

CONSUMER ETHNOCENTRISM AND REPURCHASE INTENTION IN  
NEPALESE CONSUMERS

A Research dissertation submitted to  
Kathmandu University School of Management  
in partial fulfillment of the requirement for the  
Degree of Master of Philosophy (MPhil) in Marketing Management

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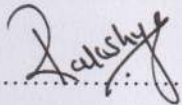
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## DECLARATION

I hereby declare that this research work entitled *Exploring Consumer Ethnocentrism in Nepali Market: Are Nepali Consumers Ethnocentric?* embodies the result of an original research work I carried out in partial fulfillment of the requirements for the degree of Master of Philosophy (MPhil) in Management of Kathmandu University and that this dissertation has not been submitted for candidature for any other degree.



Rakshya Dhital

October, 2019

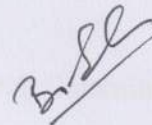
## RECOMMENDATION

This is to certify that *Ms. Rakshya Dhital* has completed her research work on *Consumer Ethnocentrism and Purchase Intention in Nepalese Consumers* under our supervision and that her dissertation embodies the result of her investigation conducted during the period she worked as an MPhil candidate of the School of Management. The dissertation is of the standard expected of a candidate for the degree of MPhil in management and has been prepared in the prescribed format of the School of Management. The dissertation is forwarded for evaluation.

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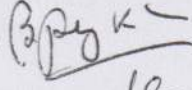


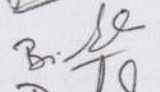
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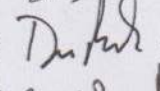
We have conducted the viva-voce examination of the dissertation *Consumer Ethnocentrism and Repurchase Intention in Nepalese Consumers* by Rakshya Dhital and found the dissertation to be original work of the candidate and written according to the prescribed format of the School of Management. We approve the dissertation as the partial fulfillment of the requirements for the degree of Master of Philosophy (MPhil) in Management.

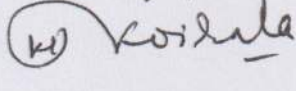
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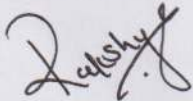
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Rakshya Dhital

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## ABSTRACT

In today's globalized world consumers are excess to various domestic and foreign products with tremendous choices. The well information about the market and consumer choices is pre-requisites for every business to succeed in this competitive market. Marketer cannot make the right strategy for the market segment if the consumers' behaviors towards domestic and foreign products are not well known. Therefore, the main purpose of this study is to identify the consumer choices between domestic to foreign products with the construct consumer ethnocentrism. Are Nepali consumers ethnocentric?

The study was conducted by taking a sample of 305 customers at Bhatbhateni departmental store and Big Mart chain in Kathmandu. An experimental field survey was conducted in a natural setting at the point of purchase. One-way ANOVA test, the correlation coefficient and regression analysis was conducted to determine the ethnocentric level of consumers. The results from the study showed that, consumer ethnocentrism exists only on the perception of consumers; consumer ethnocentrism is not seen in the real purchase behavior. Moreover, Nepali consumers prefer to purchase more foreign products. Finally, the study made us to understand that Nepali consumers consider perceived quality and perceived price to make a repurchase decision for both domestic and foreign FMCG products. This study provides guidelines for both domestic and foreign marketers with emphasis on perceived quality and perceived price to attract consumers in Nepali Market.

*Key words:* consumer ethnocentrism, perceived quality, perceived price, perceived value, repurchase intentions

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## ABBREVIATIONS

ANOVA	Analysis of Variance
CE	Consumer Ethnocentrism
FMCG	Fast Moving Consumer Goods
IBM	Investment Board Nepal
PP	Perceived Price
PQ	Perceived Quality
RPI	Repurchase Intention
SPSS	Statistical Package for Social Science

## CHAPTER I

### INTRODUCTION

Research on the phenomenon of consumer ethnocentrism is increasing and it has become an important construct in the process of understanding consumer behavior in the global market (Renko, Karanovic, & Matic, 2012). Consumer ethnocentrism is the consequence of love and affection for own nation and fear of unfavorable outcome due to high rates of import of foreign products that could cause serious problems to the local economy (Hashmin & Cherazak, 2004; Juharsah & Hartini, 2014).

Today world of business has expanded its boundaries globally. The globalization has brought significant opportunities in the international market; people have the expanding choices of domestic and foreign products. Imported products, previously unavailable to the average consumer are now becoming more popular. Regardless of the opportunities of choices, the global market is also not free from several challenges. The development of globalization has brought increased global competition among firms (Chowdhury, 2013; Tsai, Yoo, & Lee 2013). Obviously, the increased competition has major advantages for the consumers with ever expanding choices. However, it is a big threat for the local marketers as it has brought significant changes in consumer purchasing behavior, which has made the global product more familiar to the potential local consumers (Chowdhury, 2013). The well information about markets and consumers is a prerequisite for business success in a competitive global market (Gaye, Ziemnowicz, & Bahhouth, 2017; Renko et al., 2012). Consequently, it is thus crucial for marketers to understand the ethnocentric tendencies of consumers as these perceptions and attitudes of consumers may

influence consumers purchase intention of domestic and foreign products (Alshammari, Williams, & Morgan, 2017; Klein, Ettenson, & Krishnan, 2006; Luque-Martinez, Ibanez-Zapata, & Barrio- Garcia, 2000).

Several researchers argue that marketers need to be aware of the fundamental variables that influence purchase decisions as marketing strategies are formulated on the basis of information about the consumer different choices (Gaya et al., 2017; Renko et al., 2012). Consumer ethnocentrism has a strong impact on attitude towards local versus foreign product (Salman & Naeem, 2015).

Today, Nepal is also experiencing the wave of globalization with more choices of both domestic and foreign brands in various product categories like FMCG, foot wares, apparels, furniture, construction materials (as cited in Kathmandu post, 2018). Nepali Signature brands in FMCG such as Wai-Wai, Rum Pum instant noodles, Pashupati biscuits, Kwaliti biscuits, Nebico biscuits, Nepal Ice beer, Ruslan Vodka, Khajuriko and Gorkha Beer who were able to capture a big market share previously is in high competition with foreign brands with growing consumer choices. According to Prasain (2017) market competition is very high and is expected to be more in the upcoming year in Nepal.

According to the IBN's manufacturing sector profile 2017, from the countries manufacturing sector, FMCG sub-sector alone contribute 59% to GDP, whereas industrial goods contribute 38 % and Consumer goods contribute 3%. This information shows Nepal has good potential consumers in FMCG sector. According to Trade and Export Promotion Centre (TEPC), Nepal imports FMCGs such as soaps, shampoo, tobacco, liquor, toothpaste, beer, , non-alcoholic beverages, sweetened biscuit, fruit juice, processes food, bottled water, sugar confectionery, chocolate, coffee, tea, mate, coconut oil, deodorants, perfumes, cosmetics, rice, sunflower oil,

wheat flour, and soybean oil worth billions yearly to meet the demand of the domestic market. In the FY 2015/16, Nepal imported FMCG's worth Rs 45.20 billion.

Kathmandu valley alone accounts for 40-50 % of the overall market for FMCG.

Nepal entered the phase of globalization after the restoration of democracy in 1990, before that foreign product were not easily accessible to Nepalese market. Only the high-level people in the society were familiar with foreign products. But today due to globalization, various foreign products are not only easily accessible, but also popular among the average consumer. Therefore, to have long term existence in this competitive market; it is very important for firms to increase their focus towards understanding the behavior of consumers, paying particular attention to consumer ethnocentrism (Chowdhury, 2013), as this is an important construct which differentiate consumer choice between domestic to foreign products in the global market (Caruana, 2005; Orth & Firbasova, 2003; Alshammari, William, & Morgan, 2017).

According to Sumner (1906) the term ethnocentrism was first introduced by G. A Sumner in 1906 in sociological literature that refers to notions regarding the beliefs, standards and code of behavior of one's own as superior to those found in other societies (as cited in Bawa, 2004). Ethnocentric consumers believe that it is inappropriate to purchase foreign products irrespective of price or quality as it negatively impacts the domestic economy (Shimp & Sharma, 1987). Hence, this study has incorporated the variable perceived quality, perceived price, perceived value, and repurchase intentions of products to get the real ethnocentric level of Nepali consumers.

Much empirical research works on consumer ethnocentrism phenomenon are found in developed economies like USA and Europe (Bannister & Saunders, 1978;

Klen & Ettenson, 1999; Renko et al., 2012; Shimp & Sharma, 1987) but it is limited in case of emerging economies (Bandyopadhyay, Jerry, & Reese, 2014; Cumberland, Solgaard, & Wolowik, 2010) and very negligible in least developed economics (Choudhary & Rahim, 2014). Prior research on ethnocentrism have focused on the study of antecedents of consumer ethnocentrism which have addressed the impact of demographic variables on consumer ethnocentrism (Alsughayir, 2013; Aziz & Bahadur, 2014; E.P. & A.C., 2014; Kumar, Fairhurst, & Kim, 2011) but this study shall also incorporate the decisive factors such as perceived quality, perceived price, perceived value and repurchase intention of FMCG products in Nepal as the study of these variables helps to measure the ethnocentric level of consumers. Though we have various product categories like, FMCG product, foot wares, apparels, furniture's, construction materials available in the Nepali market, this research, initiate to examine only in FMCG products as FMCG have various choices of domestic and foreign brand compared to another sector.

#### **Statement of the Problem**

Today with globalization, Nepali consumers have also faced with more choices of both domestic and foreign brands in FMCG products. The market competition is very aggressive among domestic and foreign brand in Nepal (New Business Age, 2017). Parash Shakya, Executive Director of Bhurmal Lunkarandas Conglomerate further emphasized that the Nepali FMCG market has tough completion due to various choices of product and changing preference of consumers (Prasain, 2017). According to the Vishal group (2012), the FMCG sector is growing around 20% annually, while the overall growth of the economy is only 3% to 4% annually. The sole growth of FMCG market at a higher yearly rate of 20% reflects

the high potential of FMCG market in Nepal. Nepali consumers consume Rs 6 million worth of noodles and Rs 4 million worth of biscuits in a month (Heaton, 2019).

Therefore, in this competitive market of FMCG products, it is very vital for marketers to know the consumer preference for domestic to foreign products. Nepal government has also introduced a law for mandatory consumption of domestic goods in public offices since 2013 to attract consumers positive view towards domestic products against imported products, however, the law has not seen to be properly implemented and the domestic product consumption results are disappointing (The Himalayan times, 2018).

The consumption of Nepali products in the state is very crucial to promote consumption of domestic goods among the Nepali citizen as it disseminate positive message about Nepali goods. However, it is not seen effectively implemented in government offices. Is the case similar to all Nepali consumers working in different sectors? Are all Nepali consumer non ethnocentric?

According to foreign trade statistics of Nepal. In the F/Y 2018/2019 Nepal imports worth Rs. 1418.56 billion, which is 93.6% share in total trade and exports only Rs. 97.11 billion, which is 6.4% share in total trade which shows 1163.86 billion trade deficits. The ratio is 1: 14.6. This shows that it is crucial and is already a high time for Nepali marketers to make a proper marketing strategy to attract consumers in domestic consumption to decrease imports to some extent.

In the international marketing literature, Shimp and Sharma (1987) commence to explain this domestic preference theoretically, namely consumer ethnocentrism. Consumer ethnocentrism is one of the major factors that differentiate consumer groups who prefer domestic to foreign product (Jianlin, Ning, & Qi, 2010 ; Shankarmahesh, 2006; Shimp & Sharma, 1987 ).

According to Shimp and Sharma (1987), ethnocentric consumers feel that it is inappropriate to purchase foreign products irrespective of price or quality as it negatively impacts the domestic economy. Hence, ethnocentrism positively correlates with perceived quality of domestic products where as negatively correlated with perceived quality of foreign products. Similarly, ethnocentric consumers have feelings that "It may cost me in the long run, but I prefer to purchase domestic products. This shows that ethnocentric consumers perceive that the quality of domestic products are better and are willing to pay even for higher prices and have repurchased intention for it. Therefore, without the study of perceived quality, perceived price and perceived value of the products, and repurchase intention the real ethnocentric level of the consumers cannot be identified as these constructs are related to the study of the consumer ethnocentrism. However, none of the study has incorporated all these variables in a single study. Hence, this research initiates to study these variables (Perceived quality, perceived price, and perceived value and repurchase intention) along with the consumer ethnocentrism to identify the real ethnocentric level of consumers.

The study of this phenomenon will provide insights into, and an understanding of this construct in the context of transitional economy like Nepal. Marketers will have clear vision to make a proper marketing strategy to segment the market.

Several researchers have investigated the ethnocentric behavior of consumers in different countries of the world using CETSCALE (17-items unidimensional scale) developed by Shimp and Sharma (1987) to determine the consumer purchase behavior for domestic and foreign brands. From the view of previous researchers and scholars it can be concluded that the success of local product in a global market basically depends on the extent to which consumers are ethnocentric.

While going through the literature regarding the construct of ethnocentrism, researcher and scholars from developed nations have generally supported the notion that ethnocentrism is the phenomenon of developed countries; ethnocentric tendencies depend on the degree of the development of a country. The consumers in the developed countries evaluate the quality of domestic product positively (Herche, 1992). Same result is revealed for developing countries (Klein et al., 2006). However, several studies conducted in developing countries revealed opposite result, i.e. consumer perceives imported products superior to domestic product (Baltra, Ramaswamy, Alden, Steenkamp, & Ramchander, 2000; Wang et al., 2000). This shows that ethnocentrism has exhibited a different behavior on the basis of the country and its economic development. The result of one nation cannot be generalized to other nations.

The construct of consumer ethnocentrism has received high attention among marketing researchers (Bandara & Miloslava 2012; Chowdhury 2013). However, we hardly find any research on consumer ethnocentrism in transitional economies like ours. Therefore, there is a need to conduct research on consumer ethnocentrism in transitional economies like Nepal to support our local entrepreneurs and also to develop an understanding of this important construct in international marketing practice and research (Chowdhury, 2013). Developing economies offer great international business opportunities (Klein et al., 2005; Pentz, Terblanche, & Boshoff, 2017).

Hence, this study has initiated to examine the ethnocentric behavior of consumers in the Nepali market and has tried to find out the answers to the following research questions.

1. Are Nepali consumers ethnocentric?

2. What is the level of consumer ethnocentrism on the Nepali consumer market?
3. How does the level of consumer ethnocentrism vary among different demographic groups?
4. How do Nepali consumers perceive the quality and price of domestic and foreign FMCG products?
5. Do Nepali consumers have repurchase intention for domestic FMCG products?

#### **Objectives of the Study**

This study aims to examine the ethnocentric behavior of consumers in Nepali market along with perceived quality, perceived price, perceived value and repurchase intentions of consumers towards products available in the Nepali Market. Therefore, more specifically, the objectives of the study are listed below:

1. To determine the ethnocentric level of consumers in Nepali market.
2. To empirically test whether consumer perceived quality, price and value of the Nepali products as defined in consumer ethnocentrism (i.e. Positive attitude towards domestic products)
3. To examine if the level of consumer ethnocentrism varies among different demographic groups
4. To examine if consumer ethnocentrism influence repurchase intention of domestic FMCG products

#### **Significance of the Study**

Research on the phenomenon of consumer ethnocentrism in the transitional economy like Nepal is very essential where this kind of research has not received any attention. With the growing globalization and increasing choices of varieties of

products in the market, marketers need to be aware regarding consumers' choices towards domestic to foreign products.

In the practical aspects, this study shall provide insights for both domestic as well as an international business opportunity in FMCG sector. The findings of the study shall provide guidelines to both national and international marketers in right segmenting and positioning strategy to capture the target market and to develop appropriate policies and strategies.

In the theoretical perspective, this study shall help to expand knowledge, understanding and application of consumer ethnocentrism in different context. Large no of previous research on the particular domain, mainly focused for developing nations. Therefore, this study will definitely help to expand knowledge in the context of transitional economy like ours.

#### **Organization of the Report**

The report of this study is organized into five chapters which are discussed below:

Chapter I briefly introduces the concepts, context, and study domain of the subject. This chapter has covered the background of the study, a statement of the problem, research questions, objectives of the study, the significance of the study, and organization of the report.

Chapter II has covered a review of literature about consumer ethnocentrism, perceived quality, perceived price, perceived value, and repurchase Intention. Empirical evidence of study variables is also incorporated. Finally, research framework has been formulated at the end of the chapter.

Chapter III has discussed about research methodology. It describes research design, research hypotheses, variables and their operationalization, unit of analysis,

population and sample design, demographics, instrumentation, and data collection and analysis procedure.

Chapter IV has presented the results of the study analyzed through different statistical analysis. It has covered the result from demographic variables through respondent characteristics, descriptive statistics and comparison among different groups with study variables.

Chapter V has covered the summary of the findings and discussion of research findings, implications for practice and research, and finally the critique of the study.

## CHAPTER II

### REVIEW OF LITERATURE

Literature review focuses on the theoretical literature and empirical evidence on the relationship of consumer ethnocentrism, perceived quality, perceived price, perceived value, and repurchase intention with the real purchase behavior of domestic and foreign products available in the Nepali market. The conceptual framework on the base of literature is presented.

#### **Consumer Ethnocentrism**

The term ethnocentrism was first introduced by William Graham Sumner in 1906 in the sociological literature. Shimp and Sharma (1987) expanded this concept of ethnocentrism to consumer behavior in the field of marketing (Bawa, 2004; Klein et al., 2006) and created the CETSCALE (Consumer Ethnocentrism Tendencies Scale). Ethnocentrism is defined as “the view of things in which one’s own group is the center of everything, and all others are scaled and rated with reference to it. Each groups nourishes its own pride and vanity, boasts itself superior, exalts its own divinities and looks with contempt on outsiders” (Sumner, 1906, as cited in Ruyter et al., 1998). Shimp and Sharma (1987) further clarify that ethnocentric consumers feel that it is not appropriate to purchase foreign products, because they assume that, it impacts the local economy negatively, cause unemployment and is unpatriotic. Ethnocentric consumers refuse to purchase imported products due to feelings of loyalty towards their own country (Bojei et al., 2010; Jamil, Tuah, Aryaty, & Maisarah, 2010).

Consumer ethnocentrism is referred as the beliefs of consumers about the appropriateness and morality of purchasing foreign products and the loyalty of consumers towards national product (Shimp & Sharma 1987). According to Huddleston (2001) Ethnocentrism arises when buyers have the strong country of origin effect and the more consumers perceived the importance of the products made in their own country, the more they are ethnocentric

Few researchers stated that the people of the developing countries were less ethnocentric as they considered that their products are not as good in quality in comparison to developed countries (Wang & Chen, 2004). However, there were another group of consumers in developing economics who purchase domestic products so that their economy get raises (Durvasula, Andrews, & Netemeyer, 1997; Javalgi, Khare, Gross, & Scherer, 2005)

The consumers in the developed country have a higher preference of domestic rather than to foreign product where as the results is just opposite for developing and emerging nations (Wang & Chen, 2004). This shows that the ethnocentric tendency level of consumers differs from one country to others.

The grounded theory for ethnocentrism is based on Social identity theory developed by Tajfel and Turner (1981, as cited in Choudhary, 2012). According to social identity theory, people who are similar to the self are categorized as 'in group' whereas people who are dissimilar to the self are categorized as 'out group'. Hence, for that reason, different social context may influence an individual to think, feel and act on the basis of his/her 'social' or 'national' identity. Consequently, individuals may choose several brand alternatives based on the proximity to their identities. For example, a domestic product may have a bigger chance to be selected by consumers as opposed to a foreign product.

### **Consumer Attitude, Purchase Intention and Final Purchase Behavior**

Attitude is considered as a major concept on consumer behavior which influence purchase intention because of its basic psychological function (Ajzen, 1991). Attitude is defined as a set of beliefs, experiences and feelings which stimulate to proceed in a given direction. Fishbein and Ajzen (1975) in the theory of planned behavior claimed that purchase behavior is determined by the purchase intention, which is in turn determined by attitude towards purchase. Therefore, it is clear from the theory of planned behavior that only interest in buying the product does not drive for final purchase activity. Consumer decision to purchase is driven by their purchase intention.

Behavioral intention has been established as an intermediate construct which moderates the impact of attitude on behavior (Silili & Karunarathna, 2014). The behavioral intention reflects a person's decision to perform the behavior. Purchase intention refers to the willingness to buy a certain product or service. Spears and Singh (as cited in Rodriguez, 2008) define the term purchase intention as "an individual's conscious plan to make an effort to purchase a brand". In consumer behavior area, Ajzen and Fishbein's attitude model has been widely accepted (e.g. Silili & Karunarathna, 2014).

Purchase intention is the sole predictor of actual behavior (Juharsah & Hartini, 2014). The past researches have shown that consumers with higher consumer ethnocentrism have a better attitude towards domestic products. When consumers have a positive product attitude, they judge that product better and have a stronger purchase intention for final purchase behavior.

### **Consumer Ethnocentrism and Purchase Behavior of Domestic Products**

Consumer purchase intention of domestic products refers to the purchase of home-made products. The past literature identifies several studies that describe the relationship between the consumers ethnocentrism and purchase intention of domestic products. Shankarmahesh (2006) noted that ethnocentrism is one of the most important factors determining consumer purchase intention with respect to both foreign and local products.

Herche (1992) revealed that there is a strong and significant relationship between consumer ethnocentrism and purchase intention towards local products. In a study conducted by Netemeyer, Durvasula, and Lichtenstein (1991) with the students of US, Germany, France and Japan, and the result shows the significant positive relationship with consumer ethnocentrism and purchase behavior of domestic products.

Similarly, the study conducted by Shoham and Brencic (2003) at Israel revealed that consumer ethnocentrism had a significant impact on consumers' intentions to purchase domestically produced goods. Guneren and Ozturen (2008) examine the ethnocentric tendency level of the consumers and their purchase intention of the product from different countries of origin in North Cyprus and have found that highly ethnocentric consumers prefer to purchase domestic products. The above findings suggest that there is a positive relationship exists between consumer ethnocentrism and purchase intention to domestically produced goods.

### **Perceived Quality**

In this study, researchers proposes that perceived quality will have effect on purchase intention towards domestic products as perceived quality is one of the major factors which are often employed to judge a product before final purchase.

According to Zeithaml (1988) perceived quality refers “the consumer’s judgment about the superiority or excellence of a product.” Previous studies have found the significant relationship between consumer ethnocentrism and purchase intention as mentioned above. Many researchers examine purchase intention on the basis of consumer ethnocentrism to identify consumer’s choices between domestic and foreign products (Salman & Naeem, 2015; Shimp & Sharma, 1987) without incorporating perceived quality. Hence, the researcher assumed that without perceiving quality purchase intention cannot be identified in a better way. Based on this assumption, the researcher argues that perceived quality has an effect on purchase intention towards domestic products. Akram, Merunka, and Akram (2011) found that domestic products are perceived positively in terms of quality. However, Elliott and Cameron (1994) revealed that, when the quality of the product is equivalent or better, consumers have a strong preference for locally made products. Therefore, in this study, researchers propose that perceived quality have a positive relationship with consumer ethnocentrism and repurchase intention towards domestic FMCG products.

#### **Perceived Price**

Price is an essential factor in predicting consumer behaviors. Price is one of the major concerns for consumers while evaluating the products (Ching & Jhang, 2007). According to Zeithaml (1998) price is observed as a monetary sacrifice for obtaining a product or a quality gesture of a product.

Perceived price is the price codified by the consumers. Consumers generally interpret price through subjective perceptions and transfer them in their memory as concepts of “expensive” or “cheap”, thus perceived price cannot be assumed as the real monetary price of a product (Kashyap & Bijanic, 2000)

### **Perceived Value**

It is a true fact that before making any purchase decision every consumer evaluates the benefit, they receive from the purchase with the sacrifices they made in purchasing a particular product. Zeithaml (1988) has defined perceived value as a customer's overall evaluation of the utility of products based on perception of what is obtained and what is sacrificed. According to Woodall (2003) perceived value is an exchange between benefits obtained from the products and sacrifices made to obtain a product by consumers. Perceived value has been identified as an influencer to the consumers purchase behavior. Chang and Wildt (1994) have also proved that customer perceived value is a major influencer to the purchase intention. Oh (1999) has revealed perceived value as an antecedent of purchase intention. In this study perceived value is the evaluation of the benefits of FMCG products by customers based on their sacrifice for purchasing it.

### **Repurchase Intention**

Repurchase intention is defined as consumers judgment to decide whether to purchase products or services again after they have already consumed some of their products or services (Sophapan, 2013). This study has tried to examine if consumers have repurchase intention for the FMCG products they have purchased.

### **Perceived Quality and Consumer Ethnocentrism**

Several researchers have claimed that the level of consumer ethnocentrism will affect consumer perception about the quality of the product. According to Shimp and Sharma (1987), ethnocentrism positively correlates with perceived quality of domestic products where as negatively correlated with perceived quality of foreign products. Highly ethnocentric consumers assume that domestic products have better quality than foreign products (Maina, 2016). The study conducted by Acharya and

Elliott (2003) revealed that, there is a positive correlation between consumer ethnocentrism and perceived quality of domestically assembled and design products. Similarly, in the study by Rahmawati and Muflikhati (2016) also found that the consumer ethnocentrism has a positive influence on consumer perception about the quality of domestic products. Likewise, a study conducted in Indonesia by Hamin and Elliott (2006), have also found a relationship between consumer ethnocentrism and perceived quality for both tangible goods and intangible services. Several past researches have revealed that consumers from the developed economy perceived that their home country products are of high quality. From the past literature, we conclude that perceived quality is also a major influencer for consumers to select among domestic and foreign products.

#### **Perceived Price and Consumer Ethnocentrism**

The feeling of perceived price of consumers may vary from one to another as the perceived price is the perceptual evaluation of products or services they want to purchase (Dodd et al., 1991). Hence, the same price for the particular product can be expensive, reasonable or cheaper, according to the perceptual evaluation of the individual consumers. According to Shimp and Sharma (1987) ethnocentric consumers perceive domestic products are better than foreign products as a feeling that national products belongs to their own group whereas foreign products does not belong to their own group. Ethnocentric consumers have feelings that "It may cost me in the long run, but I prefer to purchase domestic products. This shows that consumer ethnocentrism as positive relationship with the perceived price of domestic products

#### **Perceived Value and Consumer Ethnocentrism**

Ethnocentric consumers perceive that domestic products are best compared to foreign products (Shimp & Sharma, 1987). Shimp and Sharma (1987) further argues

that there exists a relationship between consumer ethnocentrism and perceived value as consumer ethnocentrism reflects the tendency of a person to see that domestic products are more appropriate and are of good quality compared to foreign country made products. Several studies have examined that the level of consumer ethnocentrism influence the consumers perception about the value of a product. Highly ethnocentric consumers perceive high value of domestic products and assume better quality than products of other countries.

### **Consumer Ethnocentrism and Demographic Characteristics**

The consumer demographic characteristics play a vital role in influencing the behavior of consumers (Chowdhary, 2013). Demographic variables such as Age, gender, education and Income are some of the critical variables that are used to segment markets. In many empirical researches, demographic variables were studied as an antecedent of consumer ethnocentrism (e.g. Alsughayir, 2013; Aziz & Bahadur, 2014; Durvasula, Andrews, & Netemeyer, 1997; E.P. & A.C., 2014; Nadiri & Tumer, 2011; Shankarmahesh, 2006). Few studies have seen moderating effect of consumer demographic in between consumer ethnocentrism and purchase intention (e.g. Josiassen, Assaf Ingo, & Karpen, 2015; Maina, 2016)

Older people are more ethnocentric as they are less inclined to foreign product when compared to younger people (Klein & Ettenson, 1999). The study conducted by Sharma et al. (1995) did not find any statistically significant relationship between age and consumer ethnocentric tendencies. However, Bannister and Saunder (1978) have found that younger consumers are more ethnocentric than older consumers. This exhibits that past empirical evidence is mixed regarding the age and consumer ethnocentrism.

Regarding the gender, few past studies have exhibited that women are more ethnocentrism than men (Sharma et al., 1995; Good & Huddleston, 1995; Josiassen et al., 2011) which is contrary to other studies by Bannister and Saunder (1978) and Shankarmahesh (2006) who found man to be more ethnocentric than women. The empirical evidence for demographic variables age and gender has shown mixed results. The inconsistencies in past results have shown research gap. Hence, this study has also examined the consumer ethnocentrism among different demographic groups.

### Conceptual Framework

In this section, relationship of consumer ethnocentrism, perceived quality, perceived price, perceived value and purchase behavior towards domestic and foreign products have been clearly illustrated. This study has examined the consumer ethnocentric tendency and purchase behavior towards domestic and foreign products. Furthermore, control variables (i.e. gender, age, income and qualification) have also been studied.

- $\mu_{DCe} > \mu_{FCe}$
- $\mu_{DPq} < \mu_{FPq}$
- $\mu_{DPp} > \mu_{FPp}$
- $\mu_{DPv} < \mu_{FPv}$

$\mu =$  mean value

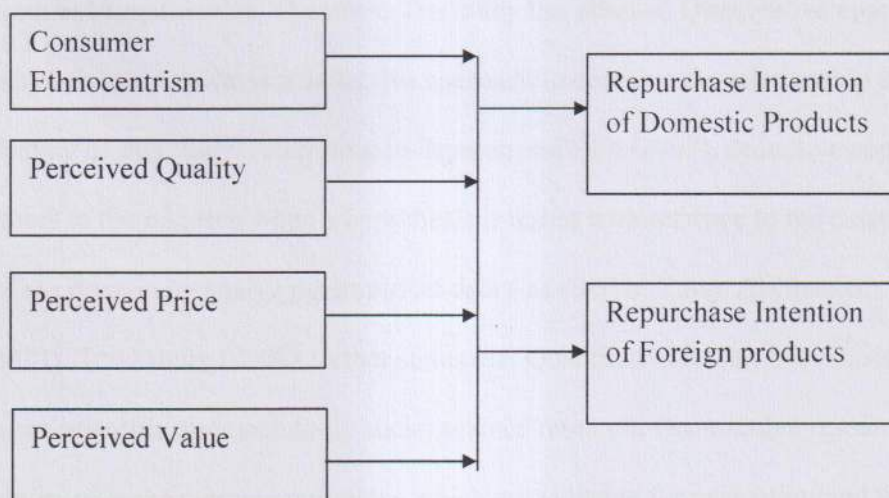


Figure 1: Conceptual framework of study

## CHAPTER III

### RESEARCH METHODOLOGY

This chapter discusses about research methodology. It describes about research approach, research design, research hypothesis, variables and their operationalization, unit of analysis, population and sample design, demographics, instrumentation, and data collection and finally the data gathering technique and analysis process are also discussed in detail.

#### **Research Approach**

Research method provides detail information how the empirical data is collected, analyzed and interpreted by the researcher. In regards to research method, the researchers could choose either qualitative or quantitative method. The main objective of this study is to examine the ethnocentric level of consumers using the consumer CET SCALE in the first part of the study and the second part of the study examine the real purchase behavior towards domestic and foreign FMCG products. This study is based on reviewing previous researches and theoretical models derived from existing theories. Therefore, this study has adopted Quantitative approach, which is also known as a deductive approach to examine the relationship and the finding of this study. According to Bryman and Bell (2007), deductive approach refers to the research when a hypothesis is tested with reference to the existing theories of the domain by analyzing empirical data ( as cited in Yang, Al-Shaabani, & Nguyen, 2014). Tewksbury (2009) further states that Quantitative research is considered as the most scientific approach to do social science research. Quantitative research has ability to make correct predictions which are valuable for evaluating and testing

theory. This study has followed a positivist epistemology to investigate the factors associated with consumer ethnocentrism and purchase behavior which will help to generate knowledge and fill the gap in the existing literature.

### **Research Design**

Research design refers to the overall plan and procedure of research which provide detail methods of data collection and analysis. The design of this research is cross-sectional and experimental field survey through human observation and interaction with consumers at retail stores in a natural setting. The main objective of this research is to elicit the level of consumer ethnocentrism in Nepali consumers' purchase behavior.

The majority of research on consumer ethnocentrism has adopted survey research design to collect information from consumers using CETSCALE which is confounding; as it revealed only perception of ethnocentrism and does not reflect the actual ethnocentric behavior. Hence, this research has adopted the field experiment at the point of purchase in a natural setting to elicit the real ethnocentric behavior of consumers. According to Baskota (2009) a field experiment can be defined as a controlled study which is carried out in a more or less realistic situation in which experimenter manipulates the variables under as carefully controlled conditions as the situation permits.

The first step in conducting the study was developing the questionnaire with the entire required construct to collect data in order to test hypothesis. The questionnaire was developed with five different relevant measurement scales. The first part of the questionnaire was developed with the help of CET SCALE developed by Shimp and Sharma which measure the ethnocentric level of consumers.

- The second part of the questionnaire focuses on the measure of actual
- purchase behavior with the constructs perceived quality, perceived price, perceived value, and repurchase intention for the FMCG products purchased by consumers at the point of purchase.

### **Setting of the Natural Experiment**

As per the requirement of the study to conduct the field experiment; it was needed to select such stores which offer a diverse selection of both national and foreign products. Along with this condition, products should be positioned on the same shelf based on product category without classification of the national/international identity of the product; so that consumers would be exposed to both national and foreign products at the same time.

Realizing this particular fact, researcher visited several supermarkets of two supermarket chains (Bhatbhateni and Big Mart) and found that the layout of the particular store was appropriate for field experiment as the products were positioned on the shelves according to the product category such as biscuits, noodles, oil etc. despite the category of national and international brand. From the observation of layout of two retail stores, researchers assumed that consumers shall be exposed to both national and international brands at the same time and have equal chances to select any brand. Hence, in this situation, researchers can observe the real ethnocentric behavior of the consumers. The intervening variables such as perceived price, perceived quality are major cues before purchase of any products. However, CETSCALE does not incorporate these intervening variables. Hence, this study has incorporated these variables to capture its influence as it was also not possible to control in the particular settings. The experiment was conducted in the 7 consecutive days, morning to evening at a time convenient to researchers.

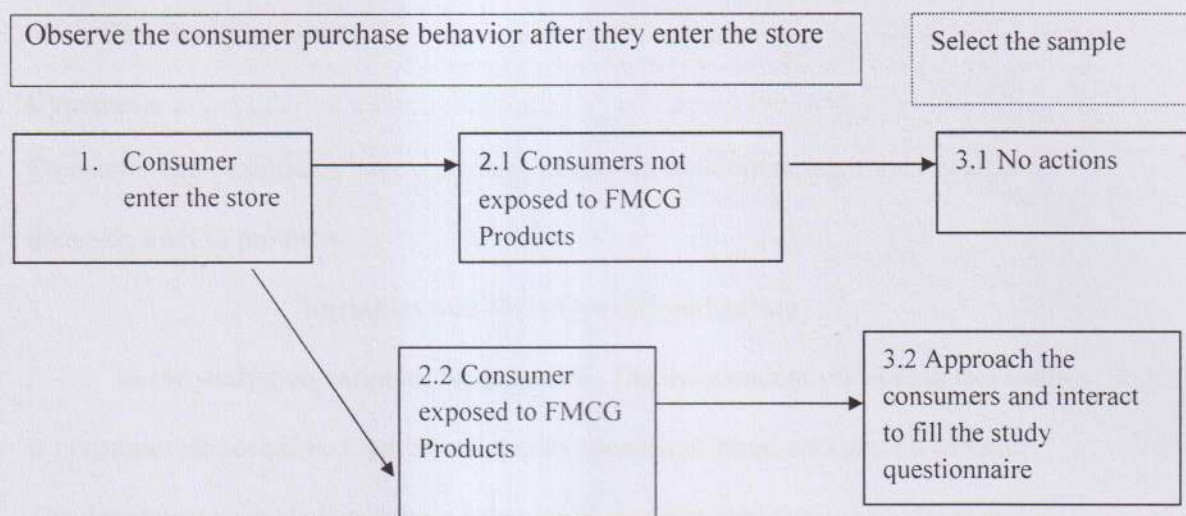


Figure 2: The outline of the experimental setting

### Research Hypotheses

Based on the research framework following hypotheses are proposed and summarized below. While testing the hypotheses, the variables such as ethnocentrism, perceived quality, perceived price, perceived value, repurchase intention and actual purchase behavior has been tested to examine the consumer ethnocentrism in Nepali consumers.

#### Hypotheses 1

Ethnocentric Nepali consumers will always prefer to purchase domestic FMCG products.

#### Hypotheses 2

Ethnocentric consumers will always regard the quality of domestic FMCG products better than foreign products

#### Hypotheses 3

Ethnocentric consumers will always prefer to purchase domestic products despite the high price of domestic products over foreign products

Hypothesis 4

Ethnocentric consumers will always perceive value of domestic FMCG products better than foreign products.

Hypothesis 5

Consumer ethnocentrism has a positive impact on repurchase intention towards domestic FMCG products.

#### **Variables and their Operationalization**

In the study five variables were studied. The independent variable in this study is consumer ethnocentrism, perceived quality, perceived price, and perceived value. The dependent variable is purchase behavior of domestic and foreign products and repurchase intention. The age, gender, income, and qualification are control variables.

**Consumer ethnocentrism.** In this study, 'Consumer Ethnocentrism' is defined as the tendency of consumers to prefer domestic FMCG products over foreign products compromising price and quality to uplift the domestic economy. It is assumed that ethnocentric Nepali consumers will always prefer to purchase domestic FMCG products over foreign products.

**Perceived quality.** In this study, 'Perceived Quality' is defined as the evaluation that a consumer makes about the excellence or superiority of a product. It is assumed that ethnocentric consumers will always prefer to purchase domestic FMCG products despite of quality over foreign products.

**Perceived price.** In this study, 'Perceived Price' is defined as the price encoded by consumers, which they sacrifice to obtain a product. It is assumed that ethnocentric consumers will always prefer to purchase domestic products despite the high price of domestic products over foreign products.

**Perceived value.** In this study, 'Perceived Value ' is defined as an exchange between benefits obtained from the products and sacrifices made to obtain a product by consumers. It is assumed that ethnocentric Nepali consumers will always perceive the value of domestic FMCG products better than foreign products.

**Repurchase intention.** In this study, 'Repurchase intention ' is defined as consumer's judgment to decide to purchase products again after they have already consumed. It is assumed that ethnocentric consumers will always have repurchase intention towards domestic FMCG products.

**Domestic products.** In this study, 'Domestic products' is defined as products which have country of origin Nepal. It is assumed that ethnocentric Nepali consumers have final purchase behavior for Nepali FMCG products.

**Foreign products.** In this study, 'Foreign products ' is defined as products which have foreign country of origin (i.e. Outside Nepal). It is assumed that ethnocentric Nepali consumers have no purchase behavior for foreign FMCG products.

#### **Unit of Analysis**

This study has individual level of the unit of analysis as the data has been collected in an individual manner from consumers at retail stores (Bhatbhateni Supermarket and Big Marts). Individual responses were entered for the data analysis process.

#### **Population and Sample Design**

Population is a group of people where the researcher is interested in analyzing to get relevant information for research purposes. It is an aggregate of all the elements defined before selection of the sample. Therefore, sampling is the process of selecting a few samples from a population (Kumar, 2014). In this study, samples of both male

and female are included. The sample in this study referred to the individual consumers who have visited Bhatbhateni Supermarket (BBSM) and Big Mart chain at Kathmandu and have purchased FMCG products. For this study the researcher has collected 325 questionnaires through natural experiment. Out of 325 questionnaires 305 questionnaires were used in conducting data analysis. The questionnaire data showed that 169 consumers purchased domestic FMCG products and 136 consumers purchased foreign FMCG products.

During the distribution of questionnaires, participants were informed about the objectives and importance of the study and also instructed on how to fill out the questionnaire.

#### **Instrumentation**

In this study previously developed measures were used to capture the variables. Altogether 22 items were used. 10 item scale modified by Klein et al., (1998) derived from the original 17 items CETSCALE constructed by Shimp & Sharma (1987) were used to capture consumer ethnocentrism. CETSCALE is internationally reliable and valid (Netumeyer et al., 1991). This scale was previously used by several researchers and found reliable. For example, Ruyter et al., (2012) found 0.961 reliability score, Sharma et al. (1995) with 0.91. To capture perceived quality towards FMCG products 2 items scale were used, similarly to measure perceived price and perceived value 3 items and 4 items scale were used respectively. And finally, to measure the repurchase intention towards FMCG products scale 3 items scale were used. Response for the items were captured in a 7-point likert scale where 1 = Strongly disagree, 2 = Disagree, 3= More or less disagree, 4=Undecided, 5=More or less agree, 6=Agree, 7= Strongly agree.

The study has been conducted in different chain stores of Bhatbhateni Supermarket and Big Mart chain in Kathmandu. All the respondents were Nepali citizens.

Table 3.1

*Original Sources of Measurement*

Construct	Adopted from	No. of scale Items
Ethnocentrism	Shimp and Sharma (1987)	10
Perceived Quality	Keller and Aaker, (1992)	2
Perceived Price	Wen Chu and Peng Lu ( 2007)	4
Perceived Value	Pappu, Quester, & Cooksey, 2005	3
Actual Purchase behavior	Experiment at the field	
Repurchase behavior	Yi- chin -lin & Pei- wen- Huang, 2012	3

**Research Procedure**

The research procedure includes the administration of the questionnaire, data collecting and processing and final data analyzing. The following sections deal with the brief description of each element.

**Administration of Questionnaire**

There are altogether 22 items in the questionnaire including consumer ethnocentrism, perceived quality, perceived price, perceived value, and repurchase intention. Responses for all items were obtained in 7-point Likert type scale. The questionnaire also included demographic variables.

The original version of the questionnaire was developed in English language, hence in the first phase of the experimental field survey the pilot test was carried out with the original questionnaire. The items were tested on a sample of 15 respondents to see whether the items were understandable to the respondents. Based on the responses from the respondent's questionnaire were translated into Nepali language.

The questionnaire was translated in Nepali Language by expert and tested with 6 consumers, the Nepali version of the questionnaire and again after a week tested with the English version of the questionnaire and found the content of the questionnaire is reliable with the same meaning and sense.

For this study primary data were used. The primary data were collected from the consumers at Bhatbhateni Supermarket and Big Mart at Kathmandu. Data were collected one-to-one self-administered questionnaire to decrease the potential measurement errors.

According to Prasain (2017), the biggest FMCG retailer in Nepal is a Bhatbhateni Supermarket (BBSM) and Big mart. Prasain (2017) further states that 70% of the sales item from Bhatbhateni accounts for FMCG products.

### **Data Processing**

The data obtained from the conducted questionnaire were checked manually to see the completion of all required information. The incomplete questionnaires were discarded through the screening process. The screening process discarded 20 questionnaires with incomplete information. Hence, the questionnaires with complete information were used by providing appropriate coding for further analysis. The data were processed with the help of SPSS 21 (Statistical Package for Social Science).

### **Data Analysis**

Descriptive and inferential statistics were used for data analysis. Collected data were analyzed through the IBM SPSS 21 software. At first, descriptive, skewness and kurtosis, reliability and validity analysis of the study variables was done. Next, the effect of demographic variables (Gender, Age, Income and education) and product type (domestic and foreign) on five study variables were measured using One-way ANOVA test to see the ethnocentric tendencies of consumers in Nepali

Market. Skewness and kurtosis were performed to see whether the variables are normally distributed or not (Falola, Osibanjo, & Oja, 2014). According to Kline (1998, as cited in Falola, Osibanjo, & Oja, 2014), the skewness above  $\pm 3$  and kurtosis above  $\pm 10$  indicates serious departures from normality in distribution. Finally, Correlations and Multiple Linear Regression using the Ordinary least square method was used separately for both domestic and foreign products to find the relationships between the study variables.

### **Hypothesis Testing**

One-way ANOVA test and correlation was conducted to test the relationships between the variables and to test the hypotheses. Multiple regression analysis was carried out to confirm the relationship indicated by the correlation coefficients. Moreover, gender, age, income and education are considered as a control variable.

## CHAPTER IV

### RESULTS

This chapter presents the analysis and final results of the study. Before analysis of the data, the respondent's demographics and descriptive statistics have been determined. After demographic and descriptive analysis, Cronbach's alpha was used to test the items of the scale, whether it is reliable to capture the study variables or not. Then, one-way ANOVA, correlation coefficient and multiple regressions was used for analysis of data to get answers to the research questions and to test the stated hypothesis for this study.

#### **Respondents Characteristics**

For conducting the field survey, total 325 sets of questionnaire were used, out of which 305 were usable for data analysis. The Descriptive statistics of personal information are shown in Table 4.1.

Table 4.1  
*Respondents Characteristics (N=305)*

Variables	Categories	Frequency	Percent
Gender	Male	96	31.5
	Female	209	68.5
Age	16-25	65	21.3
	26-35	94	30.8
	36-45	94	30.8
	Above 46	52	17
Qualification	SLC / below	89	29.2
	10+2	114	37.4
	Bachalors	86	28.2
	Masters & Above	16	5.2
Income	Up to 20,000.00	87	28.5
	20,000 to 35,000.00	115	37.7
	35,000 to 50,000.00	65	21.3
	50,000.00 above	38	12.5

In this study gender, age, education, and monthly income were taken as the major demographic variables. Among the consumers, 96 (31.5%) were male and 209 (68.5%) were female, which showed female's participation is more in supermarket shopping. 65 (21.3%) consumers were between the ages of 16- 25 years, 94 (30.8%) consumers were between the ages 26-35, 94 (30.8%) consumers were between age (36-45) and 52(17 %) consumers were above the age of 45, which revealed that middle age people preferred more in supermarket shopping. Likewise, 87(28.5%) consumers' monthly earnings were below 20,000.00, 115 (37.7%) monthly earnings were 20,000.00 to 35,000.00, 65(21.3%) consumers' monthly earnings were between 35,000.00 to 50,000.00, (12.5%) consumers monthly earnings were above 50,000.00, which showed low income level consumers are frequent visitors at supermarket.

89(29.2%) up to SLC, 114 (37.4. %) consumers qualification were up to 10+2 level, 86(28.2%) were bachelor degree holder, 16(5.2%) consumers were master degree holder

### Sample Descriptions

The minimum, maximum, skewness, and kurtosis of consumer ethnocentrism, perceived quality, perceived price and repurchase intentions are presented in Table 4.2

Table 4.2

*Descriptive Statistics of Study Variable (N= 305)*

Variables	Minimum	Maximum	Skewness	Kurtosis
Consumer ethnocentrism	1	7	-1.803	6.648
Perceived Quality	1.5	7	-1.297	2.579
Perceived Price	1	7	-.603	-.822
Perceived Value	2	7	-1.126	1.798
Repurchase Intention	2	7	-.994	1.119

Source: Developed by the author using data from questionnaire survey

To test the normality of data, skewness and kurtosis test were examined. Skewness and kurtosis are the indicator to see whether the variables are normally distributed or not ( Falola, Osibanjo, & Oja, 2014) . Threshold values for skewness is  $\pm 3$  and threshold values for Kurtosis is  $\pm 10$  ( Kline, 1998 as cited in Basnet, 2018). Hence the data in the table 4.2 shows the skewness and kurtosis values were found within the acceptable range as per the rule of thumb.

### Reliability Analysis of Study Variables

The reliability analysis for each variable was conducted to examine the internal reliability of each scale for the sample used in this study. Reliability measures of each

variable have been shown in table 4.3. Each dimension has acceptable Cronbach's alpha and alpha values vary in the range of  $\alpha = .745$  to  $\alpha = .929$ .

Table 4.3

*Values of Cronbach Alpha for Different Instruments*

Instrument	No of Items	No. of Items deleted	No of Items retained	Cronbach alpha before deletion	Cronbach alpha after item deletion
Consumer Ethnocentrism	10	3	7	.790	.823
Perceived Quality	2	-	2	-	.745
Perceived Price	4	-	4	-	.929
Perceived Value	3	-	3	-	.872
Repurchase Intention	3	-	3	-	.761

Source: Developed by the author using data from questionnaire survey.

The factor analysis was carried out on the items of consumer ethnocentrism to examine the data from this result in the same factor structures or whether there is a need to drop any items of the instruments. The Cronbach's alpha value increases after drop of three items in consumer ethnocentrism. Therefore, three items were dropped for higher reliability. The items dropped were Nepali products first, last and foremost, purchasing foreign made products is un-Nepali, It is not right to purchase foreign products because it puts Nepali out of a job. The Cronbach's alpha for all study variables: Consumer Ethnocentrism (0.823), Perceived Quality (0.745), Perceived Price (0.929), Perceived Value (0.872), and Repurchase Intention (0.761). In general

guidelines, the Cronbach's alpha value is highly acceptable when it exceeds 0.7. In the above table all the values are above 0.7, hence, it is highly accepted.

#### Comparison among Different Means

The level of consumer ethnocentrism, perceived quality, perceived price, Perceived value and repurchase intention

Table 4.4

*Descriptive Statistics for Study Variables (N=305)*

Variables	N	Minimum	Maximum	Mean	SD
Consumer Ethnocentrism	305	1	7	5.7977	.95797
Perceived Quality	305	1.5	7	5.6295	1.10715
Perceived Price	305	1	7	4.5943	1.92583
Perceived Value	305	2	7	5.8251	1.09091
Repurchase Intention	305	2	7	5.8066	1.13140

CE was measured in 7-point scale. The result indicates consumers overall mean score for CE is 5.7977 (SD= .95797), which suggests that consumers are highly ethnocentric. The ethnocentric level of Nepali consumers is high. From the above table (4.4) highest mean value was observed for 'Perceived Value' ( Mean=5.82, SD= 1.09) followed by 'Repurchase Intention' ( Mean = 5.80, SD=1.13), 'Consumer Ethnocentrism' ( Mean= 5.79, SD=0.95), 'Perceived Quality' ( Mean =5.62, SD= 1.10), 'Perceived Price' ( Mean= 4.59 , SD= 1.92)

#### Analysis of Variances of Study Variables

In this study, various demographic variables (i.e Gender, Age, qualification and Income) were divided into different subgroups. To determine whether there is a statistically significant difference between the means of two or more unrelated sub-

groups, one-way ANOVA test was conducted. One-way ANOVA was conducted to examine whether consumer ethnocentrism, perceived quality, perceived price, perceived value and repurchase intention differ based on gender, product type (domestic and foreign), age, income and qualification. The results of their tests are presented in the sections below.

#### **Descriptive Statistics Gender**

To examine the effect of gender on consumer ethnocentrism, perceived quality, perceived price, perceived value, repurchase intention the gender was divided into two sub-group (i.e. male and female). The group statistics and ANOVA result is presented in Table 4.5. As the sample size is big, one-way ANOVA test is used in the analysis instead of t-test. The P value shows that the consumer ethnocentrism, perceived price have statistically significant relationships with gender i.e.  $P < 0.05$ . It revealed that there is a difference between male and female in Level of consumer ethnocentrism. Likewise, the male and female perceived the price of product in different ways.

The mean score of ethnocentric level among male respondents ( $M = 5.4568$ ;  $SD = 1.312$ ) is less than that among the female respondents ( $M = 5.9542$ ;  $SD = .68979$ ). This revealed that females are more consumer ethnocentric than man. This shows that male and females have statistically significant difference in terms of consumer ethnocentrism. Based on the findings, gender is also suggested to be one of the significant indicative of the level of consumer ethnocentrism.

Table 4.5

*Group Statistics- Gender*

Variables	Gender	N	Mean	SD	F Value	P Value
Consumer Ethnocentrism	Male	96	5.4568	1.31285	18.768	.000
	Female	209	5.9542	.68979		
Perceived Quality	Male	96	5.6302	1.44413	.000	.994
	Female	209	5.6292	.91597		
Perceived Price	Male	96	4.1380	2.39349	8.045	.005
	Female	209	4.8038	1.63213		
Perceived Value	Male	96	5.9688	1.39009	2.439	.119
	Female	209	5.7592	.91809		
Repurchase Intention	Male	96	5.8403	1.43391	.124	.725
	Female	209	5.7911	.96490		

Source: Developed by the author using data from questionnaire survey

#### **Descriptive Statistics: Domestic Products and Foreign Products**

To determine whether there is a statistically significant difference between the means of two unrelated origins of products, domestic and foreign; one-way ANOVA test was carried out. The statistics and the results of one-way ANOVA are presented in Table 4.6.

The P value shows that consumer ethnocentrism of consumers is different for domestic and foreign products. The mean value of domestic products is 5.9603 which is greater than the mean value of foreign products 5.5956. It shows that consumers prefer to purchase domestic products over foreign products. Similarly, the perceived price and repurchase intention also shows significant relationship, i.e. p value is <0.05. The result revealed that the consumer have repurchase intention for domestic products. Similarly, the result of one-way ANOVA suggests that there exists a significant difference in perceived value between domestic and foreign products. The mean value for perceive price on domestic products is less than foreign products. This

shows that Nepali consumers perceive the prices of the domestic products are lower compared to foreign products.

The results of one-way ANOVA (table 4.6) also suggest that there exists a significant difference of repurchase intention for domestic and foreign products. The results revealed that Nepali consumers have repurchase intention for domestic products as mean value for domestic products is higher than mean value for foreign products

Table 4.6

*Group Statistics: Product Type (Domestic Products & Foreign Products)*

Variables	Product	Frequency	Mean	SD	F Value	P Value
Consumer Ethnocentrism	Domestic	169	5.9603	.72475	11.290	.001
	Foreign	136	5.5956	1.15700		
Perceived Quality	Domestic	169	5.5325	1.08855	2.925	.088
	Foreign	136	5.7500	1.12217		
Perceived Price	Domestic	169	3.8624	1.99328	66.530	.000
	Foreign	136	5.5037	1.37974		
Perceived Value	Domestic	169	5.8008	1.20093	.188	.665
	Foreign	136	5.8554	.93993		
Repurchase Intention	Domestic	169	5.9310	1.16091	4.637	.032
	Foreign	136	5.6520	1.07792		

#### **Descriptive Statistics: Age**

To determine the impact of age on consumer ethnocentrism, perceived quality, perceived price, perceived value, and repurchase intention, the subject were divided into four categories, age group 16-25, 26-35, 36-45, and 46 above. Since the category is more than two and the sample size is big; one-way ANOVA was conducted. In

order to find out whether age exist statistically significant difference among other variables- descriptive statistics and F statistics are presented in table 4.7

The results of one way ANOVA suggests that there exists a significant difference on different age groups on consumer ethnocentrism and repurchase intention. The mean value in the table 4.7 indicates that consumers having age above 45 are more ethnocentric and have repurchase intentions towards domestic products.

Table 4.7

*Group Statistics- Age Group*

Variables	Age Group	N	Mean	SD	F Value	P Value
Consumer Ethnocentrism	1	65	5.5516	.66570	4.105	.007
	2	94	5.6687	1.36305		
	3	94	5.9757	.59721		
	4	52	6.0165	.81289		
Perceived Quality	1	65	5.3538	1.67407	2.379	.070
	2	94	5.5957	1.10297		
	3	94	5.8191	.68333		
	4	52	5.6923	.74198		
Perceived Price	1	65	4.9654	1.94649	1.632	.182
	2	94	4.3431	2.05926		
	3	94	4.4814	1.87486		
	4	52	4.7885	1.69007		
Perceived Value	1	65	5.5846	1.44101	1.946	.122
	2	94	5.7766	1.22244		
	3	94	5.9433	.71948		
	4	52	6.0000	.82710		
Repurchase Intention	1	65	5.4154	1.44221	5.786	.001
	2	94	5.6773	1.20379		
	3	94	6.0532	.83574		
	4	52	6.0833	.82940		

Note: Age Group: 1 = 16-25, 2 = 26-35, 3 = 36-45, 4 = 46 above

### **Descriptive Statistics: Income**

To determine the impact of Income on consumer ethnocentrism, perceived quality, perceived price and repurchase intention, the income was divided into four categories, 1 = up to 20,000.00, 2 =20,000.00 to 35,000.00, 3 =35,000.00 to 50,000.00, 4 = 50,000.00 & above. The sub-group was more than 2 group and the sample size was also big, so, one- way ANOVA was conducted in order to identify whether sub-group of Income statistically difference with other groups or not.

The one-way ANOVA table shows that there exists a significant difference among different group on consumer ethnocentrism, perceived quality, perceived price, perceived value, and repurchase intention. The descriptive statistics (table 4.8) indicates that consumers having lower level of income are more ethnocentric than consumers having higher income. The mean value of consumer having the salary below 20,000.00 and between 20,000.00 to 35,000.00 is more than the consumer having salary 35,000.00 to 50,000.00 and consumer having salary above 50,000.00.

Table 4.8

*Group Statistics- Income*

Variables	Income	N	Mean	SD	F Value	P Value
Consumer	1	124	5.8318	.62656	9.475	.000
Ethnocentrism	2	115	6.0124	.67341		
	3	39	5.6667	.78816		
	4	27	4.9153	2.22101		
Perceived Quality	1	124	5.7903	.95231	4.750	.001
	2	115	5.5261	1.32923		
	3	39	5.1154	.72058		
	4	27	6.0741	.87380		
Perceived Price	1	124	4.9093	1.79099	10.819	.000
	2	115	3.8696	2.15092		
	3	39	4.9231	1.27108		
	4	27	5.7593	1.08415		
Perceived Value	1	124	6.0108	.78368	2.476	.044
	2	115	5.7130	1.41689		
	3	39	5.4701	.80102		
	4	27	5.9630	.91676		
Repurchase	1	124	5.7715	1.04580	3.482	.008
Intention	2	115	5.8812	1.35018		
	3	39	5.4359	.76148		
	4	27	6.1852	.75296		

Note: Income: 1 = up to 20,000, 2 = 20,000.00 to 35,000.00, 3 = 35,000.00 to 50,000.00, 4 = 50,000.00 above

#### Descriptive Statistics: Educations

To determine the impact of qualifications on consumer ethnocentrism, perceived quality, perceived price, perceived value, and repurchase intention, the qualification is divided into four categories up to SLC level, intermediate or 10+2, Bachelors, Masters and above. One-way ANOVA was conducted to check whether there exist statistically significant differences in consumer ethnocentrism, perceived

quality, perceived price, perceived value and repurchase intention through the different education level of consumers. Descriptive statistics and one-way ANOVA are presented in table 4.9

Table 4.9

*Group Statistics- Education*

Variables	Education	N	Mean	SD	F Value	P Value
Consumer Ethnocentrism	1	89	6.1701	.71552	8.327	.000
	2	114	5.7581	.53186		
	3	86	5.4784	1.40805		
	4	16	5.7232	.89817		
Perceived Quality	1	89	5.7865	.94113	5.480	.001
	2	114	5.3114	1.33601		
	3	86	5.8837	.83903		
	4	16	5.6563	.96123		
Perceived Price	1	89	3.6039	2.20595	20.876	.000
	2	114	4.5263	1.72865		
	3	86	5.7064	1.26618		
	4	16	4.6094	1.44040		
Perceived Value	1	89	6.2097	.96581	7.088	.000
	2	114	5.5292	1.31687		
	3	86	5.8566	.77635		
	4	16	5.6250	.75890		
Repurchase Intention	1	89	6.1086	1.07282	4.045	.008
	2	114	5.5789	1.25120		
	3	86	5.8411	.95757		
	4	16	5.5625	1.09354		

Note: Income: 1= up to SLC, 2 =Intermediate, 10+2 3 =Bachelors, 4 = Masters & Above

The one way ANOVA indicates that consumer ethnocentrism, perceived quality, perceived price and perceived value are statistically significant which shows that there are statistically significant differences among the consumers with the

different education level. The descriptive statistics indicate that the consumers having an education level up to SLC and below are more ethnocentric compared to the consumers above SLC level. It also indicates that consumers with education level up to SLC or below assume that the quality of domestic products are better, they perceived the price of the products are low, perceived more value for domestic products and have repurchase intention towards domestic products.

Table 4.10

*One way ANOVA among Gender, Age, Education & Income*

Variables	Gender	Age	Education	Income	Domestic Vs Foreign Products
Consumer ethnocentrism	18.768***	4.105***	8.327***	9.475***	11.290***
Perceived Quality	.000	2.379	5.480***	4.750***	2.925
Perceived Price	8.045***	1.632	20.876***	10.819***	66.530***
Perceived Value	2.439	1.946	7.088***	2.476*	.188
Repurchase Intention	.124	5.786***	4.045***	3.482***	4.637*

*Note:* The numbers in the tables are values of F-statistics

#### **Nature and Strength of Relationships between Study Variables**

This part of inferential statistics focused on assessing how four variables, namely consumer ethnocentrism, perceived quality, perceived price & perceived value relate to each other in order to establish the relationship with repurchase intention. Pearson's correlation coefficient were calculated to test the proposed hypotheses. Simple bivariate correlations were calculated on IBM SPSS 21 to assess the nature and strength of relationship between different study variables. Coefficients of correlation between the dependent and independent variables are shown in Table 4.11 for domestic products and 4.13 for foreign products.

Table 4.11

*Correlations of Consumer Ethnocentrism, Perceived Quality, Perceived Price, Perceived Value and Repurchase Intention for Domestic products (N= 169)*

Dimensions	Mean	SD	CE	PQ	PP	PV	RPI
CE	5.5858	1.09127	1				
PQ	5.5266	1.14987	.012	1			
PP	4.5148	1.76157	-.137	.240***	1		
PV	5.6036	1.14317	.057	.767***	.123	1	
RPI	5.6805	1.15833	.099	.755***	.137	.803***	1

Note: \*\*\* Correlation is significant at  $p < 0.01$  level (2 – tailed), and

\*Correlation is significant at  $p < 0.05$  level (2 – tailed).

The correlation analysis summarized in the table 4.11 indicates that Consumer ethnocentrism has no significant relationship with Perceived Quality, Perceived Price, Perceived Value and Repurchase intention of domestic FMCG products. The correlation analysis results indicate that, all the relationships between different study variables are not in the expected direction.

### Multiple Regression Analysis

In multiple regression analysis, two regression analyses were conducted to see the effect of independent variables (Consumer Ethnocentrism, Perceived Quality, Perceived Price, and Perceived Value) on the dependent variable (Repurchase intention). First regression analysis was conducted for domestic FMCG products and second regression analysis was conducted for foreign FMCG products.

### Regression Analysis on Repurchase Intention of Domestic FMCG Products

In order to examine the relationship of perceived quality, perceived price and perceived value with repurchase intention, a multiple regression was conducted. The regression results (table 4.12) shows that perceived quality and perceived value have significant influence on repurchase intention of the domestic FMCG product

Table 4.12

*Regression Analysis for Dependent Variable: RPI (Domestic Products)*

Model	Unstandardized Coefficients							
	B	Std. Error	t value	Sig	R Square	Adj R-squared	F	Sig
Constant	.348	.378	0.920	0.359	0.696	0.689	93.940	.000
PQ	.345	.069	4.971	0.000				
PP	-.001	.030	-.043	0.966				
PV	.544	.068	7.944	0.000				

The regression result displayed in table 4.12 shows that the overall model was highly significant (F value 93.940, & P Value 0.000). The  $R^2$  value shows 69.6% of the variation in repurchase intention is explained by three independent variables. The perceived quality and perceived value have significant influence on repurchase intention of domestic FMCG products. Repurchase intention was explained by perceived quality ( $\beta = 0.345$ ,  $p = 0.000$ ), perceived value ( $\beta = 0.544$ ,  $p = 0.000$ ). The regression results show that perceived quality is significant at the 1 % level of significance as  $P < 0.001$ . Similarly, the perceived value is also significant at the 1 % level of significance as  $P < 0.001$ . This revealed that perceived quality and perceived value are a substantial indicator of purchase behavior of FMCG products in the case of Nepalese consumers. In other words, the increase in the level of perceived quality and perceived value leads to the expected increase in the consumer purchase behavior for domestic FMCG products.

Table 4.13

*Correlations of Consumer Ethnocentrism, Perceived Quality, Perceived Price, Perceived Value and Repurchase Intention for Foreign Products (N= 136)*

Dimensions	Mean	SD	CE	PQ	PP	PV	RPI
CE	6.0609	.67716	1				
PQ	5.7574	1.04170	.051	1			
PP	4.6176	2.13154	-.277***	.288***	1		
PV	6.1005	.95695	.206*	.555***	-.191*	1	
RPI	5.9632	1.08083	.254***	.659***	-.098	.713***	1

Note: \*\*\* Correlation is significant at  $p < 0.01$  level (2 – tailed), and

\*Correlation is significant at  $p < 0.05$  level (2 – tailed).

The correlations in the table 4.13 indicate that consumer ethnocentrism have statistically significant positive relationship with perceived quality and repurchase intentions and significant negative relationship with the perceived price of foreign products. The correlation analysis results indicate that, all the relationships between different study variables are not in the expected direction.

#### **Regression Analysis on Repurchase Intention of Foreign Products**

In order to examine the relationship of consumer ethnocentrism, perceived quality, perceived price and perceived value with repurchase intention of foreign FMCG products; a multiple regression analysis was conducted. The regression result displayed in table 4.14 shows that the overall model was highly significant (F value 57.317, & P Value 0.000). The R value shows 63.6% of the variation in repurchase intention is explained by four independent variables. Consumer ethnocentrism, perceived quality, and perceived value have significant influence on repurchase intention of foreign FMCG products. Repurchase intention were explained by consumer ethnocentrism ( $\beta = 0.112$ ,  $p = 0.045$ ), perceived quality ( $\beta = 0.460$ ,  $p = 0.000$ ), perceived value ( $\beta = 0.411$ ,  $p = 0.000$ ) The regression result shows that consumer ethnocentrism is significant at 5% level of significance, perceived quality is significant at the 1 % level of significance. Similarly, the perceived value is also

significant at the 1 % level of significance. Although consumer have patriotic feelings for domestic goods, they have shown inclination towards repeated buying of foreign FMCG products. This indicates consumer ethnocentrism only in feeling but no in real purchase behavior. This shows that, rather than consumer ethnocentrism; perceived quality and perceived value are major indicator of repurchase intention of consumers in FMCG products in Nepal.

Table 4.14

*Regression Analysis for Dependent Variable: RPI (Foreign Products)*

Model	Unstandardized Coefficients							
	B	Std. Err	t value	Sig	R-Squared	Adj R-squared	F	Sig
Constant	-.422	.658	-0.641	0.523	0.636	0.625	57.317	.000
CE	.112	.089	2.021	.045				
PQ	.460	.075	6.351	.000				
PP	-.121	.032	-1.917	.057				
PV	.411	.080	5.811	.000				

### Summary of Hypothesis Testing Results

Based on the results of the one-way ANOVA test, the correlation coefficient and regression analysis, among five hypotheses, one hypothesis were supported. All the results have been measured on the basis of results of one –way ANOVA test and multiple regression analysis. The findings from this analysis are summarized in Table 4.11

Table 4.15

*Summary of Hypothesis Testing Results*

S.N.	Hypothesis	Findings
1	Ethnocentric Nepali consumers will prefer to purchase domestic FMCG products.	Supported
2	Ethnocentric consumers will always regard the quality of domestic FMCG products better despite of high quality of	Not supported

	foreign products	
3	Ethnocentric consumers will always prefer to purchase domestic products despite the high price of domestic products over foreign products	Not Supported
4	Ethnocentric consumers will always perceive value of domestic FMCG products better than foreign products	Not Supported
5	Ethnocentric consumers will always have repurchase intention towards domestic FMCG products.	Not Supported

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## CHAPTER V

## SUMMARY, DISCUSSION, AND IMPLICATION

This chapter presents the major findings of the study and then discusses those findings and their potential uses. The findings of this study are related to practical and research implications and also suggested for further research. Lastly, a critique of this study is presented.

**Summary of Findings**

This study examined the consumer ethnocentric level in Nepali consumer market. Are Nepali consumers ethnocentric? 305 respondents (consumers) from two retail store chain Big Mart and Bhatbhateni participated in the experimental field study. One-way ANOVA test and multiple regression analysis were used for analysis of data and findings of this study which are summarized below:

- The mean value of consumer ethnocentrism is 5.7977, perceived quality is 5.6295, perceived price is 4.5943, perceived value is 5.8251 and repurchase intention is 5.8066 which is above average in out of 7.
- Factor Analysis with SPSS 21 was carried out on the items of consumer ethnocentrism to examine the data from this result in the same factor structures or whether there is a need to drop any items of the instruments. The Cronbach's alpha value increases after drop of three items in consumer ethnocentrism. Therefore, three items were dropped for higher reliability.
- To test the normality, the value of Skewness and Kurtosis shows that they are within the acceptable range of  $\pm 3$  and  $\pm 10$  respectively.

- The one-way ANOVA results indicate that there is a statistical difference between the male and female consumers on consumer ethnocentrism, perceived price. The higher mean value of the female shows that females are more ethnocentric than man. And there is no statistically significant relationship between male and female consumers on perceived quality, perceived value and repurchase intention.
- The one-way ANOVA results indicate that consumer ethnocentrism, perceived price and, repurchase intention have statistically significant difference between domestic and foreign products.
- The one-way ANOVA results also indicate consumer ethnocentrism and repurchase intention are statistically significant differences among the consumers of different age groups. The mean value of consumer ethnocentrism indicates that as age increases the level of consumer ethnocentrism increases with it.
- The repurchase intention mean value (6.0833) indicates that as age increases the repurchase intention increases.
- The one-way ANOVA indicates that Consumer ethnocentrism, perceived quality, perceived price, perceived value and repurchase intention are statistically significant difference among the consumers of different income level.
- The mean value of consumer ethnocentrism indicates consumers with a low income level compared to high income level are more ethnocentric. The consumers with the income level 20,000.00 to 35,000.00 perceive that the price is cheaper.

- The mean value of perceived value indicates that consumer with lower level income (i.e below 20,000.00) receive more satisfaction with the product than the sacrifice they made to purchase the product compared to high income level consumers.
- The one way ANOVA indicates that consumer ethnocentrism, perceived quality, perceived price; perceived value and repurchase intentions are statistically significant difference among the consumers with different education level.
- The less educated consumers (SLC or below) are more ethnocentric compared to highly qualified consumers as per the high mean value from the descriptive statistics.
- Consumers with education level up to SLC and below perceive reasonable and low price compared to higher level educated consumers.
- Consumers with education level up to SLC and below receive high perceive value compared to highly qualified consumers.
- Less educated consumers have more repurchase intention for domestic products with more mean value ( 6.1086) compared to highly qualified consumer mean value ( 5.5625)
- The correlation analysis summarized in the table 4.10 indicates that CE has no significant relationship with PQ, PP, PV and RPI of domestic FMCG products. Similarly, The correlation analysis summarized in the table 4.13 indicates that CE has a significant negative relationship with PP and a significant positive relationship with RPI of foreign FMCG products
- The multiple regression analysis results in the table shows perceived quality and perceived price have a significant positive effect on repurchase

intentions of domestic FMCG products. Similarly, the multiple regression results in table 4.14 indicates that CE, PQ, PV have significant positive effect on repurchase intention of foreign FMCG products.

This study examined to find whether Nepali consumers are ethnocentric or not; how does the level of consumer ethnocentrism vary among different demographic groups? Do Nepali consumers ready to sacrifice quality, price and value to the purchase of domestic products? The findings indicated that Nepali consumers are ethnocentric as the mean value of domestic products is higher compared to foreign products, but it is not seen in the real behavior.

The research on the phenomenon of consumer ethnocentrism in the transitional economy like Nepal is very essential; where this kind of research has not received any attention. With the growing globalization, marketers need to the consumers different choices towards domestic to foreign products.

### **Discussions**

The findings from the first part of the study, which measured the ethnocentric level of consumers indicate that Nepali consumers are ethnocentric and have repurchase intentions towards domestic products. The mean value (5.9603) of consumer ethnocentrism for domestic products is higher than the mean value (5.5956) of foreign products. Similarly, the mean value of repurchase intention for domestic products is higher than the mean value for foreign products. However, the level of consumer ethnocentrism varies among different socio-demographic groups. The study depicted that younger consumers are less ethnocentric than older consumers; female consumers are more ethnocentric than man; the level of income and education have a negative relationship to consumer ethnocentrism. The findings are consistent with the findings of other researchers (e.g. Klein & Ettenson, 1999; Good & Huddleston, 1995;

Josiassen et al., 2011). Finally, it can be concluded from the first part of the study that a consumer with low income level, less educated, older and female consumers seem to be more ethnocentric.

The possible reason for older consumers more ethnocentric could be that people become more patriotic with age and are more concerned with the development of the local economy and the younger consumers seem to be less ethnocentric probably due to the influence of social cultural beliefs and increasing globalization. The most probable reason income having a negative relationship with consumer ethnocentrism is that income is correlated with social class. Hence, consumer ethnocentrism decreases with the increase in the social status of the people ( e.g. Klen & Ettenson, 1999) .

The findings of the study depict that as age increases, the level of consumer ethnocentrism increases. Hence, the study suggests that if the target market is for old people, then definitely the Nepali origin of product will influence the purchase decision as old people are seen more ethnocentric. Similarly, this study also depicts that low income and less educated people are more ethnocentric compared to highly qualified and high level income people. Therefore, Nepali managers should focus on the patriotic themes for these particular segments (Dmitrovic, Vida, & Reardon, 2009)

The studies regarding the gender show that females are more ethnocentric than man. According to Sharma et al. (1995) females are more patriotic and are concerned with promoting positive feelings among group members; and are less individualistic as compared to males. The findings of this are similar to the findings of other researchers (e.g. Good & Huddleston, 1995; Josiassen et al., 2011).

The second part of the study examine the real ethnocentric behavior of consumers. The ethnocentric consumers morality leads consumers to purchase

domestic products despite of poorer quality and high price (Shimp & Sharma, 1987). The one-way ANOVA result in this study shows that consumers in Nepali market have purchased Nepali FMCG product due to low price. Consumers have not purchased a Nepali product despite of high price. The study is also supported by the correlation and regression results. The correlation and regression results with domestic products also depicted that consumer ethnocentrism has no significant relationship with perceived quality, perceived price, perceived value and repurchase intention. Hence, consumers have not sacrificed price, quality, and value in order to purchase Nepali FMCG products.

Nepali consumers consider perceived quality and perceived value to make repurchase intention of domestic products. The correlation and regression results with foreign products depicted an opposite finding; i.e consumer ethnocentrism has shown a significant relationship with perceived value and repurchase intention and significant negative relationship with the perceived price of foreign FMCG products. The repurchase intentions have a significant relationship with consumer ethnocentrism, perceived quality and perceived value of foreign products.

Finally, it can be concluded from the study that consumer ethnocentrism is seen only in perception, but not in real purchase behavior of Nepali consumers in the FMCG market. Nepali consumers consider the quality and value of the product to make the final purchase decision. The major findings from this study are inconsistent with much of the existing literature which has suggested the existence of consumer ethnocentrism in transitional economies (e.g. Klein et al., 2006). However, this study supported the study reported by Baltra et al. (2000) and Wang et al. (2000) that consumers in developing countries regard foreign products as status symbols. Consumers' intention to purchase domestic and foreign products is influenced by

perceived quality as consumers in developing countries perceive that imports generally carry symbolic meanings of high fashion and social status (Wang & Chen, 2000).

The results from this study shows that Nepali consumers are more open to foreign products. Hence, Nepali manufacturers should improve on the quality and value of the product to attract consumers and to make repeat purchase on FMCG products.

### **Implications for Practice and Research**

The finding of the study can be useful for both the domestic and foreign marketers. The insights into the level of consumer ethnocentrism help marketing managers to create and adopt right segmenting strategies and deliver right communication to reach the desired target market.

The major findings of the study suggested that attitude and perception does not depict the correct result every time. Hence, both the domestic and foreign marketers have to consider the actual consumption behavior in designing marketing strategies and promotional efforts despite of perceptual or attitudinal response of the consumers.

In the theoretical perspective, this study shall help to expand knowledge, understanding and application of consumer ethnocentrism in different context. Large no of previous research on the partial domain mainly focused for developed nations. Therefore, this study will definitely help to expand knowledge on the context of transitional economy like ours

### **Critique of the Study**

This study has examined the consumer ethnocentrism with the sample of two retails store chain Bhatbhateni and Bigmart in Kathmandu only. The experimental field study was conducted with the consumers purchasing only fast moving consumer

goods (FMCG) at few supermarket chains in Kathmandu. Hence, the results may not be applicable to the whole population of Nepal. Further, it is likely that the findings would differ to other consumers from different districts of Nepal and to all different product categories. Therefore, future research should examine the consumer ethnocentrism incorporating the sample from different districts of Nepal for different sectors in different contexts.

On the other hand, the significance of this particular study in Nepali context is that, no research has been conducted in the context of Nepal in consumer ethnocentrism. Hence, this study might help marketers to make right marketing strategy to sustain in the competitive global market. In addition to this, this study might also help to add value in the existing literature in the context of transitional economy like Nepal.

The current study is only based on the cross-sectional data. Therefore, longitudinal studies would be more effective for future research. The study indicated several research gaps that need to be addressed. Hence, this study helps to identify future research in consumer ethnocentrism.

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## APPENDIX I

Date: May, 2019

Dear respondent,

I am conducting this questionnaire survey for an academic research as required by the MPhil program. The title of my research is "**The impact of consumer ethnocentrism on purchase intention of domestically produced FMCG products in Nepal**". This questionnaire serves as an important data collection tool for the analysis of the constructs in consideration for this research.

There is no right or wrong answers. As you go through the questionnaire, please pay attention to the statements and choose the right alternative as honestly as possible. I would like to state that this research is purely for an academic purpose and we are simply interested in your candid and honest opinion. I assure you that strict confidentiality will be maintained and information furnished by you will be used only for the above stated purpose. It will take you about **10 minutes** to complete this questionnaire survey.

Thanking you for your cooperation.

Rakshya Dhital,

Kathmandu University School of Management (KUSOM), MPhil 2019

## Questionnaire

नोट : यो अनुसन्धान विशुद्ध शैक्षिक प्रयोजनको लागि हो तपाईंको व्यक्तिगत जानकारी गोप्य राखिनेछ ।

कृपया तलको प्रत्येक विवरण पढ्नुहोस् र तपाईंको धारणा भल्काउने सबैभन्दा उपयुक्त नम्बर चयन (V) गर्नुहोस् “७” चयनले तपाईं पूर्णरूपमा सहमत र “१” चयनले तपाईं पूर्णरूपमा असहमत भन्ने अर्थ दिन्छ । प्रत्येक विवरणको लागि कृपया एउटा नम्बर चयन (V) गर्नुहोस् ।

१. पूर्णरूपमा असहमत	२. असहमत	३. केहीहदसम्म असहमत	४. न त सहमत वा असहमत	५. केहीहदसम्म सहमत	६. सहमत	७. पूर्णरूपमा सहमत
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विवरण	१	२	३	४	५	६	७
1. Only those products that are unavailable in Nepal should be imported. १. नेपालमा नपाइने सामान मात्र विदेशबाट आयात गर्नुपर्छ ।							
2. Nepali products first, last, and foremost. २. नेपाली सामान पहिलो, अन्तिम र महत्वपूर्ण हो ।							
3. Purchasing foreign-made products is un-Nepali ३. विदेशी सामान किन्ने ग्राहक नेपाली नै होइन ।							
4. It is not right to purchase foreign products because it puts Nepali out of a job. ४. नेपालीले विदेशी सामान किन्नु ठिक होइन किनकी यसले नेपालीलाई बेरोजगारी बनाउछ ।							
5. A real Nepali should always buy Nepali products. ५. सच्चा नेपालीले सधैं नेपाली सामान नै खरिद गर्नुपर्छ ।							
6. We should purchase Nepali products instead of letting other countries getting rich f us. ६. हामीले विदेशीलाई धनी बनाउनुको सट्टा आफ्नै देशको सामान खरिद गर्नुपर्छ ।							
7. Nepali should not buy foreign products, because this hurts Nepali business and cause unemployment. ७. नेपालीले विदेशी सामान किन्नुहुन्न किनभने यसले नेपालको व्यापारलाई असर पार्छ र बेरोजगार श्रृजना हुन्छ ।							
8. It may cost me in the long run, but I prefer to support Nepali products.							

८. अन्तत्वगत्वा मलाई मूल्य बढी परेपनि म नेपाली सामानलाईनै समर्थन गर्छु ।							
9. We should buy from foreign countries only those products that we cannot obtain within our own country. ९. हाम्रो देशमा नपाइने सामानहरु मात्र विदेशवाट खरिद गर्नुपर्छ ।	१	२	३	४	५	६	७
10. Nepali consumers who purchase products made in other countries are responsible for putting their fellow Nepalese out of work. १०. नेपाली खरिददार जसले विदेशमा बनेको सामान खरिद गर्छ उ नेपालमा बेरोजगारीको श्रृजना गर्न जिम्मेवार हुन्छ ।	१	२	३	४	५	६	७
<p>तत्काल किन्न भएको सामानको नाम .....</p> <p>नेपाली ( ) विदेशी ( )</p> <p>कृपयातलको प्रत्येक विवरण पढ्नुहोस् र तपाईंले तत्काल किन्न भएको सामानप्रतीको धारणामा सबै उपयुक्त नम्बर चयन (√) गर्नुहोस् "३"चयनले तपाईं पूर्णरूपमा सहमत र "१"चयनले तपाईं पूर्णरूपमाअसहमतभन्ने अर्थ दिन्छ । प्रत्येक विवरणको लागि कृपया एउटा नम्बर चयन (√) गर्नुहोस् ।</p>							
11. This product is high on overall quality. ११. यो सामान पूर्णत गुणस्तरमा राम्रो छ ।	१	२	३	४	५	६	७
12. This is a superior quality product. १२. यो सामान सबैभन्दा गुणस्तरीय छ ।	१	२	३	४	५	६	७
13. The price for this product is lot of money to spend. १३. यो सामानको मूल्य अलिकति बढीनै हो ।	१	२	३	४	५	६	७
14. The price for this product is much more than I expected. १४. मैले सोचेको भन्दा यो सामानको मूल्य अलि बढी छ ।	१	२	३	४	५	६	७
15. What I would expect to pay for this product is high. १५. म यो सामानको मूल्यअलि बढीनै तिर्न तयार छु ।	१	२	३	४	५	६	७
16. In general, I find purchasing this product would cost me a lot of money. १६. सामान्यतया यो सामानको खरिद मूल्य मैले बढीनै पाएको छु ।	१	२	३	४	५	६	७
17. This product has good value for money. १७. मूल्यतिरे अनुसार यो सामान राम्रो छ ।	१	२	३	४	५	६	७
18. I consider purchasing this product is a good	१	२	३	४	५	६	७

decision. १८. मेरो यो सामान खरिद गर्ने निर्णय सही छ ।							
19. Considering what I pay for this product, I would get much more than my money's worth. १९. यो सामानको खरिदले मलाई यसको मुल्यभन्दा बढी नै सन्तुष्टि दिनेछ ।	१	२	३	४	५	६	७
20. I would buy the same product again २०. म यही सामान फेरी पनि किन्ने छु ।	१	२	३	४	५	६	७
21. I am likely to buy this product rather than other product २१. म अरु सामान भन्दा यहि सामान किन्न मन पराउछु ।	१	२	३	४	५	६	७
22. I am likely to buy this specific product in the future. २२. म भविष्यमा पनि पुनःयहिनै सामान खरिद गर्न रुचाउने छु ।	१	२	३	४	५	६	७

तपाईं सम्बन्धित जानकारी:

तलका प्रत्येक प्रश्नहरूको लागि, कृपया तपाईंसँग मेल खाने कुनै एक विकल्प चयन (√) गर्नुहोस् ।

तपाईंको लिंग:  पुरुष  महिला  अन्य

तपाईंको उमेर:  १६-२५ वर्ष  २६-३५ वर्ष  ३६-४५ वर्ष  ४६-६० वर्ष  >वर्ष

तपाईंको शिक्षा:  एसएलसी वा कम  उच्च माध्यमिक  स्नातक  स्नातकोत्तर वा उच्च

तपाईंको वैवाहिक स्थिति:  एकल  विवाहित

तपाईंको मासिक तलब:

रु. २,०००० भन्दा कम

रु. २,०००१ र ३५,००० को बीच

रु. ३५,००१ र ५०,००० को बीच

रु. ५०,००० माथि

तपाईंको पेशा:

निजी काम

सरकारी काम

एनजीओ काम

आफ्नो व्यवसाय

अन्य / विद्यार्थी

यो अनुसन्धानको लागि आफ्नो बहुमूल्य समय प्रदान गर्नु भएकोमा तपाईंलाई धेरै धन्यवाद ।