

**KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**SCHOOL OF BUSINESS**

**KNUST**

**CONSUMER ETHNOCENTRISM: THE RESPONSE OF GHANAIAAN CONSUMERS  
TO FOREIGN MADE PRODUCTS.**

**BY**

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## DECLARATION

I hereby declare that this is my own work towards the Master of Business Administration and that, to the best of my knowledge, it contains no material previously published by another person or material which has been accepted for the award of any other degree of the university, except where due acknowledgement has been made in the text.

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## DEDICATION

I wholeheartedly dedicate this piece of work to the Good Lord and to my love Mr. Isaac Antwi Boasiako, my big brother Mr. Dennis Opoku Acheampong, My Uncles Mr. Isaac Adu Brenyah and Lawyer Samuel Sarfo Duku, My dearest family (Madam Rose Manu, Mr. Kwame Boateng, Mrs. Beatrice Boateng, Thomas Nkansah, Albert K. Boateng, Justice Nana Kofi Boateng and Blessing Paa-Yaw Boateng).



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## ABSTRACT

The Ghanaian consumers attitude to foreign made products as compared to the locally made products has been a major concern to many key stakeholders (like the government, local manufacturers and or local industries) in the country as it affects the economic, social and cultural values of the country. The researcher sought to elicit response from Ghanaian consumers regarding their use of foreign made products. This was done through questionnaires to some selected Ghanaian consumers in the Ashanti region of Ghana who could conveniently be reached to examine the factors that control their purchase decision, determine the implications of purchasing foreign-made products, find out the perception that Ghanaian consumers have on foreign made products and the policies that have been put in place to ensure patronage of locally made products. The sample size was five hundred (500) but the response rate was four hundred and eighty (480). The findings of the study revealed that the major factor that controls the purchase decision of Ghanaian consumers is the information they have about that particular product. The study also demonstrated that Ghanaian consumers have opinion that the buying of foreign products is the highest implication since it hurts the performance of local businesses. Again, the study acknowledged that Ghanaian consumers highly perceive that the design of foreign products looks better. Moreover, the government has put some policies in place to ensure patronage of locally made products though they are not enough. Furthermore, the study discovered that Ghanaian consumers do somehow have the ethnocentric tendencies for locally made products. From the findings, the researcher recommended that there should be some economic research bodies to encourage local prosperity, government should give sustainable subsidies to support local businesses and Ghanaian producers should use qualified sales persons or marketers to create awareness or sell their produce.

## CHAPTER ONE

### GENERAL INTRODUCTION

#### 1.0 Introduction

This chapter is made up of the background of the study, a problem statement of the research, the objectives, and the questions of the study. Also, a brief methodology of the research, the significance of the study, the scope of the study, the limitation of the study and the organisation of the study are presented.

#### 1.1 Background of the Study

Consumers in the 21<sup>st</sup> century are very sophisticated as they prefer making choices from a wide varieties of both domestic and foreign made products. Globalisation and liberalization policies across countries of the world has made international trade easier through the removal or reduction of the barriers one encounters by exporting or importing. Globalization has opened and exposed local and foreign marketers to greater market opportunities (Teo, Mohamad & Ramayah, 2011). Hence, the variety of imported goods available for sale in countries particularly in developing countries is tremendous, making the competition in the domestic markets becoming more rigorous and giving more choices to consumers (Kamaruddin, Mokhlis & Othman, 2002). This is leaving consumers around the world with a broad number of domestic and foreign brand choices. Hence it is vital to understand consumers' response towards foreign made products. The attitudes and preference of consumers regarding their readiness to accept foreign products is thus becoming an increasingly critical issue for marketers (Klein, Ettenson & Krishnan, 2006). Studies have identified consumer ethnocentrism as one of the main predictors of consumers' preferences for foreign products (Eryigit & Kavak 2011; Samiee, 1994). In order words, ethnocentrism has now become a significant factor in marketing (Shimp, 1984) because of the influence of globalisation.

Ethnocentrism represents symbols and values of one's own ethnicity or nationality that becomes objects of pride and attachment whereas symbols of other groups may become objects of contempt (Levine & Campbell,1972). If consumers associate their own country's product with higher value, then the ethnocentric tendency will be greater (Huddleston et al, 2001).

According to Saffu and Walker (2006) the rapid change in global tour, education and advancement of communication networks have added to how taste and preferences have been develop for travel and education as well as improvements in communications networks have also contributed to a convergence of tastes and preferences in a number of product categories around the world. This has motivated consumers in developing countries to demand the same quality of goods available to the other people in developed countries (Saffu & Walker, 2006).

### **1.1 Problem Statement**

There have been a lot of issues about how Ghanaian consumers have developed interest in the patronage of foreign made products as against locally made products. This attitude of Ghanaian consumers has been raising concern of many institutions especially the Government, local manufacturers and or local industries.

Local industries are collapsing and so there has been an increasing rate of unemployment in Ghana and inability of local industries to contribute to the economic development in the country due to the preference of some Ghanaian consumers for the use of foreign made products. For instance, Ghana's textile industry in 1977 employed 25,000 people ( 27 percent) of total manufacturing employment . But by 1995, employment within the sub-sector declined to 7,000 and continue declining to 5,000 by the year 2000. As the situation continues to get worse, the rate of unemployment will also increase. As at March 2005, the four major textile companies in Ghana employed a mere 2,961 persons which shows the gradual collapsing of the garment industry in

Ghana (Quartey , 2006). This preference to the patronage of foreign made products is making it difficult for local industries or manufacturers to compete with their counterparts in the developed countries. Ghanaian consumers have developed a xenocentric attitude thus having the notion that the products from other countries are superior than the local manufactured products (Wild & Wild, 2010). This has resulted to the situation whereby some local manufacturers package their products with foreign brand and country names in order to attract people to buy their produce. This same attitude of Ghanaian consumers is encouraging foreign manufacturers to use Ghana as a dumping site which is creating problem for the local manufacturers, unemployed Ghanaians and government of Ghana as the country spends resources to educate Ghanaian consumers on how important it is to used locally made products (Frimpong, 2013). The government of Ghana has instituted a compaign which is refered to as “buy made in Ghana goods” and it has been good policy. Nevertheless, there should be a measure to determine whether this policy has cause a change in the behaviour of Ghanaian consumers so far as locally made products are concern (Bamfo, 2012).

This study therefore seeks to create a platform to get the reasons and opinion of the major stakeholders regarding the use of foreign made products. This study intends to identify the reasons why Ghanaian consumers do not prefer locally made products to that of foreign made products.

## **1.2 Objectives of the Study**

The study mainly aims at eliciting responses from Ghanaian consumers regarding their use of foreign-made products.

The specific objectives of the study are as follows:

1. To examine factors that control the purchase decision of Ghanaian consumers.
2. To determine the implications of purchasing foreign-made products on Ghanaian

Economy.

3. To find out the perception that Ghanaian consumers have on foreign made products.

### **1.3. Research Questions**

The study will seeks answer the following questions in order to achieve the above stated objectives:

1. What are the factors that control the purchase behaviour of Ghanaian consumers?
2. What are the implications of purchasing foreign-made products on Ghanaian Economy?
3. What are the perception that Ghanaian consumers have on locally made products?

### **1.4. Significance of the Study**

This study will provide direct materials on Ghanaian consumers response to foreign made product with a specific attention to the sustainability of local industries. The end results of this study is expected to influence the decision making processes of government and or policy makers, local industries, academia and consumers in general.

The end results of this research will impact knowledge and serve as a source of literature and reference under the subject of consumers response to foreign made products in Ghana.

The results of the research will be helpful to the policy makers and the government of Ghana especially Ministry of Trade and Industries to know how Ghanaian consumers respond to foreign product as the ministry is incharge of giving advices to the government when it comes to policies interms of trade, industrr and private sector. Also, through results of this study, the industries or manufacturers in Ghana will be able to know the gap between their products and that of foreign or imported products. The attributes and preferences of Ghanaian consumers would be known for the local industries to modify their product attributes to suit the wants of Ghanaians in order to be able to compete well with the foreign made products.

Again, findings of this study will be useful to academicians and some professional bodies to know how the attitude of Ghanaian consumers can affect the economic development of Ghana and also help researchers to advise the trading industry and government of Ghana where necessary and make recommendations to improve upon their policies. Researchers would be able to know the areas for further studies through the findings and the recommendations of the study. Furthermore, to the consumers in general like sellers, consumer associations, civil societies etc., the study will provide information on the strategies that sellers need to adopt in order to improve the patronage and usage of the locally made products and consumer associations and civil societies in Ghana will have the idea on areas that they need to raise concerns.

### **1.5 Scope of the Study**

The study focuses on consumer ethnocentrism; the response of Ghanaian consumers on foreign products. Again, the study is carried out in the capital city of the Ashanti region of Ghana (Kumasi). This is because the region is made up of many different people from the other nine regions in Ghana.

### **1.6 Overview of Research Methods / Methodology**

In order to achieve the objectives of the study the researcher employed a methodology based on both primary and secondary data with regards to Ghanaian consumers response to foreign made products. The sample for the study was taken from the consumers in some part of the capital city of the Ashanti region of Ghana (Kumasi). The researcher limited the sample size to five hundred and forty (500) consumers.

Convenient sampling technique was used to select the respondents. By collecting data to ensure concise answers, Structured questionnaires which consist of both open and close ended questions were used.

Through the questionnaires, data were collected, collated, coded and analysed by using appropriate statistical techniques like distribution tables which culminated into pie chart and tables through the use of Microsoft Excel Software(Lambongang 2014). Also, the specific issues and comments raised by the respondents were analysed and summarised into tables. Secondary sources of data were taken from relevant articles or reports, journals, textbooks, theses, presentations and other internet materials.

### **1.7. Limitation of the Study**

The limitations below were identified as the challenges that the researcher encountered in the course of undertaken the study:

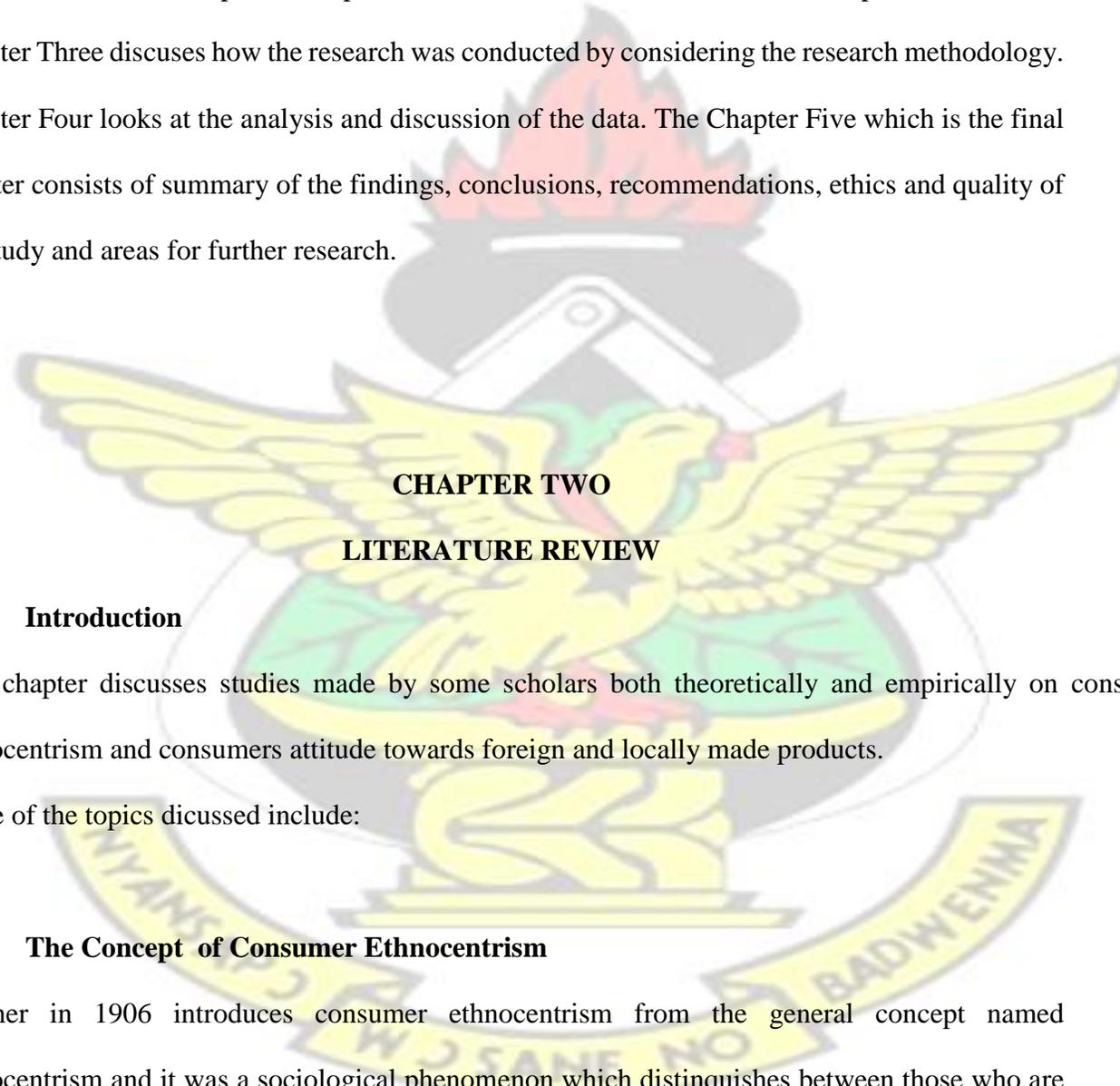
Due to time constraints the researcher could not used all the regions in Ghana but rather selected one region in Ghana (Ashanti). Consumers were so reluctant to release information necessary for the study and the researcher could not get enough time to spend and convinced such respondents due to the limited time which was given to the researcher to finish the entire project and considering the fact that researchers had to combine class commitment with research activities.

Also, though one region was selected it would have been better to use more than three regions to draw conclusion on how Ghanaian consumer respond to foreign-made products but due to financial resources constraints only one region was used. And there were costs in terms of printing, photocopying, binding, phone calls and text messages and opportunity cost so far as other academic work and students' leadership position were concerned.

Moreover, the researcher had difficulties in the administring of questionnaires since some consumers were illiterates and so needed the presence of the researcher before the necessary information were given and this slow down the pace of the study.

## **1.8 Structure of the Study**

The study is organised into five main chapters: Chapter One captures the background of the study, the problem statement, objectives and the research questions, significance and scope of the study, overview of research methodology, limitation and organisation of the study. This study is organized into five chapters. Chapter Two reviews both theoretical and empirical literature. Chapter Three discusses how the research was conducted by considering the research methodology. Chapter Four looks at the analysis and discussion of the data. The Chapter Five which is the final chapter consists of summary of the findings, conclusions, recommendations, ethics and quality of the study and areas for further research.



## **CHAPTER TWO LITERATURE REVIEW**

### **2.0 Introduction**

This chapter discusses studies made by some scholars both theoretically and empirically on consumer ethnocentrism and consumers attitude towards foreign and locally made products.

Some of the topics discussed include:

### **2.1 The Concept of Consumer Ethnocentrism**

Sumner in 1906 introduces consumer ethnocentrism from the general concept named ethnocentrism and it was a sociological phenomenon which distinguishes between those who are in-groups (those who feel belong) from those who are out-groups (those who feel they do not belong). Levine and Campbell in 1972 also view ethnocentrism as a psychosocial concept which

is important at individual level of personality and the universal culture and it forms the universal predisposition for people to view their social- analytic frameworks. In general, there is a perception that one own group is the best and tend to reject any other culture which is dissimilar and inconsiderably embrace people from the culture which is similar to their own (Booth 1979; Worchel and Cooper 1979).The in-groups become attached and proud to their groups, their symbols and other objects and look down upon that of the out-groups (Levine & Campbell 1972).Vida and Dmitrovic (2001) are of the view that through consumer ethnocentrism could have the sense and understanding of what purchase behavior are tolerated or not tolerated in an ingroup.

According to Gumpłowicz (1883), ethnocentrism is similar phenomenon, or a “delusion”, to geocentrism (the belief that the Earth has the central position in the universe) and anthropocentrism (the belief that humans have the central position on the Earth), but emphasising on one's own ethnic group (nation, people). This gives the notion that one's own ethnic group is superior and better than that of others. For instance, Gumpłowicz (1883) wrote that: “So far most writing of history is dominated by limited ethnocentric viewpoints”. One can comfortably say that the largest part of historical writing so far actually has only sprung from this subjective need of human beings to glorify their own interest and at the same time humiliate and damage what is foreign and distant. Gumpłowicz criticized other social scientist for being ethnocentric biases and advised them to be objective.

According to Sharma and Shimp (1995 &1987), consumer ethnocentrism is beliefs that consumers' have about the moral appropriateness of purchasing foreign products in order to ensure the survival of their group. Consumers who are ethnocentric tend to place high value on and support domestic products, and place low value on and avoid purchasing foreign products. This is because they belief that by purchasing imported products would lead to the collapse of the

domestic industries and increase unemployment which could hurt the domestic economy (Shimp & Sharma, 1987; Sharma et al., 1995; & Vida & Reardon, 2008).

Schooler in 1965 made a study by which dealt with the question of whether the “foreignness” of a product will make it less preferable to consumers in different countries?” Moreover, he mentioned that ethnocentrism is one of the barriers to success in foreign markets and one of the oldest concerns among international marketers. She further reveal that consumers become unpatriotic if they purchase foreign-products since such attitudes can adversely influence employment in the domestic economy.

Consumer ethnocentrism play roles when it comes to prices. For instance, consumers could be bias depending on whether they are ethnocentric or not when it comes to evaluating domestic and foreign-made products or brands prices (Lee, 2003; Supphellen & Rittenburg, 2001; & Verlegh 2007) even when foreign brands are considered superior to domestic ones (Supphellen & Rittenburg, 2001).

As cited by Bamfo (2012), ethnocentric consumers believe that it is inappropriate, immoral, unpatriotic and disloyal to a nation to buy foreign-made products in place of domestic-made products. Ethnocentric consumers exhibit a greater preference for locally made products in purchase decisions in which a domestic alternative is available (Watson & Wright 2000). Also as stated by Brodowsky (1998), consumers who are more ethnocentric tend to be more inclined to biased in their judgment by considering only the positive aspect of the locally made products and negative aspects of that of foreign-made products.

Sociologists, psychologists, and anthropologists are not the only groups who are interested in the study of ethnocentrism but also other groups like the historians, political scientists, politicians, and administrators (Bawa, 2004).

## 2.2 Consumer Ethnocentrism Tendencies Scale (CETSCALE)

According to

Bawa (2004), the CETSCALE was developed by Shimp and Sharma (1987) and these researchers were able to show how reliable and valid this scale was. This CETSCALE holds the position that consumer ethnocentrism is not a condition of 'whether a consumer is ethnocentric' but rather 'how a consumer is ethnocentric'. The CETSCALE does not state that a consumer is ethnocentric or not ethnocentric but rather the general mark which ranges from 17 to 119. From the view of Lindquist et al. (2001) these 17 items of the Scale have been connected to these four notions – 'consequences of job lossing', 'collapsing of local economy', 'connected to availability of products', 'undevoted to the consumer's country' and they (Lindquist et al., 2001) admitted that the developers (Shimp and Sharma, 1987) of the CETSCALE did not categorize the items in this way. Also, there has been some version which is shorter and it involves 10-items and it has been used by other researchers including the developers of the CETSCALE (Shimp and Sharma, 1987; Steenkamp and Baumgartner, 1998; Lindquist et al., 2001; Douglas and Nijssen, 2003). Bawa (2004) added that the CETSCALE consists of two aspects which are 'items which are core ethnocentrism' and 'items which connect to availability of the locally made products'.

On the contrary, Herche (1992) argues that the CETSCALE validity which has been predicted is not consistent with all groups of products. Nielsen and Spence (1997) added to Herche's (1992) argument that if a population is taken in general for some time, then the mean mark of the CETSCALE will be stable but it will not be like that if a particular sub-group of the population is observed.

As pointed out by Bawa (2004), there is an interesting aspect of the studies on the CETSCALE which is, there are many studies on the CETSCALE being used in cross-culture situations

but the researcher (Bawa, 2004) has not seen any of them observing the applicability of the CETSCALE when it comes to diverse demographic and socio-economic groups with a nation. This left out aspect is interesting since the developers (Shimp and Sharma, 1987) themselves made it clear and recommended that aspect of the CETSCALE for further studies.

Cook and Campbell (1976) stated that when there are untrusted measures, they damage the quality of the measurement within. This mostly happens when the CETSCALE is applied in cross-cultural scenario since there will be probable of high difference of psychometric attributes across different cultures (Parameswaran & Yaprak, 1987).

Following this means that the CETSCALE needs to be evaluated properly particularly if it will be use in international situations. Netemeyer et al. (1991) and Duravasula et al.(1997) inform various researchers to make use of the scale in countries in transition.

### **2.3 Extent of Consumer Ethnocentrism**

According to some researchers (Okechuku, 1994; La Barre, 1994; Good & Huddleston, 1995; Durvasula, Andrews & Netemeyer, 1997; Vida & Fairhurst, 1999), consumer ethnocentrism has become an observable fact in the global world . Other studies added that in the developing countries consumers have continually been showing obvious interest in foreign-made products (Papadopoulos, Heslop & Beraes, 1990; La Barre, 1994; Agbonifoh & Elim-inian, 1994; Mohammad et al. , 2000). Johansson et al. (1985) stated that few studies have observe that consumers from nations which have been developed have no adverse judgement for locally made products.

## 2.4 Consumer Attitude

Attitude was defined as a kind of psychological tendency that is articulated by assessing a particular entity with some degree of favour or disfavour (Eagly & Chaiken, 1993). Frewer in 2003 mention that the results from attitude which is affective, cognitive or behavioural responses relate to the process of evaluation. Product acceptance can be as a result of Psychological factors and attitudes and the product acceptance and choice can be influenced by consumers attitude (Poulsen, 1999). Acceptance refers to an individual experience, a feeling or an emotion with a hedonic aspect (Cardello & Schutz 2000).

Schiffman and Kanuk (1997) also defined attitude as a learned predisposition to behave in a continuously favorable or unfavorable manner with respect to a particular object. According to Definition of attitude which has been generally accepted is understood as an evaluation for instance a psychological tendency that is expressed by evaluating a particular entity with some degree of like or dislike (Bagozzi et al., 2002). Ajzen and Fishbein in 1980 mentioned that attitude has relation with a person's intention which also determines how a person behaves. There was a general notion that the action that individual would decide to take or not to take would depend on that person's attitude (Wilkie, 1986). In other words the perception that consumers have on a product would determine how ready they would be to accept or not to accept the product (Allport, 1935). According to Hawkins et al (2001), an attitude is the coming together of some aspect of environment that can be tolerated which is motivational, emotional, perceptual, and cognitive processes. This means that environmental stimuli like how messages on products are conveyed can cause attitude.

Bearden et al (1995) and Kotler (2004) noted that people reveal attitude when it comes to religion, politics, food, music, clothes, and so on. It is attitudes that influences the mind to like or dislike an item and to decide to walk away from or towards it. Attitudes lead people to behave in a fairly

consistent way towards similar objects. According to Boone and Kurtz (2004) attitudes as tolerating pleasant or unpleasant emotions, evaluations toward some items. And Berkowitz et al (2000) added that as attitude goes on and individuals become conversant with it then it becomes difficult to change. And they still hold the view that values and beliefs which are learned shape our attitude.

Moreover, Lars (2010) describe an attitude of a consumer as a components of beliefs, feelings, and behavioral intentions about some object within the context of marketing. An attitude of a consumer can be either positive or negative beliefs or feelings for a product or service. In 1994, Friestad and Wrightís described consumer attitude by using a model refered to as knowledge persuasion model. Fishbein and Middlestadt (1995) proved favourably for the traditional cognitive or belief-based models and recommend that models which have been develop lately may have come as a result of methodological artifacts.

On the other hand, in 1995 Herr proved that the theory by Fishbeinís on reasoning action which has been generally accepted by researchers on consumer is not logically capable and that may only be applicable when it comes to purchasing high-involvement products.

## **2.5 Consumer Behavior**

Consumer behaviour emphasis on how people take personal decisions on what to use the resources like time, effort and money they have on certain items (Schiffman & Kanuk, 1997). Consumer behavior is a wider area one can study on. Solomon in 1996 also defined consumer behavior as a study which involves various stages from the time people or a person chooses, make use of or discard a product, service, experience or idea in order to meet needs and wants. In other words, Belch (1998) defind consumer behavior in a formal way by saying it is the stages and operations

persons involve in when it comes to looking for, choosing, buying, using, assessing and discarding of products and services in order to meet their needs and wants.

## 2.6 Consumer Animosity

Consumer animosity as a notion to portray undesirable feelings of consumer in connection to foreign hostile occurrences between countries (Klein et al., 1998). There is a probability that consumers will display animosity for a particular nation if they have the opinion that an international country can destroy their own nation. In 2005, a research by Ettenson and Klein prove that undesirable feelings of consumer for a nation (animosity) and their results are accompanied with political conduct and consumer on the other way frown against foreign occurrences. Klein et al. (1998) also describe consumer animosity as the residue of hatred connected to old or current political, military or economic occurrences. Studies on consumer animosity prove that displeasure toward an international nation results in consumers to refrain from product made by that nation. This result of animosity does not depend on how a product is judge because while animosity is connected to the decision of buying it is not connected to the quality of the product in determine. Besides, a consumers who are angry will not defame the image of that particular nation's products, but they merely frown against buying them (Klein *et al.*, 1998; Klein, 2002).

According to some studies (Russell & Russell, 2006; Balabanis et al., 2002; Ang et al., 2004) it was mention that the two concepts which are ethnocentrism and animosity will likely have some control on the conduct of consumers which is advanced by logical and emotional expressions.

Also, some literature (Klein *et al.*, 1998; Klein, 2002; Ettenson & Klein, 2005; Kalliny & Lemaster, 2005) on animosity has observe the connection between animosity and some of other marketing-related concepts among are willingness to buy, evaluation of product, consumer ethnocentrism, and the choice of product. Klein (2002) in her further studies drew distinction

between animosity and consumer ethnocentrism conveyed that animosity was connected with making a choice from products from diverse international nations whereas consumer ethnocentrism relates to choosing a locally made products either than foreign made products. One the other hand, Kalliny and Lemaster, (2005) has converse in the situation of mode of entry the effect of animosity, how it relates to nations that experience high international trade levels (Nijssen & Douglas, 2004), judgements of usual and unusual products (Hong & Kang, 2006), succeeding choices of product (Russell & Russell, 2006), prevention of economically large (Anget *et al.*, 2004), and other animosities among groups in nations (Cicic *et al.*, 2003; Kesic *et al.*, 2004; Shoham *et al.*, 2006; Hinck, 2004).

## **2.7 Product**

According to Christian Grönroos (1997), a product is a proceeds from different resources like raw materials, technology, information, people and their knowledge which have been handled with skills in order to suit the characteristics that the target markets are expecting. It was added that in the formation of perception, the core product plays an important role. Garvin (1984) mentioned that consumers in their decision to purchase a particular product consider the quality of that product and what constitute or the dimentions of the quality (Performance, Features, Reliability, Conformance, Durability, Serviceability, Aesthetics and Perceived Quality). Dickson (1987) added that the exact differences in product can be identified by the features of the product.

Per the study of Anderson (1973) it was discovered that there is a situation above which consumers will not admit the rising difference between how a product is suppose to perform and the exact performance, even at the minimum a product which suppose to have perform in simple and easier manner. When this point of denial is attained, then the consumer will have unfavourable

evaluation about the product than when the product perform slightly below the expected performance.

## 2.8 Perception

According to the definition by Kok et al (2014), perception as the conciousness or conclusion made due to some real experiences. On the other hand, Jarvenpaa et al (1999) mention that perception is the mental acceptance that consumers form as a results of the information that they have from their search about the product. Perception can be formed when a product is used notwithstanding other marketing factors can aid to strengthen by means of marketing communication activities. Some studies (Burns & Warren, 1995; Chebat *et al.*, 2010; Matzler *et al.*, 2006; Michon *et al.*, 2005; Stoelet *et al.*, 2004) discovered that, a pleasant assessment of a product can be as a result of product experience, quality, variety etc. Perception which is positive can bring about a pleasant consumer attitude towards the product (Shim & Eastlick, 1998; Steyn *et al.*, 2010), which can bring about a favourable evaluation of the product and hence the purchase of that particular product (Burns & Warren, 1995; Chebat *et al.*, 2010; Wakefield & Baker, 1998).

Some studies (Papadopoulos et al., 1989; Shimp & Sharma,1987; Netemeyer et al.,1991; Sharma, Shimp & Shin,1995) dicovered that people prefer locally made products to imported products and this results has been on consistent basis. So, home made products are highly favoured during product evaluation when the products are identical, there will be a tendency of consumers choosing home made products to imported products if the comparison of all the features prove to be favourable (Bilkey & Nes, 1982; Han & Terpstra,1988; Elliot & Cameron, 1994; Okechuku,1994). Shimp and Sharma (1987) added that due to consumer ethnocentrism, it is justifiable to think that consumers will select locally made products rather than imported products at the time in which the products have similar features or have adverse judgment on imported goods (Sharma, Shimp & Shin, 1995). Aside that, Schuiling and Kapferer (2004) proposed that there is a perception that

domestic products are of high culture and tradition. Therefore, people who are ethnocentric will perceive domestic products as high quality to the imported products no matter how they think those imported products are in terms of quality as the domestic products are more suitable in terms of their national social identity.

## **2.9 The country-of-origin effect and consumer ethnocentrism**

According to Elliott and Cameron (1994) the concept of “made in” as it is sometimes referred to mean the country of origin effect, has generally been stated as the favourable or unfavourable effect that where a product was produced has on the stages involved in consumer decision making and other behaviour. In consumer decision making, country-of-origin is an intrinsic signal that serves to reduce a danger or good signal for consumers (Cordell, 1992). Those intrinsic signals like design and taste are the attributes that are tangible or can be felt as compared to the extrinsic signals like brand name and price which are intangibles of the product (Bilkey & Nes, 1982).

Even though some researchers have raised doubt about the essence of country-of-origin in decision making of consumers (Elliott & Cameron, 1994; Hugstad & Durr, 1986; Mitchell & Greatorex, 1990; Schooler & Wildt, 1968), recent research has shown that the country-of-origin has a significant influence when it comes to the attitude that consumers show toward a product and the probability of them buying those products as compared to other product attributes like price, brand name or quality (Ahmed & d’Astous, 1996; Lantz & Loeb, 1996; Okechuku, 1994).

As mentioned by Agarwal and Kamakura (1999), the reality of a product’s qualities will depend on the country and they match with how the every consumer perceives the origin of the product.

Nevertheless, Agarwal and Kamakura (1999) prove that the influence of country-of-origin has an opposite relation with the large amount of information on other variables. Decision making on whether to buy or not is

influenced in diverse ways by the variables of the country-of-origin. Dodds et al. (1991) stated that the influence that country-of-origin generate has its diverse results on individual consumer depending on the situation, the kind of product and the time of buying.

According to Balabanis et al. (2002), the origin of a product and associated influence are accompanied with diverse emotive and normative attributes which was deduced from concepts like psychology and sociology which is the origin of ethnocentrism and animosity.

## **2.10 Factors that influence consumer purchase decision**

Previous studies have discovered many factors that tend to influence how consumers make their purchase decisions which include Country-Of-Origin, Education, Income, Social Class, Product Knowledge, Novelty Seeking, Purchase Intention and Product Necessity.

### **2.10.1 Country-Of-Origin**

According to Saeed (1994) country\_of\_origin is defined as the nation that the product of the manufacturer is related with and such a country has been referred to as the home country. Nevertheless, Ahmed *et al.* (2004) pointed out that country\_of\_origin is the nation that assemble or manufacture the product. This comes after the definition given by Saeed in 1994 which states that country of manufacture exhibit the final area or nation that assemble or manufacture a product. Roger *et al.* (1994) further mention that there is no exact deviation between the nation that assemble and the nation that manufacture, and the customer will not have any major effect by the differences when it comes to appraising products.

According to Cordell (1992), consumer will prefer a product from a particular source or country due to many reasons like the the image of the origin, a developmental level of the country, beliefs and experinces of the consumer, stereotypes or how similar the country is to that of the consumer. The kind of beliefs that consumers

have and how they perceive that country turns to affect the assessments or evaluations they make during their purchase. (Hamzaoui & Merunka, 2006; Tan et al., 2001).

Also, country-of-origin influences how any other variable of the product are explained, but this influence on other variables is declared when the consumer gets access to the information about the country-of-origin before others (Hong and Wyer, 1990). Nevertheless, if a country-of-origin is positive, then the product assessment will also be positive.

The influence that the Country-of-origin will have on the consumer when it comes to studying products vary according to the country, the product sample and those products the consumer is assessing. Consumers depend on the information of the Country-of-origin more when they do not have any other information. Also, the knowledge that consumers have about a product and Country-of-origin in the past can lead to positive impression (Kaynak & Kara, 2002).

According to Häubl (1996), the logical and emotional assessment of foreign products that consumers make controls the intentions of their purchase. The information about Country-of-origin influences the state of mind, beliefs and behavioural intentions.

As proved by the studies of some researchers (Herche, 1992; Durvasula, Andrews & Netemeyer, 1997; Netemeyer, Durvasula & Lichtenstein, 1991; Shimp & Sharma, 1987; Shin, Shimp & Sharma, 1995), consumer ethnocentrism which gives foundation of theory to empirical studies goes contrary to the studies of country-of-origin.

### **2.10.2 Education**

According to Granger and Billson (1972) and Russo *et al* (1975), the decision making and how information is being process can be influence by level of education. They said this is true to some extent since well educated consumers are likely to know more about the forces and advantages in the market. Duncan and Olshavsky (1982) mention that consumers who are educated at the college level are likely to read more, search different sources of information, do not mostly depend on a

well-known brands and spend more time and effort on purchase decision as compare to consumers with a high-school education or no formal education. Alba and Hutchinson (1987) and Bettman et al (1987) also added that knowledge has a connection with the understanding of consumers in a way that consumers have different degrees of knowledge and understanding, there is the probability that they will act in diverse ways during the process of their decision. In other words, Solomon and O'Brien (1991) discovered that consumers educational background has a major relation with their attitude towards the product they purchase.

Also, in accordance with some studies (Balabanis et al., 2001, Balabanis et al., 2002, Klein & Ettenson, 1999 & Kucukemiroglu, 1999), consumers level of education and income have a contrast relationship with ethnocentrism concept. Highly educated consumers are likely to be less ethnocentric. These contrast connections are complement by published papers in academic journals since people with high education are likely to be conservative (Ray, 1990), less probable to have adverse judgement on ethnic basis (Watson & Johnson, 1972), less probable to be patriotic (Rose, 1985), and highly probable to assess foreign products which have been imported favourably than locally made products (Anderson & Cunningham, 1972, Wall & Heslop, 1986 & Wang, 1978).

### **2.10.3 Income**

According to some studies ((John *et al.*, 1986; Newman & Staelin, 1972; Urbany, 1986) the amount of money spent, the quantity and kind of products that consumers will buy will depend on their income level and this influence their buying behaviour and how they take their decision. Income obviously affects buying behavior in terms of the amount, types and prices of products purchased. These reserchers provide proof that the amount of pre-purchase operations that consumers undergo to search for information has a connection with the level of income. Schaninger (1981) stated that it is probable to see income to be more vital than social class in

comprehending buying of low social value product that need major spending but do not symbolise status. Vida and Fairhurst (1999) mention that whiles the riches of a nation increases and people realise it and gain more knowledge about products made in international countries, their ethnocentric attitude sinks.

#### **2.10.4 Social Class**

According to Martineau (1968). The usage patterns of individual consumers shows his or her social class status, and is one of the major factors that determines his or her purchase behaviour either than that of a mere income. Mellott (1983) also added that in such a case, people purchase a product to satisfy their needs or desires and this represents that people will connect themselves to their in-group or the group they dreamt of being part who occupy higher position in the social class, the probability that they will purchase products with famous brand name that portray the status and wealth of that social class is high. Lefkoff\_Hagius and Mason (1993) on the other hand mention that image as a variable also shows the emotion consumers have about how their consumption of a product connect to them and their aspire group and personality. Past studies (Hugstadet *al.*, 1987; Prasad, 1975), prove that a consumer being a member of a particular social class is a factor of the kind and amount of information he or she will require, for this reason one can expect that different consumers will attach different perceived significant or importance when it comes to the evaluation of product criteria during purchase decision because of diverse social classes of consumers.

#### **2.10.5 Product Knowledge**

In the studies of Brucks (1985) and Rao and Sieben (1992), they mention that the depth of knowledge about the product that consumers have during the process of purchasing will influence their behaviour, their search of information and the decision-making process. Moreover, the intention of the consumers purchasing will be influence by the knowledge of the product they

have. Zhu in 2004 discovered that consumers normally assess product by their understanding and this would influence their process of information search, conduct and the quantity of information they will search for.

Consumer product knowledge has been described as how a consumer perceive of the quantity of information that has been saved in the mind concerning a particular categories of product (Park et al.,1994; Flynn & Goldsmith, 1999). Various studies have observed that as product knowledge influence how information is processed by consumers so as it boost the degree of courage in consumers in their process of decision making . For instance, in 2002 Coulter et al. discovered in Hungary that the opinion leaders in cosmetics categories knew more about the products and so had courage in their selection of those products. Hence, there is a hope that the degree of knowledge about a product can influence how the consumer will process the information and make a choice among brands. In a study by Brucks (1985) it was discovered that the degree of which consumers presume to be familiar with other products may have a connection with the courage they have to stick to their behaviour towards the product. Berger et al.(1994) added that consumers who believe to have more knowledge about a product are anticipated to possess higher courage when making decision.

More knowledgeable consumers are able to differentiate between information which is not involving and those that involve much. Baker et al. (2002) stated that such consumers tend to depend heavily on different external attributes like the country-of-origin or price and may reject simple information that come their way since such information has already been saved in their minds. Previous researches (Bettman and Park, 1980; Oliver, 1980) propose that consumers assessment of a product and the excessiveness of how they behave toward the product are reduced due to personal differences , experiences and how well they know that class of product.

### **2.10.6 Novelty seeking.**

Per the study by Hawkins et al. (1980) consumers sometimes curiously search for products which are new to them to compare with what they have been using in order to satisfy their curiosity. Chow\_Hou et al. (1995) name this curiosity as novelty seeking and additionally describe it as looking for something which is recent, suprising and not renowned to the searcher. Jeuland (1978) and McAlister et al (1982) added that seeking novelty can be as a result of consumers being at the maximum capacity of satisfaction of attributes of some products or the brands in which they patronise on regular basis, specifically with products which involve low risk in their purchase (Howard & Sheth,1969). This novelty seeking can influence the purchase decisions of a consumer.

### **2.10.7 Purchase Intention**

Purchase intention has been defined as the desire that a consumers have in patronising a specific product (Doods et al., 1991; Grewal et al., 1998). According to the study of some researchers (Morrison, 1979; Lin y Chen, 2006; Grier et al., 2006; Agarwal & Teas, 2002), consumers normally hold advance intention of purchasing before they act in a certain way.

As per the proposal in Social psychology that the best indicator of a consumer conduct or behaviour should be the intentions as it expresses the probability of the consumer herself to purchase and does rely on other important factors that could influence the behaviour of the consumer (Young et al., 1998).

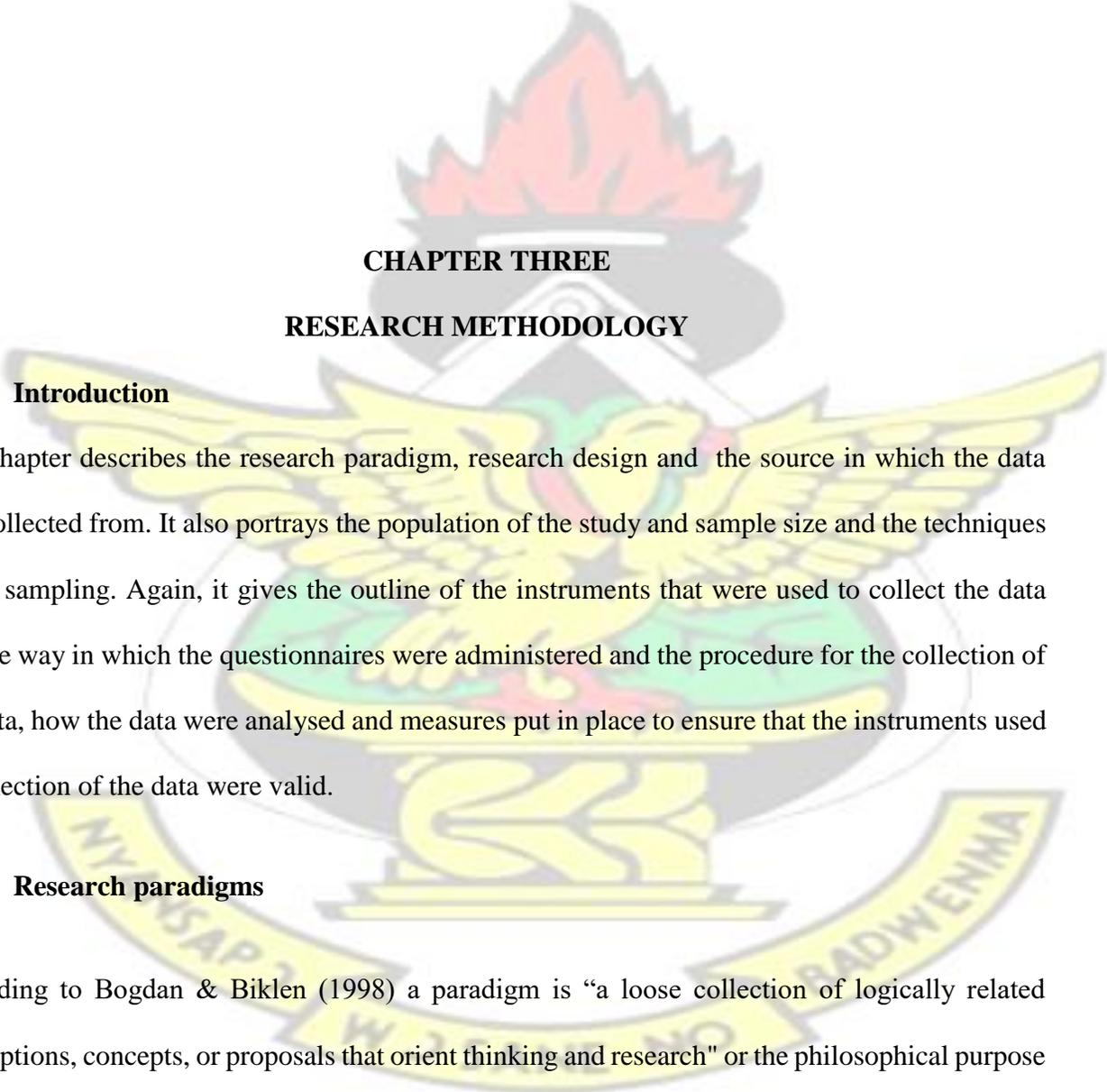
Also, various studies have adopted intentions as a precedent of behaviour since it makes it easier to measure a behaviour as it is difficult to view the actual process of purchasing that individual consumers go through (Chandon et al., 2005; Young et al., 1998; Newberry et al., 2003). However, any forecasting of pruchase intension as a foundation of consumer behaviour is remote from

accuracy. Many studies have spotted the differences between behaviours and intentions (Newberry et al., 2003; Bemmaor, 1995 Young et. al, 1998). Lee and Green (1991) argue that consumers in diverse nations will not be influence mainly by the same factors in their intention to purchase.

### **2.10.8 Product Necessity**

The Various Studies (Herche, 1994; Kaynak & Kara, 2002; Kim & Pysarchik, 2000; Moon, 1996; Sharma et al., 1995; Supphellen & Rittenburg, 2001; Watson & Wright, 2000) which looked into how ethnocentrism relates to the attitude of consumers when it comes to the assessment and purchase of imported goods had a consistent results that, a consumer who is highly ethnocentric will give an unfavourable rate to the purchase or importation of foreignmade products. Nevertheless, Sharma et al.(1995) discovered that consumers have diverse perception about a product according to the importance that the product add to their life on a daily bases or to their economy, and hence, how neccessary that product is reduces the excessiveness of consumers being ethnocentric in the assessment and purchase of foreign-made products. In the minds of the consumers, there will be ethnocentrism but in some situations it will not influence their final decision on the purchase of the product. This particularly occurs when it is scarce to get the locally made products (Watson & Wright, 2000).

# KNUST



## CHAPTER THREE RESEARCH METHODOLOGY

### 3.0 Introduction

This chapter describes the research paradigm, research design and the source in which the data was collected from. It also portrays the population of the study and sample size and the techniques of the sampling. Again, it gives the outline of the instruments that were used to collect the data and the way in which the questionnaires were administered and the procedure for the collection of the data, how the data were analysed and measures put in place to ensure that the instruments used in collection of the data were valid.

### 3.1 Research paradigms

According to Bogdan & Biklen (1998) a paradigm is “a loose collection of logically related assumptions, concepts, or proposals that orient thinking and research” or the philosophical purpose or incentive for embarking on a study (Cohen & Manion,1994). Also, Mac Naughton et al (2001)

defined paradigm by including three ingredients which are: a mental acceptance concerning the nature of knowledge, methodology and criteria for validity.

O'Leary (2004) mentioned that in thirty or forty years ago, what used to be somewhat simple to defined is no more like that in this current century due to many methods of research and their continues increase especially in social and applied sciences. Mwrrens (2005) and Bogdan & Biklen (1998) stated that a theoretical framework as different from theory, is occassionally referred to as a paradigm and controls the process in which the study and interpretation of knowledge is conducted.

There have been diverse approaches that researchers could use in conducting a study. One of those approaches could be used for the study – qualitative, quantitative or mixed.

Mackenzie and Knipe (2006) stated that qualitative and quantitative as words in previous published studies are mostly used to mean two different expressions, one connecting to what is more frequently apprehended to be the research paradigm and the other as the research method. At one end quantitative and qualitative means the difference concerning the nature of knowledge that is the way a person see the world and understands it and the major reason of the research.

On the another side of the expression, the terms mean research methods that is the way data are collected and analysed and the kind of general concepts and representations are formulated from the data (McMillan & Schumacher, 2006). According to O'Leary (2004) qualitative and quantitative are terms that describe the kind of data and their associated method of analysis that is a qualitative data as a data exhibited by words, pictures, or icons analysed by employing exploration topic and quantitative data as a data which is exhibited by means of numbers and analysed using statistics. From these definitions it can be proved that both terms qualitative and quantitative mean data collection methods, analysis and reporting methods either than a theoretical approach of the research and whereas some studies refer to quantitative, qualitative and mixed-

methods as paradigms, others also refer to them as methods by which data are collected, analysed and reported (Mackenzie & Knipe, 2006).

Naoum (2007) mention that there is a major distinction between qualitative study and that of quantitative study- qualitative study is attitudinal, meaning that the opinion and expressions of the researcher is included whereas quantitative study is objective in nature.

Qualitative research seeks information by asking questions with the focus on reporting and making it clear the human experience as it is in their lives.

Qualitative research gives the researcher more detailed and rich data in the form of comprehensive written descriptions or visual evidence and produce meaning of occurrence and lived experiences and it is a type of research which takes into account the context and social meaning and how it affects individuals, which is beneficial especially in the social sciences (Bowen, 2005). However, the researcher is more involved in the research process that the study and the respondents are viewed subjectively and the data collected are interpreted based on the view of the researcher and this research method consumes much time as well.

Quantitative research method on the other hand help the researcher to measure and analyze data and the independent and dependent variable relations can be examined in detailed and the findings of the study become more objective and also the data is considered quantifiable and usually generalizable to a larger population. Nevertheless, quantitative research method ignore the context of the study and does not study things as it is naturally in a or discuss the meaning things have for different people.

Hence, the researcher used quantitative approach for the study because this approach gives measurements and facts about the topic of the research (Bigmam, 2011). Also, the quantitative

approach was adopted since the researcher primarily used questionnaire as the data collection instrument.

# KNUST

### **3.2 Purpose of the Study**

Babbie (2001) mentioned the three of the most widely known and helpful purposes that the social research serves – exploratory, explanatory and descriptive. A study can serve more than one purposes, nevertheless any of the purposes has diverse consequences on the designing of the research.

In addition, Robson (2002) also mentioned that the diverse methodologies of research serve diverse purposes and that a type of methodology of a research does not suit all purposes. Robson went further to classify purpose for research into four namely exploratory (finding out what is happening, seeking new insights and generating ideas and hypotheses for new research) Descriptive (portraying a situation or phenomenon) Explanatory (seeking an explanation of a situation or a problem, mostly but not necessarily in the form of a causal relationship) and Improving (trying to improve a certain aspect of the studied phenomenon)

According to Aaker et al. (2004), exploratory research is usually used when conducting a study to search for the inner nature of general problem of the research and important variables. Per the mention of Lehmann et al (2008), a research which seeks to figure out some information which is fundamental about area of the study and formulating the hypothesis, exploratory research is usually adopted.

Explanatory research is also known as Causal research and the aim is to test hypotheses about cause-and-effect relationships. When the aim of a study is to determine the variable that leads to a certain behaviour, that is whether there is a cause and effect relationship between variables, causal research must be undertaken.

According to Kotler et al (2006), the aim of descriptive research is to describe things how they are, like the attitude of consumers who buy a product. Shields et al (2013) mentioned that descriptive research is used to describe features of a population or occurrence being studied. The features adopted to describe the condition or population are normally some kind of categorical scheme also known as descriptive categories.

Descriptive statistics utilize data collection and analysis techniques that yield reports concerning the measures of central tendency, variation, and correlation. The combination of its feature summary and correlational statistics, in addition to its attention on specific types of research questions, methods, and outcomes is what distinguishes descriptive research from other research types. Description emerges following creative exploration, and serves to organize the findings in order to fit them with explanations, and then test or validate those explanations (Krathwohl, 1993) hence the purpose of this study is descriptive in nature.

### **3.3 Sources of Data**

According to Saunders et al (2007) a data is a raw facts, opinion and statistics which have been gathered and stored for analysis to be conducted on or to be used as a reference. There are two sources of data that the researcher can rely on and they are namely primary source of data and secondary source of data.

### **3.3.1 Primary Data**

A primary data according to Saunders et al (2007) is a data that has been collected specifically for a particular study in which those data were gathered for. Under this particular study, primary data were gathered through the use of questionnaires. The questions were on factors that control purchase decisions, perception on locally made products, implications on purchasing foreignmade products and consumer ethnocentrism tendencies scale. The questionnaires were consisted of close ended questions and they were administered by the respondents themselves since the questions were very clear to their understanding. The researcher paid three visits to the various institutions with the questionnaires to get respondents to administer them.

### **3.3.2 Secondary Data**

Saunders et al (2007) defined secondary data as a data which comprises of information which already exist in the system and were not gathered for the purpose of the study at hand but rather for different purpose or study. Peters & Mazdarani (2008) gave a benefit of using secondary source of data as time and other resources saving for the researcher. Ghauri et al (2005) also added another benefit as secondary data given a broad image and a fair idea on some ideal methods and ways that the researcher can use for the current study. Notwithstanding the benefits of using secondary data, they also have some weaknesses on their integrity, accuracy and reliability. The researcher acquired the secondary data from reports, journals, textbooks, theses, presentations and other internet materials which were of credible source and good use to this study. Secondary data was also used to provide answer the research question on policies that are in place to ensure the patronage of locally made products.

### **3.4 Population**

Fraenkel and Wallen (2003) defined population as a number of persons or things being in some relation to one another that the researcher has a concern on or the team that a researcher wants to use to generalise the outcome of his or her study.

Saunders et. al (2007) also defined population as the total number of all units of the phenomenon to be investigated that exists in the area of investigation. i.e all possible observation of the same kind.

To get responses to the research questions that this study seeks to provide, one of the largest regional capital cities (Kumasi) in Ghana was studied. The population were consumers from the various areas including educational institutions ( Senior High School, Polytechnic and universities being students, teaching and non-teaching staff). The researcher selected some areas like Ayigya, Amakom Manhyia and Adum city center and institutions like Kumasi Anglican Senior High School, Kumasi polytechnic, KNUST and Baptist University all in Kumasi Metropolis who were one way or the other purchase both domestic and foreign-made products. The estimated sample size for the entire study was five hundred (500) consumers but the researcher got 480 (response rate) questionnaires out of the 500 questionnaires distributed.

### **3.5 Sampling Technique**

Collecting data from every single individual from the population of the researcher's interest could be very difficult due to the cost involved and the period that could take to get the study done so researchers use a small representative from the population known as sample. The sample is selected from the population to portray the population and sampling techniques used by researchers to choose the participants for their sample and these techniques aid in reducing cost and at the same time increases generalisability.

Researchers have variety of sampling techniques to choose individuals for the study. These techniques have been put into two categories namely probability sampling technique and nonprobability sampling technique.

In using Probability sampling techniques, every individual in the population is known and has equal chance of being chosen. A random process decides the sample based on each individual's probability. The probability sampling techniques consist of simple random sampling, systematic random sampling and stratified random sampling.

The second category of sampling techniques is the non-probability sampling which is a technique whereby the samples are selected in a process in which individuals in the population does not have the equal chance of being chosen. Pure random sampling is always not easy to accomplish in any form of research as researchers have limited time, money and other resources and these make it nearly impossible to randomly sample the total population so it is usually important to adopt another sampling technique, the non-probability sampling technique.

Non-probability sampling technique consist of quota sampling, self-selection sampling, convenience sampling, snowball sampling and purposive sampling.

In this study, Convenience sampling technique was used for the selection of consumers to form the sample. Convenience sampling is a type of non probability sampling whereby the individuals who are easily reached participate as the sample. Convenience sampling method with its few rules governing how the sample should be gathered makes it easy to carry out and the relative cost and time involved to undertake convenience sample are minimal in comparison with the probability sampling techniques. Questionnaires were given to consumers in areas like Ayigya, Amakom, Manhyia and Adum city center (including KNUST, Kumasi Polytechnic, Kumasi Anglican Senior High School and Baptist University) who were easily reached to get their response.

### **3.6 Data Collection Instruments**

The researcher used questionnaires and interview as the instruments for the collection of the data for the study. General questionnaires were designed for the entire respondents and they were made up of closed-ended questions on demographic, educational and economic data, the seventeen-question Consumer Ethnocentric Tendencies Scale (CETSCALE), a product-quality rating section and issues like factors that control the purchase decision and the implications of purchasing foreign – made products. The CETSCALE and other variables of the study were assessed using likert scale of 7-points ranging from 1 (Stongly Disagree) to 7 (Strongly Agree) to determine each participant’s level of ethnocentricity. Researchers have tested and found the CETSCALE to be comparably reliable and valid in the United States, France, Japan, West Germany (Netemeyer et al.1991), Russia (Durvasula et al.1992), Korea (Sharma et al.1995) and Poland (Good and Huddleston 1995).

### **3.7 Methods of Data Presentation and Analysis**

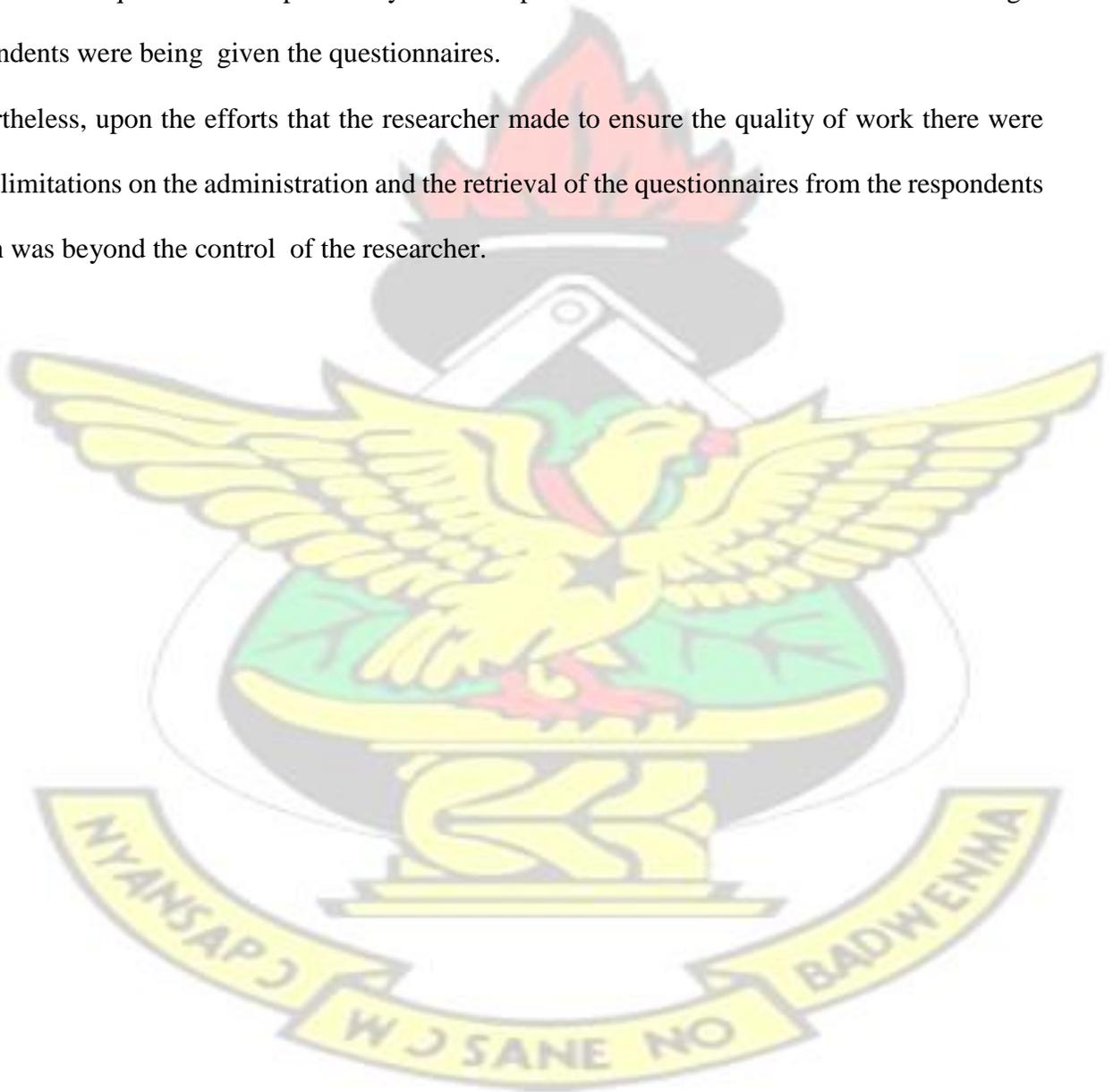
According to Fayyad (1996) analysis is not well-defined because it is highly context- and goaldependent. However, he argued that, analysis typically transcends by far anything achievable via simple queries, simple string matching, or mechanisms for displaying the data.

Raw data collected was edited to detect and correct errors and omission to ensure consistency and validity, then the data was coded and tallied item by item and input into the computer. The reseacher used the version 16 software of Statistical Package for Social Sciences ( SPSS) and excel to process the raw data that were acquired through the questionnaires. SPSS is the widely used package in the social sciences for data analysis. Descriptive statistics were used to summarize and present the information in the form of percentages, frequencies and charts.

### 3.8 Quality of Research

In order to ensure that the respondents understand the questions being asked in the questionnaire, simple and clear English were used in the framing of the questions. Also, the researcher spent some time and explained every question in which any of the respondents asked about the study and the questionnaire that was to ensure quality response and that of the study. The researcher distributed the questionnaires personally to the respondents in order to make sure that the right respondents were being given the questionnaires.

Nevertheless, upon the efforts that the researcher made to ensure the quality of work there were some limitations on the administration and the retrieval of the questionnaires from the respondents which was beyond the control of the researcher.



## CHAPTER FOUR

### DATA ANALYSIS, PRESENTATION AND DISCUSSION OF FINDINGS

#### 4.1 Introduction

This chapter presents the analysis of the data gathered from the questionnaires received from the respondents and information retrieved from online data of the Ghana. Descriptive statistics and diagrams like pie chart were used for the study to indicate the views of the respondents. For the explanation of relevant points of the survey, percentages, mean, standard deviation, frequencies and other statistical charts were used. This chapter provides the data analysis, presentation and discussion of the data gathered from the field survey by providing the information on the findings in details and that of the respondents view.

#### 4.2 Respondents Demography

Through the use of questionnaires as the data collection instrument for this study, the bio-data like gender, age group, educational level and average monthly income of the respondents were collected.

Table 4.1: Gender

Details	Frequency	Percent	Cumulative Percent
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Valid	Male	302	62.9	62.9
	Female	178	37.1	100.0
	Total	480	100.0	

Source: Field Survey, June 2015

Table 4.1 indicates the number of both male and female respondents of the study. The respondents were made up of 302 male representing 62.9% and 178 female also representing 37.1% of the entire respondents.

**Table 4.2 : Age Group**

	Details	Frequency	Percent	Cumulative Percent
Valid	18-29	243	50.6	50.6
	30-39	189	39.4	90.0
	40-49	43	9.0	99.0
	50-59	5	1.0	100.0
	Total	480	100.0	

Source: Field Survey, June 2015

According to Table 4.2, the study shown the modal age group of 18-29 with total respondents of 50.6% and followed by the age group of 30-39 which constituted 189 respondents representing 39.4%. The 43 respondents were in the age group of 40-49 representing 9.0% and 5 respondents were among the age group of 50-59 indicating 1% of the total respondents.

**Table 4.3 : Average Monthly Income Level**

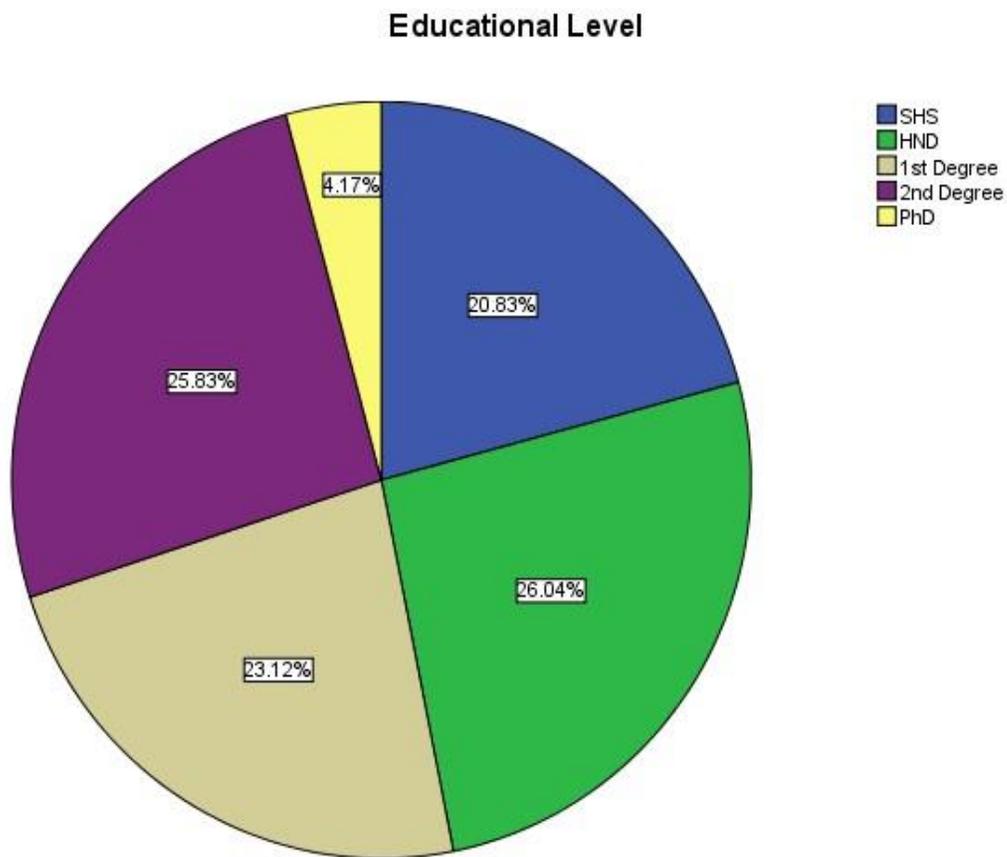
Details		Frequency	Percent	Cumulative Percent
Valid	Below 100	10	2.1	2.2
	100-200	91	19.0	22.4
	300-499	109	22.7	46.7
	500-699	34	7.1	54.2
	700 or Above	201	41.9	98.9
	7	5	1.0	100.0
	Total	450	93.8	
Missing	30	6.2		
Total	480	100.0		

Source: Field Survey, June 2015

According to Table 4.3, 10 respondents representing 2.1% have been receiving an average monthly income which is below 100 Ghana Cedis, 91 respondents which is 19% receive 100-200 Ghana Cedis as their average monthly income. Also averagely, 109 respondents indicating 22.7% have

been receiving 300-499 Ghana Cedis, 34 respondents receive 500-699 Ghana Cedis as average monthly income indicating 7.1% and with the 41.9% representing 201 respondents have been receiving an average monthly income of 700 Ghana Cedis and above. Nevertheless, 5 respondents representing 1% have not been receiving any monthly income or did not answer that question.

**Figure 4.1**



*Source: Field Survey, June 2015*

The Figure1 above shows the various educational levels of the respondents of the study. Generally, Higher National Diploma (HND) educational level had the highest number of respondents representing 26.04%, followed by 2<sup>nd</sup> Degree level indicating 25.83% of the respondents. The third educational level group with the 23.12% were 1<sup>st</sup> Degree holders and Senior High School (SHS) educational level represented by 20.83% and with the least percentage among the total respondents

were Doctor of Philosophy (PhD) educational level respondents representing 4.17%. This finding indicates the diversification of the respondents of the study's educational background and could understand the response of Ghanaian consumers to foreign-made-products.

**Table 4.4 :Reliability Statistics of factors that control purchase decision**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.539	.539	5

*Source: Field Survey, June 2015*

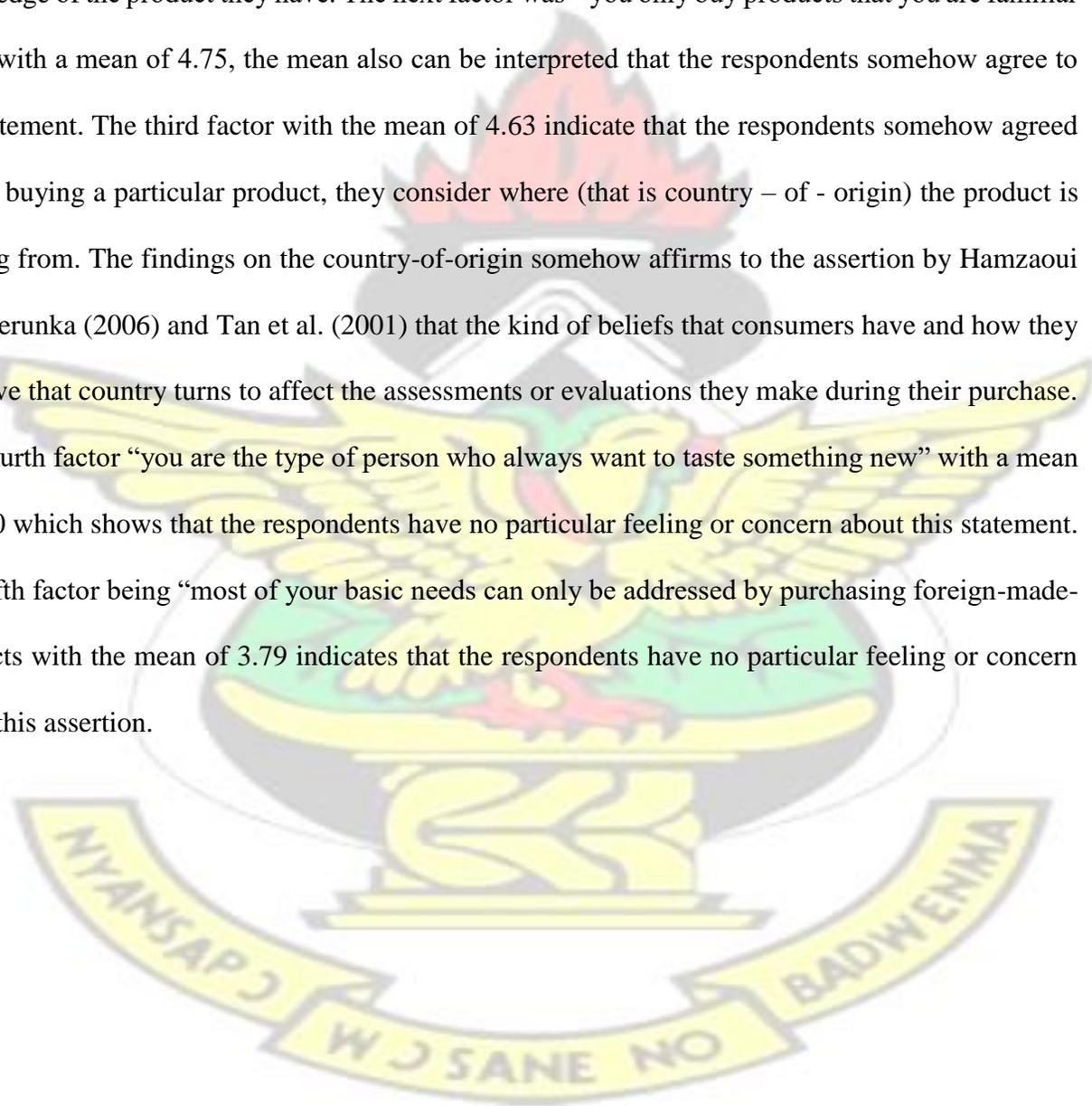
Table 4.4 represents the reliability of the variables used in measuring factors that control purchase decision. A cronbach's alpha of .539 indicates that the items used measure the same underlying construct and is therefore reliable.

**Table 4.5 :Item Statistics of factors that control purchase decision**

Criteria	Mean	Std. Deviation
Your decision to buy products is influenced by the information you have about the product.	5.01	2.04
You only buy products that you are familiar with.	4.75	1.99
In buying a particular product, you consider where (that is country of origin) it is coming from.	4.63	2.01
You are the type of person who always want to taste something new.	4.30	1.91
Most of your basic needs can only be addressed by purchasing foreign-made products.	3.79	2.01

*Source: Field Survey, June 2015*

Table 4.5 represents the item statistics of the variables that measures the factors that control purchase decision. From the table, the decision to buy products if influenced by the information you have about the product is the highest factor that influence purchase decision. A highest mean of 5.01 indicates that the respondents somehow agree to that assertion. This finding somehow affirms the assertion by Rao and Sieben(1992) that the intention of the consumers purchasing will be influence by the knowledge of the product they have. The next factor was “ you only buy products that you are familiar with” with a mean of 4.75, the mean also can be interpreted that the respondents somehow agree to the statement. The third factor with the mean of 4.63 indicate that the respondents somehow agreed that in buying a particular product, they consider where (that is country – of - origin) the product is coming from. The findings on the country-of-origin somehow affirms to the assertion by Hamzaoui and Merunka (2006) and Tan et al. (2001) that the kind of beliefs that consumers have and how they percieve that country turns to affect the assessments or evaluations they make during their purchase. The fourth factor “you are the type of person who always want to taste something new” with a mean of 4.30 which shows that the respondents have no particular feeling or concern about this statement. The fifth factor being “most of your basic needs can only be addressed by purchasing foreign-made-products with the mean of 3.79 indicates that the respondents have no particular feeling or concern about this assertion.



**Table 4.6 :Summary Item Statistics of factors that control purchase decision**

	<b>Mean</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Range</b>	<b>N of Items</b>
Item Means	4.502	3.798	5.012	1.215	5

*Source: Field Survey, June 2015*

Table 4.6 represents the summary item statistics of the factors that control purchase decision. The mean of 4.5 indicates that the respondents on the average somehow agree to the items measuring the factors that control purchase decision. The minimum mean of 3.79 relates to the item with the least mean which was “most of your basic needs can be addressed by purchasing foreign made products” the respondents were indifferent on this assertion. The maximum mean of 5.01 reflects the item with the maximum mean which is “ decision to buy is influenced by the information you have about the product”. The respondents generally somehow agree to the statement. The range represents the difference between the maximum mean and the minimum mean.

**Table 4.7:Reliability Statistics of Perceptions on Foreign – Made – Products**

<b>Cronbach's Alpha</b>	<b>Cronbach's Alpha Based on Standardized Items</b>	<b>N of Items</b>
.841	.845	8

*Source: Field survey 2015*

Table 4.7 illustrates how reliable the variables used assessing perceptions on foreign-made products. An .841 cronbach alpha shows that the items used assess the same underlying construct and is very reliable.

**Table 4.8 :Item Statistics of Perceptions on Foreign – Made - Products**

Criteria	Mean	Std. Deviation
The design of foreign products looks better.	5.03	1.773
Foreign products have high quality.	4.98	1.803
Foreign products offer a lot of features.	4.94	1.87
Foreign products are more innovative.	4.91	1.856
Foreign products perform better.	4.76	1.881
You can easily get spare parts/accessories for foreign products.	4.67	2.01
Foreign products last longer.	4.6	1.946
Foreign products have relatively lower prices.	3.55	1.99

*Source: Field Survey, June 2015*

Table 4.8 represents the item statistics of the variables that measures the perception on foreignmade-products. With the highest mean of 5.03 which indicates that the respondents somehow agree that the design of foreign products looks better. Also, respondents somehow agree that foreign products have high quality with the next highest mean of 4.98. The third factor “foreign products offer a lot of features” had a mean of 4.94 showing that the respondents somehow agree to the statement. From the table, the respondents somehow agree to the statements as these were indicated by corresponding means of the variables for instance “Foreign products are more innovative” with a mean of 4.91, “Foreign products perform better” with a mean of 4.76 , “You can easily get spare parts/accessories for foreign products” with a mean of 4.67 and “Foreign products last longer” with a mean of 4.6. The findings of the study do affirm to the assertion made by Garvin (1984) that consumers in their decision to purchase a particular product consider the quality of that product and what constitute or the dimentions of the quality (Performance,

Features, Reliability, Conformance, Durability, Serviceability, Aesthetics and Perceived Quality). With the least mean of 3.55 for the variable “Foreign products have relatively lower prices” means that the respondents are not sure or have no concern (indifferent) about the statement.

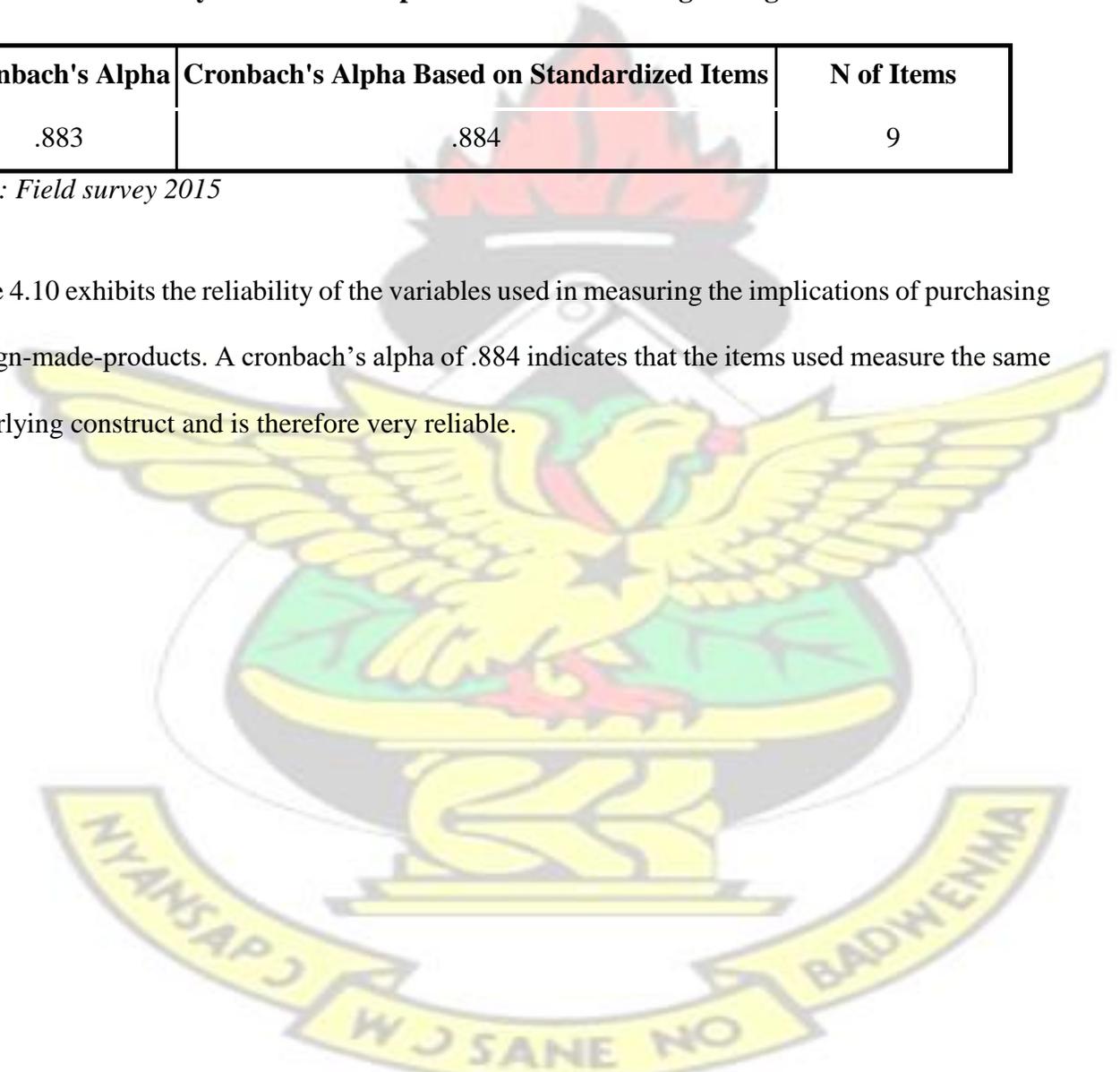
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**Table 4.10: Reliability Statistics of Implications of Purchasing Foreign – Made Products**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.883	.884	9

Source: Field survey 2015

Table 4.10 exhibits the reliability of the variables used in measuring the implications of purchasing foreign-made-products. A cronbach’s alpha of .884 indicates that the items used measure the same underlying construct and is therefore very reliable.



**Table 4.11: Item Statistics of Implications of Purchasing Foreign - Made - Products**

Criteria	Mean	Std. Deviation
Buying foreign products hurts the performance of local business.	5.59	1.956
Relying more on foreign products has been a cause of the decreasing value of the cedi.	5.55	1.709
Buying more foreign products makes other countries richer.	5.5	1.853
Buying foreign products collapses local businesses.	5.31	1.763
Buying foreign products kills local business initiatives.	5.24	1.739
Buying foreign products worsens the country's financial strengths.	5.09	1.877
Buying foreign products makes the country less independent. Relying more on foreign products has been a cause of the increasing inflation rate in the country.	5.07	1.841
Buying foreign products is a source of unemployment in this country.	5	1.845

*Source: Field Survey, June 2015*

Table 4.11 illustrates the item statistics of the implications of purchasing foreign-made products. According to the table, buying foreign products is the worst implication with the highest mean of 5.59 as it hurts the performance of local business. The highest mean of 5.59 shows that the respondents agree to that statement. The next implication was “Relying more on foreign products has been a cause of the decreasing value of the cedi” with a mean of 5.55 which can be explained to mean that the respondents agree to that assertion. The third implication with the mean of 5.5 shows that the respondents agree that in buying more foreign products makes other countries richer. The other six implications “Buying foreign products collapses local businesses (5.31), Buying foreign products kills local business initiatives (5.24), Buying foreign products worsens the country's financial strengths (5.09), Buying foreign products makes the country less independent (5.07), Relying more on foreign products has been a cause of the increasing inflation

rate in the country (5.03) and Buying foreign products is a source of unemployment in this country (5)” with their mean indicate that the respondents somehow agree to those statements.

**Table 4. 12: Summary Item of Implications of Purchasing Foriegn - Made – Products**

	<b>Mean</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Range</b>	<b>N of Items</b>
Item Means	5.265	5.002	5.594	.592	9

*Source: Field Survey, June*

Table 4.12 indicates the summary item statistics of the implications of purchasing foreign-made products. The mean of 5.27 depicts that the respondents on the average somehow agree to the items measuring the implications of purchasing foreign-made products. The item “ Buying foreign products is a source of unemployment in this country” relates to the minimum mean of 5.0 which indicates that the respondents somehow agree to this statement. The item “Buying foreign products hurts the performance of local business” had the maximum mean of 5.59 which can be explained that, the respondents in general agree to this assertion. The range exhibits the difference between the maximum mean and the minimum mean.

**Table 4. 13: Reliability Statistics of Consumer Ethnocentrism Tendencies Scale (CETSCALE)**

<b>Cronbach's Alpha</b>	<b>Cronbach's Alpha Based on Standardized Items</b>	<b>N of Items</b>
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.896	.895	17
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Source: Field Survey, June 2015

Table 4.13 represents the reliability of the items adopted in measuring the tendencies scale of consumer ethnocentrism. A cronbach's alpha of .884 exhibits that the items used measure the same underlying construct and is therefore very reliable.



**Table 4.14 : Item Statistics of Consumer Ethnocentrism Tendencies Scale (CETSCALE)**

<u>Items</u>	<u>Mean</u>	<u>Std. Deviation</u>
There should be control measures on all imports.	5.61	1.537
Buy made-in-Ghana products. Keep Ghana working.	5.5	1.801
It may cost me in the long-run, but I prefer to support Ghanaian products.	5.35	1.760
Foreign products should be taxed heavily to reduce their entry into Ghana.	5.27	1.814
We should buy from foreign countries only those products that we cannot obtain within our own country.	5.21	1.805
Only those products that are unavailable in Ghana should be imported.	5.07	2.085
We should purchase products manufactured in Ghana instead of letting other countries get rich out of us.	5.07	1.671
There should be very little trading or purchasing of products from other countries unless out of necessity.	4.94	1.836
Ghanaian people should always buy made-in-Ghana products instead of imports.	4.85	2.267
It is always best to purchase Ghanaian products.	4.65	1.971
Ghanaians should not buy foreign products because this hurts business and causes unemployment.	4.47	2.012
Ghanaian products first, last and foremost.	4.44	1.929
Ghanaian consumers who purchase products made in other countries are responsible for putting their fellow Ghanaians out of work.	4.38	2.206
It is not right to purchase foreign products, because it puts Ghanaians out of job.	4.28	2.005
A real Ghanaian should always buy made-in-Ghana products.	4.03	2.032
Purchasing foreign products is un-Ghanaian (Unpatriotic).	3.87	2.008
Foreigners should not be allowed to put their products in our market.	3.82	2.167

Source: Shimp & Sharma (1987)

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Table 4.14 indicates the item statistics of the Consumer Ethnocentrism Tendencies Scale (CETSCALE). As shown from the table with the highest mean of 5.61, respondents do agree that there should be control measures on all imports. The next item was “Buy made-in-Ghana products. Keep Ghana working” with the mean of 5.5 indicating that respondents agree to that statement. Also, respondents somehow agree with five of the assertions “It may cost me in the long-run, but I prefer to support Ghanaian products (5.35)” , “ Foreign products should be taxed heavily to reduce their entry into Ghana (5.27)” , “We should buy from foreign countries only those products that we cannot obtain within our own country ( 5.21)” , “Only those products that are unavailable in Ghana should be imported (5.07)” , “We should purchase products manufactured in Ghana instead of letting other countries get rich out of us (5.07)” , “ There should be very little trading or purchasing of products from other countries unless out of necessity (4.94)” , “ Ghanaian people should always buy made-in-Ghana products instead of imports (4.85)” and “It is always best to purchase Ghanaian products (4.65) as they were indicated by the mean from 5.35 to 4.65.

However, respondents did not show concern or had emotions (indifferent) on seven of the items which were indicated by the mean from 4.47 to 3.82 and they were “Ghanaians should not buy foreign products because this hurts business and causes unemployment (4.47)” , “ Ghanaian products first, last and foremost (4.44) “ , “ Ghanaian consumers who purchase products made in other countries are responsible for putting their fellow Ghanaians out of work (4.38)” , “ It is not right to purchase foreign products, because it puts Ghanaians out of job (4.28)” A real Ghanaian should always buy made-in-Ghana products (4.03)’ , “ Purchasing foreign products is un-Ghanaian (Unpatriotic) ( 3.87)” and “ Foreigners should not be allowed to put their products in our market (3.82)”. The findings show that, the respondents are indifferent when it comes to the assertions of some scholars like Shimp and Sharma (1987), Sharma et al (1995) and Vida and Reardon (2008)

which indicates that consumers who are ethnocentric tend to place high value on and support domestic products, and place low value on and avoid purchasing foreign products because they believe that by purchasing imported products would lead to the collapse of the domestic industries and increase unemployment which could hurt the domestic economy. Also respondents were indifferent on the assertion made by Schooler (1965) which stated that consumers become unpatriotic if they purchase foreign-products since such attitudes can adversely influence employment in the domestic economy.

**Table 4.15 Summary Item Statistics of Consumer Ethnocentrism Tendencies Scale (CETSCALE)**

	<b>Mean</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Range</b>	<b>Maximum / Minimum</b>	<b>Variance</b>	<b>N of Items</b>
Item Means	4.754	3.820	5.610	1.790	1.469	.318	17

*Source: Field Survey, June 2015*

Table 4.15 illustrates the summary item statistics of the Consumer Ethnocentrism Tendencies Scale (CETSCALE). The 4.8 as a mean represents that the respondents on the average somehow agree to the items measuring the tendencies scale of the consumer ethnocentrism. The maximum mean of 5.6 relates to the item with the highest mean which is “There should be control measures on all imports” and the respondents in general agree to this assertion. The minimum mean of 3.8 reflects the item with the least mean which is “Foreigners should not be allowed to put their products in our market” and the respondents were indifferent about this statement.

The range represents the difference between the maximum mean and the minimum mean.

## CHAPTER FIVE

## **SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS**

### **5.1 Introduction**

This chapter is the final part of the entire study and contains the summary of finding that came out through the analyses of the questions which were answered by the respondents by the used of questionnaires. It also covers the conclusion and the recommendations for further studies.

### **5.2 Summary of Findings**

Below are the findings attained from the answered questionnaires that were used to seek for the respondents' opinion on the study's subject area.

#### **5.2.1 The factors that control the purchase decision of Ghanaian consumers**

The study has revealed that the major factor that influences the purchase decision of Ghanaian consumers is the information they have about that particular product and the assertion that Ghanaian consumers do purchase foreign products because they think most of their basic needs can only be addressed by purchasing foreign-made-products is the least factor that could influenced their purchase decision.

#### **5.2.2 The implications of purchasing foreign-made-products on Ghanaian Economy**

The study demonstrated that Ghanaian consumers have opinion that the buying of foreign products is the highest implication since it hurts the performance of local businesses. The consumers also believe that unemployment in Ghana is the least implication that buying foreign products could cause.

### **5.2.3 The perception that Ghanaian consumers have on foreign-made-products**

The study acknowledged that Ghanaian consumers have the highest perception that the design of foreign products looks better. The least perception of Ghanaian consumers is on the relative lower prices of foreign products.

### **5.2.4 Consumer Ethnocentrism Tendencies Scale (CETSCALE)**

The study discovered that Ghanaian consumers do somehow have the ethnocentric tendencies for locally made products as they were indifferent and somehow agree in their response to the items that could indicate their ethnocentricity to the locally made products. They were indifferent and somehow agree to the items like “Ghanaian products first, last and foremost” and “We should purchase products manufactured in Ghana instead of letting other countries get rich out of us” respectively.

## **5.3 Conclusion**

The core objective of this study was to know the response of Ghanaian consumers to foreign a made product that is how ethnocentric Ghanaian consumers are. The study revealed that Ghanaian consumers are not all that ethnocentric when it comes to the patronage of foreign made products. The study illustrated consumers being indifferent when they are considered to be unpatriotic if they do buy foreign products, should always buy made-in-Ghana products and when mentioned that foreigners should not be allowed to put their products in Ghanaian market. However, they do acknowledged the fact that in buying foreign products, it hurts the performance of local business, decreases value of the cedi and make other countries richer.

## **5.4 Recommendations**

The recommendations below are made to ensure the patronage of locally made products.

#### **5.4.1 Encouraging local prosperity**

There should be an economic research body that can encourage and give advice to local entrepreneurs on their produce especially the quality of the content and their packaging in order to attract Ghanaians to purchase the locally-made-products. Research can also be conducted as and when it becomes necessary to know the behavioral changes in Ghanaian consumer and other dynamic factors that influence their purchase decision.

#### **5.4.2 Using qualified sales persons or marketers**

The local producers should employ sales persons or marketers who have better knowledge on demonstrating the usage and benefits of the products to Ghanaian consumers and also have the good skills in customer services.

#### **5.4.3 Government policy on using local produce**

As part of the government policies, Ghanaian workers and ambassadors to Ghana in other countries could be mandated to wear locally made fabrics three out of the five working days to boost the productivity of the local manufacturers thereby creating more employment and sustaining the economy.

#### **5.4.4 Reviving collapsed businesses and giving subsidies**

The government of Ghana could help the local businesses which are not operating any longer to start operation again to help increase productivity since most Ghanaians give excuses of the unavailability of locally made products which compel them to rely on foreign products which are

available in the local market. By giving subsidies to local manufacturers will help to reduce their operating cost thereby charging relatively low prices on their produce to attract more patronage.

### **Suggestions for further research**

The sample size for any future study of this nature should be increased, uses a particular product and the data could be gathered from different regions of Ghana. The researcher should consider using two or more regions to represent the country instead of only one region.

Also, diverse group of consumers could be studied to know how ethnocentric they are and probability sampling technique could be used to make generalization easier. Other variables that are likely to influence consumer purchase decisions like the beliefs and values should be considered during the development of the questionnaires.



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