study concluded that CEESCALE model is a tool for verify the interesting results in other developing countries. The managerial implications and suggestions of the research are discussed in detail.

Keywords: Consumer ethnocentrism, CEESCALE model, purchase intention
JEL Codes: M40, M41

1. INTRODUCTION

In this globalization age, consumers were increasingly encountered with foreign made products and services. Moreover, government of every nation liberalize the trade policies for encouraging the trade volume that can bring the numerous product and services for local consumers. Although liberalize trade policies was found in today international trade world, some consumers have negative attitude to foreign made products for several reasons such as political, economic and others diplomatic events. In marketing literature, negative attitude of consumers on buying foreign made products can be called as consumer ethnocentrism. Sumner (1906) defines the consumer ethnocentrism as "view of things in which one's own group is the center of everything". Shimp and Sharma (1987) have extended this concept to include consumer ethnocentrism as consumers have positive attributes of local products and reject the foreign products.

Marketing practioners should always monitor the changing attitudes of consumers for making effective marketing strategies. Consumers' attitudes were changing in terms of of factors such as political events, economic situations and social living styles.

Therefore, Shimp & Sharma (1987) applied the consumer ethnocentrism concept in marketing and consumer behavior. Moreover, Shimp & Sharma (1987) introduced the original consumer ethnocentrism tendency scale (CETSCLE) with 17 dimensions into four variables – prosociality, cognition, insecurity, reflexiveness and habituation for exploring the Americans' consumer ethnocentrism. This paper used this original CESTSCLE model for explore the Myanmar's consumer ethnocentrism mindset and examine the effect of consumer ethnocentrism on purchase intention of consumers on local textile clothes.

Myanmar Imports from China was US$6.53 Billion during 2020, according to the United Nations COMTRADE database on international trade. (Economics, 2020). Among of these imported values, the cotton & clothing value was $ 102.38M in 2020.In February 2021, the military coup has been occurred in Myanmar. Most of the Myanmar citizen having negative perception on People's Republic of China due to strongly support for Military junta in Myanmar. Myanmar people boycott the made in China products including textile, fast moving consumption goods, entertainment scheme and so on comparable with protest of Military coup. This social movement is bringing the big opportunities for local producers. Consumers could sense the animosity towards the China made products due to public perception on China diplomatic ways with Myanmar. This consequence the consumers' attitudes on local made products and having the purchase intentions on local textiles product.

This paper tires to examine the effect of consumer ethnocentrism on purchase intention of consumers in Myanmar textile market. Consumer ethnocentrism scale tendency model was applied for this research to analyze the consumer ethnocentrism of consumers in Myanmar market. There are previous studies find out the research findings for positive relationship of consumer ethnocentrism variables and purchase intention of local made products. This paper finds out the which of these research findings concerning with consumer ethnocentrism in Myanmar market. This research work tries to address the those research questions. Firstly, how about the consumer ethnocentrism regarding with textile products of consumers in Myanmar market? Secondly, which of these consumer ethnocentrism factors more effect on purchase intention of consumers in Myanmar market? Moreover, this research conducted to reach the following research objectives; identify the consumer ethnocentrism of consumers in Myanmar market regarding with Myanmar textile clothes and investigate the effect of consumer ethnocentrism on purchase intention of Myanmar textiles in local markets.

This research works was compromised into five section. The first one is introduction which reveal the introductory of concept of consumer ethnocentrism, Myanmar textile market, research questions and research objectives. The second section of this research paper reviewing the literature regard with consumer ethnocentrism and purchase intention. Research design was described in third section. Empirical analysis was mentioned in fourth section. The final section includes the findings, suggestions and recommendations for academic and practical world.

2. LITERATURE REVIEW

This section describes the reviewing literature regard with concept of consumer ethnocentrism, purchase intention and conceptual framework of this study. The conceptual framework of this study was founded by analyzing the previous literature works. In the minds of ethnocentric consumers, the purchase of foreign made products was wrong because its damage the domestic economy, rises unemployment rate, reduce the national income. Literature suggested that consumers' ethnocentric tendencies depend on the degree of the development of a country.

2.1. Consumer Ethnocentrism

The general concept of ethnocentrism was first introduced in 1906 by a sociologist Wiliam Sumner.The original concept of consumer ethnocentrism has emerged in developed countries where consumers generally positively evaluated the quality of domestic products (Herche, 1992; Elliot, Cameron., 1994). Recent research (Supphellen, Gronhaug, 2003; Reardon, et al., 2005; Klein, et al., 2006) have shown that the same concept is applicable in the context of developing countries. Kaynak, E., & Kara, A., (2002) have noted that significant population growth and increasing purchasing power of consumers in such developing countries offer market opportunities to foreign companies whose domestic markets have already reach maturity. However, several studies (Bailey, Pineres, 1997; Ger, et al., 1999; Burgess, Harris, 1999; Batra, et al., 2000; Balabanis, Diamantopoulos, 1999) conducted in developing countries have confirmed the existence of negative ethnocentric tendency of consumers or favoring of foreign products. However, recent research in Central and Eastern Europe have confirmed the growth of the ethnocentric tendency as a result of low culture of openness and limited cosmopolitanism (Vida, Fairhurst, 1999; Vassella, M. C., & Fountain, U. K. (2010).

Shimp and Sharma (1987) defined consumer ethnocentrism as a belief held by consumers on the appropriateness and indeed morality of purchasing foreign-made products. Previous studies found that scores on the CETSCALE are related inversely to willingness to purchase imports, perceptions of the quality of imported goods, cultural openness, education, and income

(Shimp and Sharma, 1987; Netemeyer et al., 1991). CEESCALE is comprised of 17 items but, unlike CETSCALE, it is distributed among five different dimensions: (1) Prosociality (2) Cognition (3) Insecurity (4) Reflexiveness and, (5) Habituation.

The description that the authors make of the five dimensions is as follows: the prosociality dimension considers ethnocentrism linked to love and sacrifice for the homeland. Cognition relates to the ethnocentrism of those who see the world through ethnic groups. The items related to insecurity describe consumer ethnocentrism as the perception that consumers have of the threat foreign products pose to the economy and domestic employment. As for the reflexiveness dimension, it considers the ethnocentrism caused by biased information that is received repeatedly, leading to rejection towards certain products. Finally, habituation focuses on the fact that ethnocentrism is generated by a repeated behavior linked to morality.

2.2. Purchase Intention

Purchase intention is the preference of consumer to buy the product or service. In another words, purchase intention has another aspect that the consumer will purchase a product after evaluation. Many factors affect the consumer's intention while selecting the product and the ultimate decision depends on consumers' intention with large external factors (Keller, K.L. 2001).

Ajzen 1985 proposed the planned behavior theory which emphasizes on individual's decisions was influenced by individual's intentions. Intentions were assumed to confine the motivational factors that influence a behavior. According to the theory of planned behavior, intentions was composed by attitudes, behavior controls and subjective norms. In this study, purchase intentions were shaped by consumer ethnocentrism factors such as prosociality, cognition, habituation, reflexiveness and insecurity.

According to the previous literature result, purchase intention is a tendency of consumers to purchase products or services.By operational definition, the the purchase intention is the consumer's desire to buy a product. According to Diallo , purchase intention is measured by using four indicators, planning to buy, having a budgeted money to buy, considering to buy, and having the tendency to buy.

2.3. Conceptual Framework of the Study

After reviewing the previous literature works, this conceptual framework of this study was constructed in this study. This conceptual framework describes the relationship of dependent variable and independent variables. Consumer ethnocentrism variable such as prosociality, habituation, reflexiveness, insecurity and cognition extracted from CEESCALE model. The relationship of those variables is illustrated in Figure 1.

Figure 1: Conceptual Framework of the Study
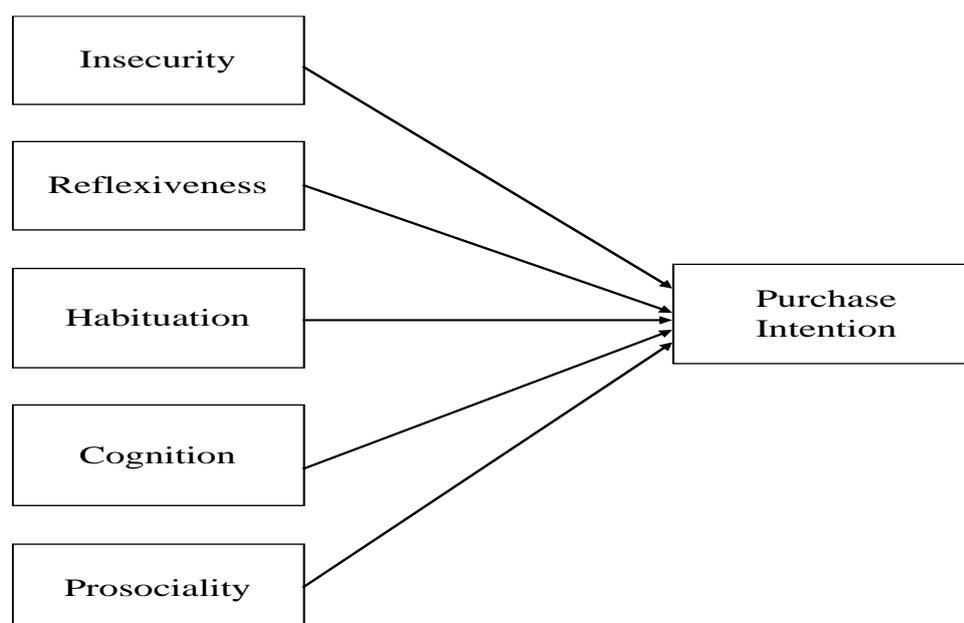
As explained in above, this research is needed to test the effect of consumer ethnocentrism dimensions on purchase intention for Myanmar market. In this context the following hypothesis will be tested in this respect:

H1: Insecurity will be positively effect on purchase intention of local products.
H2: Reflexiveness will be positively effect on purchase intention of local products.
H3: Habituation will be positively effect on purchase intention of local products.
H4: Cognition will be positively effect on purchase intention oof local products.
H5: Proscoiality will be positively effect on purchase intention of local products.

3. RESEARCH DESIGN

This section focuses on the research method and design. This section was compromised by three parts. The first one is sampling method. The second is questionnaire design and the final one is data analysis method. The target population was the customers who have buying experiences the Myanmar textile clothes. The sample size was determined by using the Cochran's formula. The sample size was 384 customers in Myanmar. Convenience sampling method was use for collect the required data.

There were two parts for questionnaire design. The first one elaborated demographic factor which include the gender, age, income level, occupational status. The second part used for examine the consumers' ethnocentrism and purchase intention on Myanmar textile clothes. Structure questions were used in this study. Shimp and Sharma (1987) developed the 17 items scale for consumer ethnocentrism. The questionnaire for purchase intention was adopted from Yang and He (2011). A five-point Likert anchored by "strongly disagree" 1, "strongly agree" 5 was used as the attitude measurement for all the tested constructs.

Descriptive analysis, reliability analysis and multiple regression analysis were used for this study. Descriptive analysis used for summarized data especially with demographic profile. This study carried out the reliability analysis to determine how consistent a certain scale and whether questions in the questionnaire are effectively measured. In order to test the hypotheses, multiple linear model was applied in this study.

4. RESULTS

The demographic profile of respondents, reliability analysis result, mean score for dependent variable and independent variables, multiple liner regression output was described in this section.

4.1. Demographic Information of Respondents

The demographic profile of consumers was presented in Table (1). The sample consisted of 147 (38%) of male and 249 (62%) of female.67% of respondents were more than 35 years old. In terms of educational background, 51% of respondents were bachelor graduated. At final point, 34% of respondents get 400,001 to 500,000 MMK.

Table 1: Profile of Respondents

Variable	Description	No of Respondents	Percentage (%)
	Total	**386**	**100**
Gender	Male	147	38
	Female	249	62
Age	18-25	120	31
	26-35	80	2
	36-45	100	25
	Over 55	86	42
Education Background	Under High school-educated	70	18
	High school-educated	65	16
	Bachelor graduated	200	51
	Master graduated	20	5

	Ph.D graduated	31	10
Average monthly income	Below 300,000 MMK	45	11
	300,001-400,000 MMK	65	16
	400,001-500,000 MMK	134	34
	500001 – 600,000 MMK	107	27
	Over 600,001	35	12

Source: Survey Data (2022)

4.2. Result of Reliability Analysis

In this study, the reliability coefficients of six variables were tested and result are shown in Table (2). According to Sekaran and Bougie (2016), Cronbach's alpha coefficient values over 0.7 are acceptable, over 0.8 are good and over 0.9 are excellent for the reliability of questionnaire.

Table 2: Reliability Analysis

No	Category	No. of Items	Cronbach's Alpha Value	Interpretation
1.	Insecurity	3	0.820	Good
2.	Reflexiveness	3	0.789	Acceptable
3.	Habituation	3	0.797	Acceptable
4.	Cognition	3	0.780	Acceptable
5.	Prosociality	4	0.749	Acceptable
6.	Purchase Intention	5	0.868	Good

Source: Survey Data (2022)

According to the reliability analysis result, the Cronbach's alpha value of insecurity and purchase intention were (0.820) and (0.868) that means the reliability of theses questionnaires was good. The Cronbach's alpha value of the rest variables were over (0.7). It indicates the reliability of theses questionnaire were acceptable in this study.

4.3. Mean Score for Each Variable

In this study, consumer ethnocentrism was examined with the perceptions of respondents upon insecurity, reflexiveness, habituation, cognition, prosociality and purchase intention. The calculations of mean value for each variable were described in Table (3).

Table 3: Respondents' Perception on Consumer Ethnocentrism and Purchase Intention

No	Statements	Mean Vale	St. Deviation
	Insecurity		
1	Increased imports result in greater levels of unemployment in this country.	4.17	0.954
2	Buying foreign products is a threat to the domestic economy.	3.66	1.056
3	May be damage the SMEs in this country are the result of increased importation of foreign goods.	3.84	1.026
	Mean Value of Insecurity	**3.89**	
	Reflexiveness		
1	I would he convinced to buy domestic goods if a campaign was launched in the social media promoting Myanmar textile goods.	3.81	0.991
2	If Myanmar people are made aware of the impact on the economy of foreign product consumption, they will be more willing to purchase domestic goods.	3.59	0.992

3	I would stop buying foreign products if the Myanmar public launched campaigns to make people aware of the positive impact of domestic goods consumption on the Myanmar economy.	3.05	1.035
	Mean Value of Reflexiveness	**3.48**	
	Habituation		
1	I am buying Myanmar textile products out of habit	3.46	1.113
2	I prefer buying the Myanmar textile products because I am more familiar with them	3.37	1.040
3	I am buying Myanmar textile products because I am following the consumption patterns as these were passed to me by my older family members	3.38	0.964
	Mean Value of Habituation	**3.40**	
	Cognition		
1	When it comes to Myanmar textiles products, I do not need further information to assess their quality, the country of origin is sufficient signal of high quality for me.	2.71	0.986
2	Myanmar textile goods are better than imported goods.	2.98	0.978
3	Myanmar textiles products are made to high standards and no other country can exceed them.	3.24	0.945
	Mean Value of Cognition	**2.98**	
	Prosociality		
1	Buying Myanmar textile goods helps me maintain my Myanmar identity.	4.50	0.703
2	I believe that purchasing Myanmar textiles goods should be a moral duty of every Myanmar citizen.	3.67	1.083
3	It always makes me feel good to support our products.	4.08	0.975
4	Myanmar people should always consider Myanmar workers when making their purchase decisions.	4.12	0.933
	Mean Value of Prosociality	**4.09**	
	Purchase Intention		
1	Positive attitude toward consuming domestic textile products.	3.79	0.997
2	Support purchasing domestic textile products.	4.25	0.901
3	Domestic textile products worth buying.	3.89	1.024
4	Already buying domestic textile products.	3.27	1.071
5	Continue buying domestic textile products	3.80	1.000
	Overall Mean Value of Purchase Intention	**3.80**	

Source: Survey Data (2022)

According to the CEESCALE model, there were five dimensions for consumer ethnocentrism. They were insecurity, reflexiveness, habituation, cognition and prosociality. In this study, consumer ethnocentrism was the independent variable and purchase intention was the dependent variable. According to the descriptive analysis results, the mean value of consumer ethnocentrism dimensions – insecurity, reflexiveness, habituation, cognition and prosociality were 3.89, 3.48, 3.40, 2.98 and 4.09, respectively. The highest mean score is prosociality and lowest mean score is cognition. The perception of respondents on buying local textile clothes was maintaining the Myanmar identity and proud for doing it. Although consumers have positive feeling on buying the local textile clothes, they don't believe this product quality more superior than imported items.

The mean value of purchase intention was (3.80). It slightly above the natural scale. Most of the respondent's intent to purchase the domestic local textile clothes for supporting the local SMEs in textile market.

4.5. Regression Analysis

The multiple linear regression analysis was performed to find out the effect of consumer ethnocentrism on purchase intention of consumers in Myanmar textile market. Consumer ethnocentrism is the independent variable and purchase intention is the dependent variable. The multiple regression model for the effect of consumer ethnocentrism on purchase intention is:

$$Y_i = b_0 + b_1X_{1i} + b_2X_{2i} + b_3X_{3i} + b_4X_{4i} + b_5X_{5i} + e_i$$

Whereas, Y_i = Mean of purchase intention for i[th] respondents
X_{1i} = Mean of insecurity for i[th] respondents
X_{2i} = Mean of reflexiveness for i[th] respondents
X_{3i} = Mean value of habituation for i[th] respondents
X_{4i} = Mean value of cognition for i[th] respondents
X_{5i} = Mean value of prosociality for i[th] respondents

The results of analysis relating the effect of consumer ethnocentrism on purchase intention was shown in Table (4).

Table 4: Effect of Consumer Ethnocentrism on Purchase Intention

Model	Unstandardized Coefficients		t	Sig
	B	Std.Error		
(Constant) Purchase Intention	.009	.177	.053	.957
Insecurity	1.09***	.035	3.116	.002
Reflexiveness	.084**	.043	1.943	.053
Habituation	.478***	.037	.518	.000
Cognition	.009	.036	.265	.791
Prosociality	.348***	.052	6.697	.000
R Square	.648			
Adjusted R Square	.643			
F Value	140.035***			
Durbin Watson	2.007			

Source : Survey Data (2022)

As shown in Table (4), insecurity, habituation and prosociality have positively significant effect on purchase intention of consumers in Myanmar textile market. The regression coefficient of insecurity (1.09), habituation (0.478) and prosociality (0.348) is significant at 1 percent level. The regression coefficient of reflexiveness (.084) is significant at 5 percent level. The result suggests that of the five variables present in the model, only cognition for consumer ethnocentrism has no significant effect on purchase intention.

5. CONCLUSION

In this part, findings of research works are interpreted and discussed. The suggestions for theoretical and practical implications make based on the logical findings of this research work.

5.1. Findings and Discussions

There were two main objectives of this study. The first one is to identify the consumer ethnocentrism of consumers in Myanmar textile market. The second is to investigate the effect of consumer ethnocentrism on purchase intention of consumers in Myanmar textile market. In order to reach the research objectives, descriptive analysis and multiple linear regression method were used in this study.

According to the result of descriptive analysis, prosociality among of all consumer ethnocentrism dimensions has the highest mean value in this study. This finding can reflect the current situation of Myanmar market. In those days, most of the Myanmar consumers reluctant to buy the foreign goods because of Myanmar consumers behave to support local SMEs within the textile industry. According to the Covid 19 pandemic crisis and political crisis, most of local SMEs struggle to survive in market. Therefore, consumers have the strong perceptions on buying local textile clothes that can support to local SMEs.

According to the result of multiple linear regression analysis, insecurity, habituation and prosociality have strongly significant effect on purchase intention of consumers in Myanmar textile market. People fear to buy the foreign goods especially made in China goods that can threat to their security of life and health of national economy. This study was found that people want to keep their status of national economy by buying the local made clothes and then prohibit the imported items. In addition, most of the respondents in this study more enjoy to purchase the local made textile clothes rather than imported items because of its more familiar with them. Moreover, consumers in Myanmar market want to maintain the Myanmar identity by buying local textile clothes.

5.2. Suggestions and Recommendations

This research works tries to find out the consumer ethnocentrism tendency and how effect of consumer ethnocentrism on purchase intention of consumers in Myanmar local market. These suggestions were made of by analyzing and reviewing the major findings of this study. This study used the CEESCALE model for examine the effect of consumer ethnocentrism on purchase intention.

CEESCALE model compromises the 17 items for consumer ethnocentrism tendency scale. The further research works should revise the other dimensions for consumer ethnocentrism tendency scale. Moreover, the future research works should add the other antecedents' factors for determine the purchase intention of consumers in Myanmar textile market. This study determined that consumer ethnocentrism affecst consumers' purchase intentions and by measuring the consumer ethnocentric tendencies managers can create a database that will be fruitfully incorporated into marketing strategy development

In future studies it is possible to consider a number of additional factors that also represent a limitation of this study but can significantly affect the formation of ethnocentric consumers' behavior. By including factors such as price, quality, availability and type of products would create a valuable database that defines the different ethnocentric tendencies of Myanmar consumers that will contribute to better understand the purchase decisions of consumers in Myanmar. Furthermore, it would be interesting to compare the results of this research with the potential results of future research to determine the impact of consumer ethnocentric tendency towards purchase intention in a varied level of economic development. Finally, it would be interesting to conduct research discussed in terms of a positive climate in the country and the economy in order to monitor the development process of the issue this paper is dealing with. Future research should focus on specific cross-cultural research including variety of countries selected for the purpose of identifying the impact of ethnocentric tendencies in different cultural, social and political environment. Additionally, future researchers on consumer ethnocentrism are called to search further and deeper in order to get a more complete picture about the effect of consumer ethnocentrism and generally consumer behavior in certain countries.

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