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DEL AZUAY**

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**ANALYSIS OF THE LEVEL OF CONSUMER
ETHNOCENTRISM AND ITS RELATION TO THE
PURCHASE INTENTION OF ECUADORIAN CLOTHING
AND SHOES IN THE STUDENTS OF THE UNIVERSITY
OF AZUAY.**

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DEDICATED TO:

My family. Without their love, support, and direction, this job would not have been possible.

My best friend Anahi, who has been always here.

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To God who achieves my dreams, who stays by my side, and who builds my roads.

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ABSTRACT

Globalization has provided trade with opportunities of expansion, causing products from different origins to reach different geographical points. Despite being a potential growth opportunity, companies in countries with less productive experience are threatened by the entry of foreign products, perceived as superior among consumers, which puts their products at a disadvantage. Therefore, local producers require effective strategies that give their products competitive advantages over imports. In this regard, research on consumer behavior identified that the beliefs, perceptions and attitudes associated with the country of origin of the goods have influence on consumer's purchase intention. In this sense, the consumer ethnocentrism, defined as the set of beliefs held by consumers about the appropriateness and morality of buying foreign-made products, is proposed as a predictor of purchasing decisions. The most widely used instrument to understand the consumer ethnocentric tendencies is the CETSCALE, applied and validated in various geographical contexts, mostly developed countries where generally domestic products are considered superior to imports. This research has the purpose of analyzing the predictive capacity of consumer ethnocentrism in the intention to purchase national footwear using the CETSCALE in a sample made up of 361 students from the University of Azuay. The findings showed that consumer ethnocentrism is a predictor of the purchase intention, and also that the CETSCALE is a tool that can be used in developing economies such as Ecuador. The results, management implications, and limitations of the research are discussed in detail.

Keywords: consumer ethnocentrism, CETSCALE, purchase intention, international marketing, local production.

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CHAPTER 1

1. LITERATURE REVIEW

Introduction

During the last decades, the world economy has undergone a significant and irreversible change. The previously autonomous, geographically and culturally distant national economies evolved into an interdependent, integrated and interconnected global system with lower international barriers to trade and investment, in which geographical distances have been overtaken by technology, transport and telecommunications, and in which cultures also resemble each other. This process is called globalization (Hill, 2007). The international businesses are part of globalization and include all commercial transactions, sales, and investments that take place between two or more countries (Daniels, Radebaugh, & Sullivan, 2013). Therefore, the current world has greater flow and volume of goods, services, and investments since all of these are able to cross borders and expand rapidly. The expansion of foreign trade has made it possible for a wide range of products from different sources to be available to consumers. Their behavior when choosing a product requires an analysis for identifying factors that arise as a background to this behavior. An investigation carried out by Jiménez and Gutiérrez (2010), based on previous works, indicated that the best way to predict the behavior of the individual is through their intentions, because through them the possibilities of purchase are manifested on a personal level. In the literature, the country-of-origin effect of products on consumer behavior is linked to emotional and normative psychosocial models, among which ethnocentrism and animosity stand out (Jiménez & Gutiérrez, 2010).

Several studies have found that there are biases against foreign products and biases in favor of domestic products. This type of bias is manifested both in the perceptions about the product and in the purchase intentions. According to Balabanis and Diamantopoulos (2004), the most common explanation of domestic country biases (DCB) is based on individual differences, specifically, through a personality trait called "consumption ethnocentrism". Those who manifest this feature tend to exhibit higher levels of DCB and, therefore, are less willing to acquire a foreign product (Balabanis & Diamantopoulos, 2004; Shimp & Sharma, 1987). According to the definition of William Sumner (1906), in the field of sociology, ethnocentrism is the tendency of people to reject

others who are culturally different, while favoring those who are similar. Applied to consumption, Shimp & Sharma (1987) describe ethnocentrism as the beliefs held by consumers about the appropriateness and morality of buying foreign-made products. Consequently, consumers with a high level of ethnocentrism consider the purchase of imported products as “wrong” because, from their point of view, this damages the domestic economy, causes job losses, and considers foreign products as a threat. On the other hand, for non-ethnocentric consumers, foreign products are evaluated according to their own merits; without considering the place of production.

Consequently, consumer ethnocentrism (CE) is one of the variables that explain the tendency to prefer some products over others based on their manufacturing origin; so it serves to understand certain conducts in consumption behavior. For example, it has been shown that ethnocentrism manifests itself in consumers as a protectionist attitude towards the economic well-being of the country and the employment of its compatriots (Jiménez & Gutiérrez, 2010). Therefore, the importance of the concept lies in its ability to facilitate Marketing Management an understanding of the reasons for purchasing domestic versus imported products, and especially explain why certain segments of consumers prefer domestic goods while others do not show interest in their origin. As stated in Sharma, Shimp and Shin (1995), ethnocentrism also provides useful information for both importers and exporters in the selection of target markets and formulation of the most appropriate marketing strategies; since this information is useful for international market penetration marketing strategies when reviewing whether the ethnocentric behavior of people is decisive for the purchase of a product. Other strategies may arise in scenarios where the existence of ethnocentric tendencies is identified, since consumers should be motivated to intentionally learn which brands are local (Echeverría, Medina, & de la Garza, 2017). Shimp and Sharma (1987) developed an instrument called the Consumer Ethnocentric Tendencies Scale (CETSCALE) to measure trends in consumer ethnocentrism related to the purchase of foreign versus domestic products. According to the authors, the concept of consumer ethnocentricity and CETSCALE are convenient research tools. Potential applications of these concepts include the use of CETSCALE as (1) a covariate in experiments related to the country of origin effect and (2) a predictive variable in correlation studies along with demographic and psychographic measures of consumers and other relevant predictors of attitudes, buying intentions, and buying behavior (Shimp & Sharma, 1987).

1.1.Consumer ethnocentrism

The term "ethnocentrism" has its origins in the field of sociology, and its concept involves the distinction between two groups: ingroup (own group), and outgroup (external group) (Lantz & Loeb, 1996). This concept represents the tendency to consider the ingroup as the center of the universe and to interpret other social units (outgroup) from a group perspective, rejecting those groups that are culturally different and accepting "blindly" those who are culturally similar (Sumner, 1906). Thus, ethnocentrism aims to ensure the survival of groups and their cultures through the increase of solidarity, conformity, cooperation, and group loyalty (Sharma et al., 1995). Later, assessing the importance of ethnocentrism in the construction of biases in favor of the inherent to the group, the concept was applied to marketing, particularly in the area of consumer behavior, inheriting the main premises and properties of ethnocentrism. In this way, the consumer ethnocentrism (CE), indicates the morality of the individual when buying or refusing to buy foreign products (Shimp, 1984; Spillan, Kucukemiroglu, & de Mayolo, 2007); and places the import of products as a moral and social problem (Spillan et al., 2007). Indeed, the CE gives the individual a sense of identity, a sense of belonging and an understanding of what behavior is acceptable or unacceptable in the group (Shimp & Sharma, 1987).

According to Sharma et al. (1995), the CE has certain characteristics. First, it results from the love and concern for the country of the individual and the threat to economic interests derived from the damage caused by imports to oneself and to the country. Second, it contains the intention or disposition not to buy foreign products because this entails besides economic damages, a moral problem. And, third, it includes the individual level of prejudice against imports. Thus, the perceived threat causes individuals to refuse to buy imported products and to influence other members of the group to replicate such behavior (Huddleston, Good, & Stoel, 2001). On the other hand, the consequences of ethnocentrism on local products include their overestimation, and the moral obligation to buy and prefer them (Kaynak & Kara, 2002; Sharma et al., 1995). In this way, the concept of CE can improve the understanding of how consumers and corporate buyers compare domestic and foreign products and, how and why, their judgments are subject to bias (Connolly, Nisbett, & Ross, 1981; John, Scott, & Bettman, 1986; Shimp & Sharma, 1987). In short, ethnocentric consumers are more likely to bias their judgments by being

more inclined to emphasize the positive aspects of household products and to discard the virtues of foreign products (Kaynak & Kara, 2002; Shimp & Sharma, 1987).

Given that the CE perceives the beliefs based on the rule that buying foreign products, instead of domestic, harms the economy, the country, and compatriots (Hamin, 2006; Herche, 1992; Kaynak & Kara, 2002; Shimp, 1984); the purchase of domestic products is ethnocentric when it is done to protect domestic jobs and / or national security (Herche, 1992). On the other hand, Han (1988) showed that patriotism has a significant effect on the choice between national and foreign products, so it is expected that the CE will influence the choice in the same way (Granzin & Painter, 2001; Luque, Ibáñez, & del Barrio, 2000).

Due to the above and as suggested below, it is important that decision-makers in both local and foreign management understand the CE as a construct related to purchasing decisions with implications for both industries. For Luque-Martínez et al. (2000), research on the CE provides a better understanding of the way in which consumers compare domestic products with foreign ones, as well as the reasons that lead them (or can lead) to develop nationalist biases against imports. In addition to managerial implications, consumer ethnocentrism provides to those responsible for international trade policies with insights into the judgment of citizens about domestic and foreign products; since despite trade barriers that can be assigned, preference or animosity for imports is a sociological phenomenon (Sharma et al., 1995). Also the feelings generated by the effect of the origin of manufacturing a product is an opportunity to use emotional marketing strategies. Therefore, discouraging the consumption of imported products through ethnocentrism can generate competitive advantages for local products by stimulating collectivism in consumers so as to promote interest in the economic and social welfare of their country. Moreover, in accordance with the CE level, the companies will be able to decide with certainty if it is convenient or not to indicate the place of origin of their products (Jiménez & Gutiérrez, 2010).

In the same way, the CE has been pointed out as one of the most relevant factors in the international marketing literature that can affect the positioning and success of a company in foreign markets (Kaynak & Kara, 2002, Ostrovskaia & Sarabia, 2013). From the perspective of multinational marketers, measuring the ethnocentric level of consumers is interesting because this feature can be useful to develop strategies for placing and advertising their products in foreign markets (Netemeyer, Durvasula, & Lichtenstein,

1991). Furthermore, it can help to explain biases in favor of domestic products, since the CE is a psychological construction that represents how consumers see the products manufactured in the markets of their own countries as objects of pride and identity as opposed to the products of foreign origin (Kinra, 2006). In this way, the CE has been proposed as an important determinant of attitudes, behaviors and purchase intentions (Luque et al., 2000). Operationally, CE is measured by the CETSCALE scale (Shimp & Sharma, 1987) that has been used and validated in various studies and geographic contexts (e.g. Balabanis & Diamantopoulos, 2004; Balabanis, Diamantopoulos, Mueller, & Melewar, 2001; Herche, 1992; Kaynak & Kara, 2002; Klein et al., 2006; Luque et al., 2000; Nadiri & Tümer, 2010; Netemeyer et al., 1991; Sharma et al., 1995; Supphellen & Rittenburg, 2001; Watson & Wright, 2000).

1.2.Consumer ethnocentrism and buying intention

CE has been related to consumer behavior; several studies state that this has influence on the intention to purchase locally made products (eg Balabanis & Diamantopoulos, 2004; Klein, 2002; Shimp & Sharma, 1987). In this regard, Durvasula, Andrews and Netemeyer (1997) argue that the higher the level of CE, the more positive are the beliefs and attitudes about products manufactured locally and the greater the importance of buying them. As reported by Herche (1992) and Nadiri and Tümer (2010), CE and the intention to purchase goods produced in the country have a significant positive relationship. Likewise the literature that supports the CE link with the purchase intention suggests that the threat perceived by foreign competition generates a psychological reaction that provokes a rejection by foreign products (Jiménez & Gutiérrez, 2010; Luque et al., 2000). The research conducted by Shimp and Sharma (1987) and applied to American consumers showed that the attitudes of the sample to imports were negatively correlated to ethnocentric tendencies. That is, the higher the level of ethnocentrism in consumers, the lower the intention to buy imported products because they consider that behavior as inappropriate and harmful to the domestic economy (Granzin & Painter, 2001; Jiménez & Gutiérrez, 2010; Netemeyer et al., 1991; Shimp & Sharma, 1987).

In the same way, according to Shoham and Makovec (2003), the concept of CE implies an exclusive purchase; that is, the ethnocentric consumer tries, on the one hand, to buy local products and, on the other hand, to avoid buying imported products (Shimp

& Sharma, 1987). According to Herche (1994), perceptions of the morality of buying imported products among members of a market have greater influence on decisions and intentions to purchase imported products than a traditional marketing strategy, since the decision-making process is composed of a normative and a descriptive component (Slovic, Fischhoff, & Lichtenstein, 1977). Given that the CE sets lines of action that conform to the beliefs and values of the individual with respect to the group to which it belongs, it has a normative character (Shimp, 1984). Consequently, ethnocentric consumers must show more positive attitudes toward products made in their country, rather than imported products, in accordance with the sense of obligation they have with their country (Shoham & Makovec, 2003). Indeed, when consumers have a positive attitude towards the product, it can be expected that this perception will be translated into real purchasing intentions (Hamin, 2006; Wu, Zhu, & Dai, 2010).

In contrast, it has been shown that product attributes such as quality, prices, availability or popularity are capable of eroding the effect of ethnocentrism, since the defense of a national product is less sustainable (Herche, 1992). In this regard, Supphellen and Rittenburg (2001) suggest that product experience qualities (post-purchase) are more susceptible to ethnocentric influence than search qualities (pre-purchase), since the latter are observable, unambiguous and therefore, difficult to defend or overestimate. Consequently, search attributes must have priority in communication efforts since they are more resistant to ethnocentric tendencies (Supphellen & Rittenburg, 2001). Therefore, it is understandable that differences in quality could favor the purchase of imported products, justified by a conscious purchase of quality. Given that consumers' evaluation of the quality of products, both domestic and imported, influences purchasing preferences, the impact of ethnocentrism on the purchase intention will not be the same in developed countries as in developing countries (Wang & Chen, 2004).

Here it is important to mention that the majority of CE studies have been carried out in developed economies, where generally domestic products have a better appreciation than foreign ones (Elliott & Cameron, 1994; Herche, 1992). Moreover, Klein, Ettenson, & Morris (1998) indicate that ethnocentric consumers prefer products of local origin because they believe that their national production is the best. On the contrary, according to Wang and Chen (2004), in a developing country a consumer with high levels of ethnocentrism does not necessarily tend to perceive domestic products as superior to imported ones. So an admiration for foreign products added to the negative perception of

domestic products would mitigate the effect of the EC on the purchase intention. This highlights the importance of studying the effect and manifestation of CE in developing countries, where generally foreign brands are considered better than national ones (Batra, Ramaswamy, Alden, Steenkamp, & Ramachander, 2000; Hamin, 2006; Kinra, 2006; Wang & Chen, 2004).

In these cases, and according to Shimp and Sharma (1987), the universality of the concept must have the same predictive ability of the beliefs and perceptions of consumers in any macroeconomic context; and therefore, it must be able to predict purchasing preferences and intentions just as it does in advanced economies. However, Klein, Ettenson, and Krishnan (2005) measured, validated, and analyzed the effect of CE in economies in transition and development; their findings suggest that, in environments where foreign brands are perceived as superior to local ones, the effect of CE is expressed in more positive perceptions about domestic products, and, with little or no effect on the perceptions of foreign brands. In other words, the CE is better able to explain the (positive) biases of consumers towards local products than the biases against foreign products (Balabanis & Diamantopoulos, 2004; Hamin, 2006; Klein et al., 2005; Luque et al., 2000; Supphellen & Rittenburg, 2001). Thus, it can be assumed that ethnocentric consumers would value domestic products more positively, directly affecting the perceived value; so it can also be said that the more ethnocentric the consumer, the more likely he or she will choose household products (Nadiri & Tümer, 2010; Shoham & Makovec, 2003). In this regard, Yagci (2001) found that the brand image is the most important variable as a predictor of attitudes, behaviors and purchase intentions but the CE affects brand evaluations when the product is manufactured in the country of origin of the individual. In short, even if the CE is not a consistent indicator of the rejection of imports, it is a favorable barrier for the domestic industry from which to take advantage (Sharma et al., 1995; Wu et al., 2010).

1.3. Consumer ethnocentrism and country of origin effect

By identifying the level of CE, marketing managers use successful communication strategies in the national markets of ethnocentric consumers, highlighting the nationalistic aspect in their promotional ads: "Made in", since those segments show preference to buy products made in their country (Schiffman & Kanuk, 2005). Here the role of the CE would

be to reveal how strong the ethnocentric tendencies are and if the use of the "Made in" is prudent in the promotional campaigns; and also, to what extent should the country of origin of a product be highlighted (Luque et al., 2000). Namely, in marketing, the place of manufacture of the products and their effect on consumer preferences are studied under the denomination "country of origin effect" (COE) (Hamin, 2006). According to Lantz and Loeb (1996), the COE has two main moderators: one is the image of the producing country and the second the domestic country biases or home market biases. The latter concerns the CE, since it is the determinant of the biases in favor of domestic products. According to Lantz and Loeb (1996), the COE implies loyalty to the individual's home country. Therefore, when the COE favors the purchase of domestic products as an expression of support for the economy, it manifests an ethnocentric tendency (Herche, 1992). The more importance a person gives to the domestic manufacture of a product, the greater the ethnocentric tendency is; that is, the country of origin of a product serves as a signal that activates the ethnocentric tendencies of consumers (Huddleston et al., 2001).

The country of origin effect, also called the "made in" effect, has been defined by Elliott and Cameron (1994) as "the positive or negative influence that the country of manufacture of the product may have on consumer decision processes or subsequent behaviors". That means, the country of origin of a product has a relevant influence on risk and perceived quality (Elliott & Cameron, 1994); and it functions as an extrinsic trait of the product on which the consumer makes quality evaluations (Hamin, 2006; Herche, 1994; Huddleston et al., 2001). On the other hand, the link between the COE and the "Made in" campaigns is based on the bias that may arise in the consumer evaluations of the products of several countries, and specifically on the possible bias in favor of the products of the own country (Modic, 1990). In this regard, Yagci (2001) points out that when consumers are exposed to products with the same qualities, intrinsic and extrinsic, it is likely that their perceptions of the product are motivated by the COE; while ethnocentric consumers would be more inclined to negatively evaluate imported products. However, this is accepted for developed countries, where the CE and the COE have a positive impact on the preference for domestic products (Wang & Chen, 2004; Yagci, 2001). Nonetheless, Hamin (2006) showed that even in less developed economies (India); although consumers are interested in the country of origin of the product, the CE remains as a predictor of preference for household products; and therefore, ethnocentric consumers are receptive to campaigns that motivate the purchase of these products. So

for ethnocentric consumers, inclination on the purchase of a product is not made according to the country of origin but in terms of social appropriateness of behavior (Huddleston et al., 2001).

In the same way, the findings of Elliott and Cameron (1994) suggest that when the price and quality of locally made products are equivalent or better to foreigners, consumers have a strong preference for the local product; so that imported products must be of a quality markedly superior or must have an attractive price compared to their local counterparts to be preferred by local consumers (Elliott & Cameron, 1994; Lantz & Loeb, 1996). In addition, given that the CE proposes that nationalist emotions affect attitudes about products and purchase intentions (Kaynak & Kara, 2002), if local manufacturers improve the quality levels of their products, consumers are likely to give the local product a chance. Therefore, by appreciating how ethnocentric consumers can react to their products, multinational managers would gain insights into how to use (or not) the "made in" as a tool to compete with local products. On the other hand, domestic producers would benefit from knowing to what extent their products have a local market advantage over foreign supply (Nadiri & Tümer, 2010).

Conclusion

The consumer ethnocentrism represents the morality of the individual when buying local or foreign products based on collectivism; that is, for the benefit of the internal group. This concept is related to the so-called *country-of-origin effect* of the product, since consumers make product evaluations and guide their behavior based on the origin of the product's manufacture. In this way, it has been proposed and demonstrated that ethnocentric consumers tend to emit biases in favor of domestic products and show attitudes of rejection towards imports. Due to its importance an instrument called Scale Consumer Ethnocentric Tendencies Scale or CETSCALE was built to measure the CE, which statistically has been validated in different geographic and cultural areas. From its theoretical dimension, the consumer's ethnocentrism is considered a predictor of consumers' purchase intentions towards local products. So that for an ethnocentric consumer it is morally correct and important to buy national rather than foreign products since the latter are perceived as threats to the economy of their country. However, it has been shown that this happens only in developed countries where the local industry is

generally highly competitive, while in less developed countries, where consumers tend to prefer imported products, ethnocentrism has effects on local production but not on foreign production. That is, only when a local good has the same attributes as an imported one, the consumer will lean his purchase intention on the local product. Consequently, a high CE level motivates the productivity and development of the local industry and favors its positioning in the own market.

CHAPTER 2

2. CLOTHING AND FOOTWEAR SECTOR IN ECUADOR

Introduction

According to economic indicators from the Central Bank of Ecuador, by 2017, the country had a nominal Gross Domestic Product (GDP) of \$ 104,296 million, which places the country as the 66th world economy and the seventh in South America (Central Intelligence Agency, nd). In spite of the crisis faced in the last period, the economic indicators showed growth; resulting in social and consumer changes with a middle class that currently represents 25% of the total population (Capuano, 2017). Regarding the textile and footwear sector, the trade balance is not favorable for the country. Therefore, the significant volumes of imports are attractive for foreign competition because these numbers also indicate an internal demand that is satisfied with imported merchandise (Capuano, 2017). Here, it is interesting to highlight that among the main origins of imports are countries of the region: Colombia, Peru, Mexico in textiles, and Brazil and Colombia in footwear which makes it necessary to know the level of consumer ethnocentrism in Ecuadorian consumers. On the other hand, although production in both sectors has experienced improvements, tariffs imposed on capital goods (technology) and raw materials have blocked its expansion (Asociación de Industrias Textiles del Ecuador, 2016). In addition, after an analysis of the Multiparty Agreement between Ecuador and the European Union, it can be concluded that although the agreement is an opportunity for Ecuadorian producers to expand their markets, it is also a threat since an annual progressive reduction was agreed upon, which will reach 0% of the tariff. For this reason, Ecuador is considered a strategic country for the expansion of European products in the country (Capuano, 2017), and this is a forecast that calls on the local industry to react, to study and to prepare in order to be able to mitigate the effects on its domestic market.

2.1. Clothing sector

The textile and clothing industry in Ecuador stands out for its importance in the country's economy. This sector favors the revitalization of the economy, since 33 productive linkages are generated in its activities (Maldonado, 2017). In addition, according to figures from the National Survey of Employment and Urban and Rural Unemployment, the textile sector in 2016

generated 161,592 jobs and it was projected that, to March 2017, employment would grow to 173,439 (Instituto Nacional de Estadísticas y Censos, 2016) .

The Association of Textile Industries of Ecuador (AITE) is a trade union organization of textile companies in the country. Besides representing and defending the interests of the sector, it provides sectorial information. In this way, among its publications and reviews, the importance of the textile sector in the economy of the country, the production of employment, contribution to national GDP, and promotion of industrialization are highlighted (Asociación de Industrias Textiles del Ecuador, 2016). Mauricio Pinto, General Manager of Pinto SA, points the textile and garment sector as a strategic sector and generator of wealth. However, it is in subsistence due to the economic crisis that affects the sector directly since, unlike other sectors, it is focused on the home market. It means that when national consumption contracts, consumers limit their spending on clothing (Pinto, 2018).

Table 1
General figures of the sector 2017

Item	2016	2017	Industries' Position
Job	174.125	185.657	First
GDP	\$ 980.598.000	\$ 953.321.000	Sixth
Sales	\$ 715.864.411	\$ 533.216.947	-

Source: Pinto, 2018

According to the AITE (2014), in addition to the economic crisis, the sector faces problems that hinder its development. The first of these is the unfair competition and illicit trade, found in Courier clothing shipments from abroad that between the years 2009 and 2013, represented the 30% of clothing imports (Asociación de Industrias Textiles del Ecuador, 2014). This type of imports, intended for trade, evade tariffs and taxes. Therefore, imports become cheaper than local production, which in addition to the aforementioned, is also the result of under-invoicing, the limited bargaining power in the sector's raw materials due to the lack of commercial agreements, the high cost of transformation, among others (Pinto, 2018). Another of the problems are due to smuggling: according to estimates of the AITE (2014), 100 million dollars in clothing and textile components enter through borders and coasts. As a result, the excessive presence of unfair and illegal competition depresses the Ecuadorian market, a small and saturated local market.

Moreover, the sector is weakened by the informal activity: only about 315 clothing companies are formally constituted, while about 6,000 are not formally registered; this results in a shortage of brands that hinder the recognition of national textile production (Pinto, 2018). All this is attributed to a traditional productive model but with many opportunities to emerge and develop in breadth. Among the strengths of the sector stand out the adaptability to orders in short time, an integrated productive chain (from the manufacture of threads to finished products), a formal sector with high experience and technological renovation, and the few barriers of entry for fashion companies (Pinto, 2018). At this point it is important to highlight the fashion category that, in addition to facing a revolution, is also the most important category to promote due to its added value. In this regard, Javier Díaz Crespo (2011), Executive President of the AITE, stands out Ecuadorian garment manufacturers' designs as newfangled, including semi-formal, informal clothing, lingerie, night suits, accessories, hats, and knitwear. Díaz adds that the main need of the sector is marketplaces because of the actual dependence of the Ecuadorian market which is depressed (Asociación de Industrias Textiles del Ecuador, 2011).

2.2. Footwear Sector

In what concerns to the footwear sector, this is an industry of great weight in the national economy. According to the Ministry of Industries and Productivity (2018), annually, Ecuador manufactures 31 million pairs of shoes, which represent an amount of \$560 million, and generate more than 100 thousand direct and indirect jobs. Recognizing its importance in the development of the country, the sector also has the support of the Ministry of Industries and Productivity (MIPRO), and the National Chamber of Footwear (CALTU) for the empowerment, training and improvement of its production.

The footwear sector in Ecuador has 5,800 companies that design and produce shoes for the local and foreign market; with greater production in the province of Tungurahua (close to 80%) (Cevallos, 2018); where at the beginning of December 2018, the construction of the Productive Development Center for Footwear, also called City of Footwear, was agreed. With this project, it is intended that, besides boosting national production, a chain of production and services will be consolidated where sectors such as tourism benefit (Moreta, 2018). According to Lilia Villavicencio, President of CALTU, the growth of local demand is a necessity for the sector, since the dollarized economy of Ecuador makes footwear unable to compete

internationally in costs because footwear from countries like Brazil, Colombia and Peru is cheaper (Cevallos, 2018).

It is important to mention that this sector in 2009 was closed to disappear due to massive Asian imports that entered the country with values of up to \$ 0.54 that made it impossible for the national industry to compete; however, in the last decade it has been possible to see a surprising recovery and growth with productivity figures that double, going from 600 production companies in 2009 to 5,800 today (Cevallos, 2018). This growth has been induced by government intervention in the limitation of imports through tariffs, the promotion of foreign investment and various programs that MIPRO has directed in order to train and technify the sector (Ministerio de Industrias y Productividad, 2015).

Among the reasons for selecting the product in this study, it is highlighted that (a) its trade balance is negative (see Table 2), that is, foreign production is very popular in the country; (b) it is a product purchased by the youth; (c) as mentioned above, the footwear industry in Ecuador has a great weight in the national economy, and (d) the footwear sector is ready to meet local demand. Furthermore, the fact that developing economies, such as Ecuador, represent a great opportunity for global growth, the entry of foreign brands into the country is increasing, so that the threat to national production is raising too. In this way, it is important that local managers understand the attitudes against foreign goods that consumers have in their markets. In this regard, the literature suggests that although consumers evaluate foreign products more favorably than local ones, the CE level is a useful tool to predict purchase intentions and preferences.

Table 2
Trade indicators footwear 2017 (USD thousand)

Digit	Item	Value imported	Trade balance
64	Footwear, gaiters and the like; parts of such articles.	\$ 136,721.00	-\$ 118,291.00
6403	Footwear with outer soles of rubber, plastics, leather or composition leather and uppers of leather (excluding orthopaedic footwear, skating boots with ice or roller skates attached, and toy footwear)	\$ 19,721.00	-\$ 19,473.00
6404	Footwear with outer soles of rubber, plastics, leather or composition leather and uppers of textile materials (excluding toy footwear)	\$ 458,746.00	-\$ 40,026.00

Source: Author

Conclusion

The national economic figures have demonstrated the importance of the textile and footwear sectors in the country's economy. Although the productive evolution of both industrial sectors are capable to satisfy the internal demand, Ecuadorian market has been penetrated by imported products. Consequently, these two industries have been greatly affected by foreign competition with the entry of foreign products to the domestic market, causing saturation problems that are difficult to overcome. Although the governmental and private support that industries have managed to achieve has been broad, such as commercial agreements, training, technological renovations, etc.; marketing strategies that motivate Ecuadorian consumers to buy and prefer domestic production are required. Actually, the efforts on the industry require demand response, which not only favors the development of producers and their products; but to the whole country by cooperating with a greater internal dynamism of the economy and a better external image of the country's industry.

CHAPTER 3

3. METHODS

3.1. Sample

First, from a total population of 5,726 individuals (number of students from the main campus of the University of Azuay), the sample calculated for this research is 361 units. To calculate the sample size, an online calculator was used (Lobos González, 2005), which provides the number of members of the sample based on the integration of specific data (see Table 3). Second, the sampling method used is non-probabilistic for convenience. This method was chosen due to the easy recruitment of the members, and because the individuals are not required to comply with additional characteristics; that is, the participants are representative of the entire population.

Table 3

Sample size calculator

Population	5,726
Confidence Interval	5%
Confidence level	95%
Sample size needed	361

Source: Author

3.2. Measures

For this research, previously validated measures were adopted to obtain additional statistical criteria specific to the sample (validity and reliability). The two scales used are in English, therefore for purposes of this study, they have been translated into Spanish by a bilingual Native American person. To validate the Spanish versions, another bilingual person translated the instruments into English. All this was done following the translation method suggested by Werner and Campbell (1970), used in other research, Wang and Chen (2004) and Luque et al. (2000), to ensure accurate translation and avoid a literal translation from English to Spanish. First, to measure consumer ethnocentrism (independent-predictor variable), the 6-item CETSCALE was used. This version was adapted from Shimp and Sharma (1987) by Klein et al. (2005), and it has demonstrated to be inversely related to the purchase of imported

products (Klein et al., 1998, Netemeyer et al., 1991, Sharma et al., 1995). And secondly, to measure the purchase intention (dependent variable-criterion) the Buying Intention scale of Klein, Ettenson and Morris (1998) was used; in order to determine the correlation between both constructs.

According to Klein (1998), the scale of purchase intention used in this research is more precise when it focuses specifically on a product. In this way, the present investigation will be developed in the footwear sector, which is one of the articles manufactured in Azuay, in which the local production can be distinguished from the foreign one; and, with the insertion of advertising on social networks, national brands such as *Pancos*, *Anama Shoes*, *Adriano*, *Saint Germain*, *Cornejas*, they highlight the national production and design of footwear. Consequently, it is sought to know if there is a preference for the national footwear versus the foreigner. Such information is useful to direct marketing strategies of both (local) expansion and (foreign) market penetration. In addition, it is interesting to know if in this industry, labels like *Primero Ecuador* or *Mucho Mejor Ecuador* would have the desired success. The above would be achieved by identifying if there is a connection between the CE and the intention to purchase Ecuadorian footwear; as it was exposed in the literature review, the effectiveness of the campaigns that motivate the local purchase or that emphasize the domestic origin of the products depends on the ethnocentric level of the consumer segment. However, the selected category excludes professional sports shoes, since it does not have a distinguishable national production.

3.2.1. Consumer Ethnocentrism Tendencies Scale (CETSCALE)

The CETSCALE, developed by Shimp and Sharma (1987), was created to measure the ethnocentric tendencies of American consumers related to the purchase of foreign versus domestic products; which after a series of studies, previous tests and purification techniques, reached the final one-dimensional scale: the extent to which individuals feel the desire or duty to support the domestic economy against foreign competition (Lantz & Loeb, 1996). This consists of 17 items measured through a Likert scale of seven points, ranging from 1 = strongly agree to 7 = strongly disagree, and represents a valid and reliable means of measuring CE across cultures and nations (Spillan et al., 2007). The reliability measures obtained by Shimp and Sharma (1987) were adequate; the internal consistency is quite high, with a Cronbach's alpha

coefficient of ,94 to ,96, in the four samples administered, and test-retest reliability of ,77. Both results indicate that CETSCALE is a reliable indicator of CE trends.

In addition, the scale has shown contingent and discriminant validity in practically all the samples in which it has been administered (Luque et al., 2000), both in developed countries (e.g. Netemeyer et al., 1991), and in developing economies (e.g.: Klein et al., 2006; Supphellen & Rittenburg, 2001). Therefore, CETSCALE is a very useful and promising tool in international business. In the same way, the administration of the scale allows to evaluate the level of CE not only at a general level but also in segments within the same country; and the information it collects should serve companies to design positioning and communication strategies for both domestic and imported products (Netemeyer et al., 1991). Despite its importance, reliable applications of CETSCALE have not been found in Ecuador; however, there are studies in similar geographical contexts (e.g., Colombia and Brazil: Muñoz-Penagos & Velandia-Morales, 2014; Peru: Spillan et al., 2007; Chile: Schnettler, Miranda, Lobos, Sepúlveda, & Denegri, 2011).

However, it has also been shown that the scale of 17 items does not have a uniform behavior in terms of the number of factors analyzed; in some studies it has yielded a number up to 4 factors (Echeverría et al., 2017). In addition, Jiménez and Gutiérrez (2010) suggest that it is convenient to use short scales that have a similar number of items among the other instruments. According to the aforementioned, Klein et al. (2005) identified that the multiple items of the CETSCALE (Shimp & Sharma, 1987) result in redundancy of questions, which adds unnecessary extension to the instrument and increases the risk of translation error. The authors adapted the original scale to a 6-item scale, eliminating redundant questions. Therefore, in this research the reduced 6-item scale of Klein et al. (2005) (see Appendix 1) whose reliability and validity of adjustment (see Table 4) were examined in four samples in Russia and China; it has an internal consistency that goes from .81 to .92; which guarantees that the instrument measures a one-dimensional construction: the belief that it is wrong to buy foreign-made products. Among the 6 items on the scale are "only products that are unavailable in Ecuador should be imported" and "a real Ecuadorian should always buy Ecuadorian-made products". These items are measured in a Likert format of five points of assignment where 1 = totally disagree and 5 = totally agree, which add up to obtain a score of between 6 to 30 points, in which a higher score means a higher level of ethnocentrism.

Table 4
Fit statistics

	α	χ^2	df	r^2	NNFI ^a	CFI ^b	RMSEA ^c
<i>Russia</i>							
Students	,92	16,4	9	,95	,97	,98	,09
Nonstudents	,81	12,6	9	,96	,97	,98	,60
<i>China</i>							
Students	,82	18,7	9	,95	,93	,96	,10
Nonstudents	,81	21,6	9	,94	,90	,94	,11

a. NNFI (non-normed fit index), A value of=1 indicates perfect fit; b. CFI (comparative fit index). Values of 0.90 and above are recommended; c. RMSEA (root mean square error of approximation) The lower the value of RMSEA, the better the model is.

Source: Klein et al., 2005, p., 309

3.2.2. Buying Intention Scale

Consumer ethnocentrism has been defined as the belief about the appropriateness and morality of buying foreign products (Shimp & Sharma, 1987). As noted above, the CE influences purchase intention because ethnocentric consumers tend to prefer household products because they feel a moral obligation to do so (Kaynak & Kara, 2002; Sharma et al., 1995; Spillan et al., 2007; Wall & Heslop, 1986; Watson & Wright, 2000). However, the influence of the CE on the intention to purchase domestic products is likely to vary between economically and technologically developed countries and developing countries (Wang & Chen, 2004) since in the latter, foreign brands are considered better (Batra et al. al., 2000; Kinra, 2006). In this regard, Josiassen, Assaf, and Karpen (2011) have found that not all consumer segments present a relationship between CE level and purchase intention; however, their findings suggest that in segments composed of young people there is a strong link between CE level and purchase intention, as they do not have experience judgments as marked as adults.

The purchase intention scale (see Appendix 2) used in this investigation corresponds to the 5-item version of Josiassen et al. (2011), adopted by Klein (1998), and that has proved to be reliable, with an internal consistency of α =,95, and satisfactory adjustment statistics ($\chi^2/df=1,33$; $RMSEA=,04$; CFI =,99). The scale includes items such as "I would feel guilty if I bought a foreign-made product" and "whenever possible, I would avoid buying foreign-made products", measured in a Likert format with five allocation points ranging from 1 = totally disagree to 5 = totally agree.

3.3.Procedure

The data will be processed using the statistical program SPSS. Through this, a descriptive analysis by frequencies of the variables described in the questionnaire, reliability test and exploratory factor analysis will be done for the validity, and internal consistency of the scales used in this research and statistical tests of comparison of means. In addition, asymmetry tests will be carried out to adapt the type of test according to the form of distribution of the data. Next, the interaction between the questionnaire variables and the level of ethnocentrism and purchase intention will be calculated. According to the results, ANOVA tests will be applied and non-parametric tests to determine moderators of the level of ethnocentrism and purchase intention between the age groups, sex, study area, knowledge of the country of origin of their footwear, as well as the custom of buying footwear determined by the amount of shoes bought in a year and the price they are willing to pay. Finally, statistical measures will be analyzed to identify the degree of relationship or the link between the level of ethnocentrism (independent variable) and the purchase intention (dependent variable).

First, an instrument to be considered of value needs to have validity and reliability properties that determine if it is capable of measuring, consistently, the construct for which it was designed (Aiken, 2003). In what corresponds to reliability, for scales composed of several items, the criterion that will determine if the scale is reliable is the internal consistency, which has the intention of verifying that the items that make up the measure are consistent with each other (Igartua, 2006). In effect, the most used method in research for the calculation of internal consistency is the Cronbach's alpha coefficient (α) (Frías, 2018). This coefficient serves to identify the relationship between the elements that make up the scale (Welch & Comer, 1988). The reliability or reliability is expressed with a positive decimal number that goes from ,00 to 1,00 in which ,00 represents an absolute lack of reliability and 1,00 indicates a perfect reliability (Aiken, 2003). Consequently, the closer the alpha value is to 1, the greater the internal consistency of the items on the scale (Frías, 2018). Despite the above, Prat and Doval (2003) suggest that a Cronbach's alpha coefficient advisable should be between ,75 and ,90 because a higher value would be an indicator of redundancy between the items (Igartua, 2006). In addition to the internal consistency coefficient, the SPSS program offers statistics that increase the reliability of the calculation; one of these is the corrected total correlation of elements that indicates the correlation between the item and the total; and therefore serves to identify if the

item measures the construct in question where a value greater than ,35 is statistically significant (Frías, 2018).

In terms of validity, what is interesting to know is the degree to which the items on the scale measure the theoretical dimension in question. Although Cronbach's alpha coefficient identifies the interrelation of the items on the scale, it is not a measure that determines the degree of one-dimensionality of the scale (Frías, 2018). Therefore, a process of structural validity measured through factor analysis is necessary to determine if the scale is one-dimensional (Igartua, 2006). In other words, factor analysis consists in "looking for the minimum number of dimensions capable of explaining the maximum amount of information contained in the data" (de la Fuente, 2011). At this point it is necessary to conceptualize the dimension as a latent construct inferred by the score of the variables that make up an instrument that are interdependent and correlated with each other (Igartua, 2006). In addition to the calculation of dimensions, Igartua (2006) suggests that it is convenient to use adequacy procedures that verify the quality of the factor analysis, and recommends using the Bartlett's Test of Sphericity and the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO). With respect to the sphericity, this indicator allows to verify the correlation between the variables of the scale (de la Fuente, 2011). In the Bartlett's Sphericity Test, the null hypothesis proposes that the variables are not correlated and therefore, the application of a factorial analysis is not adequate (Igartua, 2006). In this sense, we will proceed to reject the null hypothesis and, consequently, affirm the correlation of the variables and the relevance of the factorial analysis, if high values of χ^2 are obtained and if the significant statistical value is less than ,05 (de la Fuente, 2011; Igartua, 2006). On the other hand, the KMO index proves that the partial correlations of the variables, defined as the degree of relationship between two variables, are high enough to determine the adequacy of the factor analysis (de la Fuente, 2011; Igartua, 2006). For this measure values above ,60 are suggested (Igartua, 2006). In short, it is necessary to calculate the criteria in question since reliability and validity are highly related, that is, a measure cannot be valid if it is not reliable: If it is inconsistent, then it will not be able to measure the concept it intends to measure (Igartua, 2006).

Second, the Pearson coefficient (r) will be calculated in order to determine the degree of relationship between the variables of the questionnaire with respect to the level of ethnocentrism and purchase intention. For the interpretation of the coefficient we must take into account the sign that indicates the form of association (positive = direct, negative = inverse),

and the numerical value that indicates the degree of relationship between the two variables; in effect, the closer it gets to 1 (or -1, if it is the inverse), the greater the magnitude of the relationship of the variables (Camacho, 2018; Igartua, 2006). Once the Pearson coefficient is calculated, it is interpreted by identifying two hypotheses, one null ($r = 0$) that means there is no linear relationship between the variables, and an alternative hypothesis ($r \neq 0$) confirms the existence of a linear relationship (direct or inverse) between the variables (Igartua, 2006).

Third, and starting from the results of the correlation, in order to distinguish moderators of the level of ethnocentrism of the consumer, tests of comparison of means will be applied in the variables that are related to the CE and the purchase intention. Here it is important to analyze the distribution of the data of the criterion variables, since the statistical tests to be applied differ if the distribution is symmetric or not. On the one hand, if the distribution is normal, parametric tests such as the analysis of variance (ANOVA) will be applied; and, conversely, if the distribution is not normal, nonparametric tests equivalent to parametric tests should be applied (Molina, 2015). The above is due to the non-symmetric variables should be described or analyzed based on the median (Md) and percentiles, and not with the basis of the Mean (M) or Standard Deviation (SD) (Sainani, 2012). To determine if the distribution is symmetric or not, Igartua (2006) suggests the application of Asymmetry (AS) statistics to diagnose the form of the distribution of the data. These measurements will verify a problem of non-normal distribution of data if the value of the AS is two times greater than its typical error. Once the data distribution form of the variable (CE) has been identified, the statistical tests described above will be applied.

Finally, with the purpose of knowing the effect of the CE on the purchase intention, the simple linear regression model will be executed, which will allow predicting the purchase intention from the level of ethnocentrism. By this the coefficient of determination (r^2) is obtained which indicates the percentage of variability of a variable explained by the other variable or proportion of shared variance (Camacho, 2018). Based on all the statistical analyzes indicated, conclusions, managerial implications and recommendations for the footwear industry will be inferred based on the consumer's ethnocentrism.

CHAPTER 4

4. RESULTS

4.1. Validation of measures

4.1.1. Consumer Ethnocentrism Tendencies Scale (CETSCALE)

Through the SPSS program, the different statistical tests described above were calculated for reliability and validity. In terms of internal consistency, the Cronbach's alpha coefficient was $\alpha = ,81$ (see Table 5), qualified by Prat and Doval (2003) as acceptable, and the Corrected Item-Total Correlation has statistically significant values greater than ,35 (see Table 6). In regard to validity (see Table 7), the KMO Measure of Sampling Adequacy shows a value of ,83 qualifying as meritorious the factorial analysis. Also Bartlett's Test of Sphericity checked the quality of the factor analysis, *sig.* <,001; therefore, the null hypothesis is rejected and it is verified that the variables are correlated. Finally, the factorial extraction was carried out, which, with a variance percentage of 53.01%, verified that the factor loadings of the items measure a single component (see Table 8).

Table 5
Reliability CETSCALE

Cronbach's Alpha	N of items
,81	6

Table 6
Item-Total Statistics CETSCALE

	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Only those products that are unavailable in Ecuador should be imported.	,48	,81
Ecuadorian products, first, last, and foremost.	,54	,79
A real Ecuadorian should always buy Ecuadorian-made products.	,74	,75
Ecuadorians should not buy foreign products, because this hurts Ecuadorian business and causes unemployment.	,59	,78
It may cost me in the long-run but I prefer to support Ecuadorian products.	,60	,78
Ecuadorian consumers who purchase products made in other countries are responsible for putting their fellow Ecuadorian out of work.	,55	,79

Source: Author

Table 7
KMO y Bartlett's Test CETSCALE

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		,83
Bartlett's Test of Sphericity	Approx. Chi-Square	719,28
	Df	15
	Sig.	0,000

Source: Author

Table 8
Total variance explained CETSCALE

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% de Variance	Cumulative %
1	3,18	53,01	53,01	3,18	53,01	53,01
2	,93	15,42	68,43			
3	,61	10,19	78,62			
4	,51	8,49	87,10			
5	,45	7,50	94,61			
6	,32	5,40	100,00			

Extraction Method: Principal Component Analysis.

Source: Author

4.1.2. Buying Intention Scale

In the same way, the Buying Intention scale, by Josiassen et al. (2011), obtained an internal consistency Cronbach's alpha of $\alpha = ,81$ (see Table 9), and the Corrected Item-Total Correlation has values higher than suggested (see Table 10). In terms of validity, Bartlett's Test of Sphericity and the KMO Measure of Sampling Adequacy values were obtained (see Table 11), indicating the relevance of factor analysis. Through Principal Components Method, it was determined that the scale has a single dimension, with a variance percentage of 52,79% (see Table 12).

Table 9
Reliability Buying Intention

Cronbach's Alpha	N of items
,81	6

Source: Author

Table 10
Item-Total Statistics - Buying Intention

	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
I would feel guilty if I bought foreign-made shoes.	,61	,77
I would never buy foreign-made shoes.	,57	,78
Whenever possible, I avoid buying foreign-made shoes.	,65	,75
Whenever available, I would prefer to buy products made in Ecuador.	,63	,76
I do not like the idea of owning foreign-made products	,60	,77
If two products were equal in quality, but one was foreign-made and one was from Ecuador, I would pay more for the product from Ecuador.	,41	,82

Source: Author

Table 11
KMO and Bartlett's Test – Buying intention

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0,80
Bartlett's Test of Sphericity	Approx. Chi-square	737,94
	df	15
	Sig.	0,000

Source: Author

Table 12
Total Variance Explained – Buying Intention

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,17	52,79	52,79	3,17	52,79	52,79
2	,95	15,83	68,62			
3	,66	10,92	79,54			
4	,52	8,59	88,13			
5	,40	6,70	94,84			
6	,31	5,17	100,00			

Extraction Method: Principal Component Analysis.

Source: Author

4.2.Findings

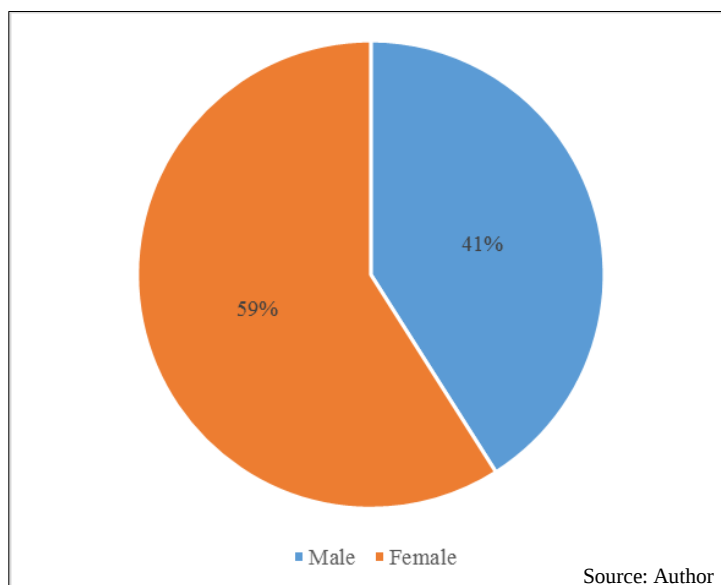
First, the sample, made up of 361 students from the main campus of the Universidad del Azuay; was weighted according to the number of students per faculty (see Table 13), in which more than half are women (see Figure 1) and their ages are between 17 and 37 years. Individuals' ages were grouped in intervals (see Table 14).

Table 13
Sample by Faculty

Faculty	Population	Sample
Engineering	1.529	96
Management	1.394	88
Law	660	42
Design, Architecture and Arts	827	52
Philosophy	1.316	83
Total	5.726	361

Source: Author

Figure 1



Source: Author

Sex

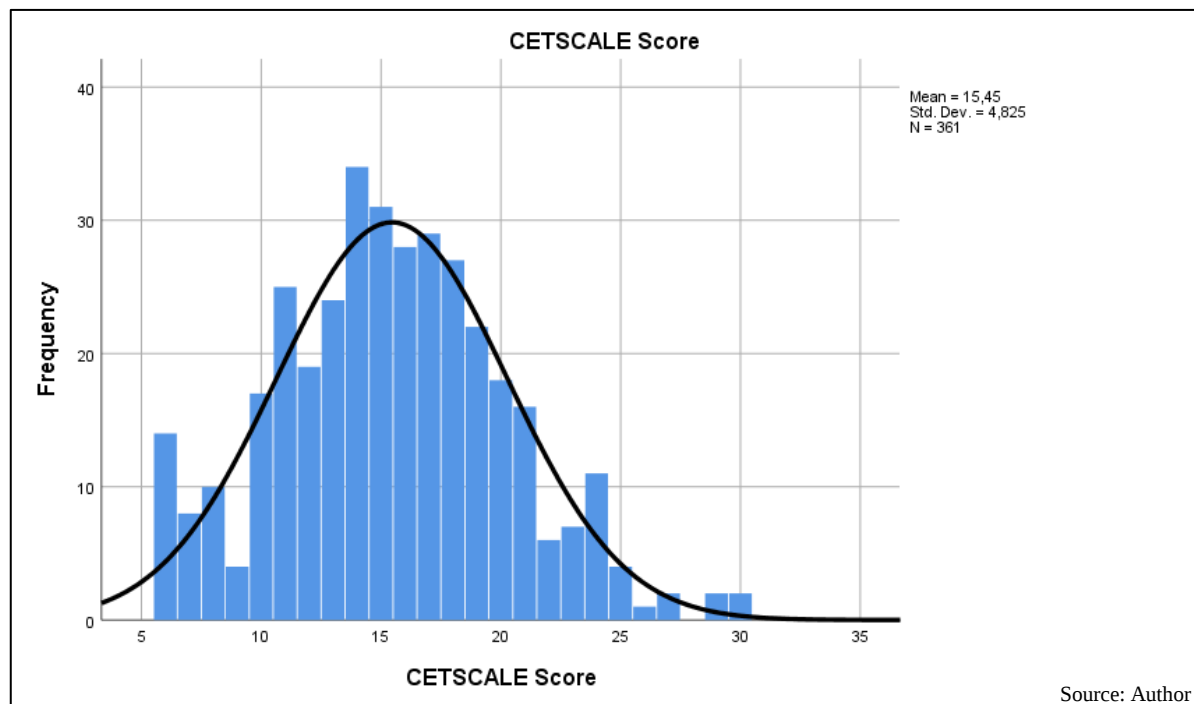
Table 14
Age by Range

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	From 17 to 20 years	139	38,50	38,50	38,50
	From 21 to 25 years	192	53,20	53,20	91,70
	From 26 to 30 years	26	7,20	7,20	98,90
	31 years or above	4	1,10	1,10	100,00
	Total	361	100,00	100,00	

Source: Author

Secondly, in respect to the sample's level of consumer ethnocentrism, rated from 6 to 30 points, a medium level of ethnocentrism was found in the respondents ($M = 15,45$ and $DT = 4,83$), and a skewed data distribution to the right (see Figure 2). Continuing with what was indicated in the methodology, in order to identify the type of distribution, an asymmetry analysis of the distribution was carried out on the CE score, which turned out to be symmetrical (see Table 15).

Figure 2



Histogram CETSCALE

Table 15
Statistics CESTCALE

N	Valid	361
Mean		15,45
Std. Deviation		4,83
Skewness		0,21
Std. Error of Skewness		0,13

Source: Author

The same procedure was carried out on the Buying Intention scale, also measured from 6 to 30 points, qualifying as a medium level (see Table 16). Regarding to the type of data distribution (see Figure 3), the asymmetry did not surpass its typical error, making adequate the execution of parametric tests of comparison of means.

Figure 3



Histogram Buying Intention

Table 16
Statistics Buying Intention

N	Valid	361
Mean		13,50
Std. Deviation		4,19
Skewness		0,12
Std. Error of Skewness		,13

Source: Author

As a third point, the Pearson correlation coefficient (r) (1-tailed) of all the questionnaire variables was calculated in relation to the level of Consumer Ethnocentrism and the intention to purchase Ecuadorian footwear (see Annex 3). Thus direct relationship was found between the buying intention score and the variable "Age" ($r = ,18$); and inverse relationship with the variables "Shoes bought per year" ($r = -,18$) and "Price of imported shoes" ($r = -,18$). Likewise, an inverse relationship between the level of ethnocentrism was determined with the variable "Quantity of shoes bought per year" ($r = -,15$) (see Table 17). and purchase intention ($r = - ,182$) (see Table 17). Next, these variables were subjected to the ANOVA Test in order to determine if there are differences in the means of the groups of the variables with respect to the CE and / or the purchase intention.

Table 17
Correlations Survey Items

		CETSCALE Score	BUYING INTENTION Score
Age by range	Pearson Correlation	,10	,18**
	Sig. (1-tailed)	0,06	0,001
	N	361	361
How many shoes did you buy last year?	Pearson Correlation	-,15**	-,18**
	Sig. (1-tailed)	0,004	0,001
	N	361	361
How much are you willing to pay for foreign made shoes?	Pearson Correlation	-,10	-,18**
	Sig. (1-tailed)	0,07	0,001
	N	361	361

** . Correlation is significant at the 0.01 level (1-tailed).

Source: Author

First, in the variable "Age by Range", by ANOVA Test, was found the difference in the means of the Buying Intention score, among the groups that make up the predictor variable (see Table 18); the groups that are distinguished are people who are between 17 to 20 years old, with those who are from 26 to 30 years old (see Table 19). Respectively, with means of $M=12,173$ and $M=15,69$ (see Table 20)

Table 18
ANOVA Age by Range

		Sum of Squares	df	Mean Square	F	Sig.
BUYING INTENTION Score	Between Groups	222,35	3	74,12	4,35	0,005
	Within Groups	6085,90	357	17,05		
	Total	6308,25	360			

Source: Author

Table 19
Multiple Comparisons Age by Range

				Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
Dependent Variable							Lower Bound	Upper Bound
BUYING INTENTION Score	Tukey HSD	From 17 to 20 years	From 21 to 25 years	-1,02	,46	,118	-2,21	,16
			From 26 to 30 years	-2,97*	,88	,005	-5,24	-,69

*. The mean difference is significant at the 0.05 level.

Source: Author

Table 20
Homogeneous Subsets BUYING INTENTION Score

Age by range		N	Subset for alpha = 0.05
Tukey HSD ^{a,b}			1
	From 17 to 20 years	139	12,73
	From 21 to 25 years	192	13,75
	From 26 to 30 years	26	15,69
	Sig.		,251

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 13,30.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Source: Author

Regarding to the variable "Shoes bought per year", although the ANOVA Test determined a difference in the means of the groups in the CE level and the purchase intention (see Table 21); later, in the Post Hoc analysis, no significant differences were found between the groups with the level of ethnocentrism, so the predictive capacity of the variable with the construct is discarded (see Table 22). On the other hand, in the purchase intention, differences could be identified in the means between the groups of people who buy from 1 to 3 pairs of shoes ($M = 14,05$) and the people who buy 9 or more pairs of shoes a year ($M = 11,70$) (see Table 23).

Table 21
ANOVA Quantity of shoes

		Sum of Squares	df	Mean Square	F	Sig.
CETSCALE Score	Between Groups	205,77	3	68,59	3,00	,031
	Within Groups	8175,63	357	22,90		
	Total	8381,40	360			
BUYING INTENTION Score	Between Groups	199,77	3	66,59	3,89	,009
	Within Groups	6108,48	357	17,11		
	Total	6308,25	360			

Source: Author

Table 22
Multiple Comparisons Quantity of shoes

Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
BUYING INTENTION Score	Tukey HSD	1 to 3	0,58	0,50	0,656	-0,71	1,86
		6 to 9	1,73	0,72	0,075	-0,11	3,58
		9 or above	2,35*	0,85	0,032	0,14	4,55

*, The mean difference is significant at the 0.05 level.

Source: Author

Table 23
Homogeneous Subsets Quantity of shoes

			Subset for alpha = 0.05	
How many shoes did you buy last year?		N	1	2
Tukey HSD ^{a,b}	9 or above	27	11,70	
	6 to 9	41	12,32	12,32
	4 to 6	110	13,47	13,47
	1 to 3	183		14,05
	Sig.		,127	,140

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 52,64.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Source: Author

Finally, in the variable "Price of imported shoes" was confirmed that the groups that make up the variable differ from each other in the intention to purchase national footwear (see Table 24). In effect, it was distinguished that groups that are willing to pay "\$10 to \$30 dollars" for a pair of foreign-made shoes from those willing to pay "\$70 or more dollars" (see Table 25), with an average Buying Intention score of $M = 15,83$ and $M = 12,24$ respectively (see Table 26).

Table 24
ANOVA Foreign made shoes' price

		Sum of Squares	df	Mean Squares	F	Sig.
BUYING INTENTION Score	Between Groups	323,90	3	107,97	6,44	0,000
	Within Groups	5984,35	357	16,76		
	Total	6308,25	360			

Source: Author

Table 25
Multiple Comparisons Foreign made shoes' price

				Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
Dependent Variable							Lower Bound	Upper Bound
Suma INTENCIÓN	Tukey HSD	10 to 30	30 to 50	2,29	,94	,072	-,13	4,71
			50 to 70	1,86	,90	,168	-,47	4,19
			70 or above	3,60*	,93	,001	1,20	6,00

*. La diferencia de medias es significativa en el nivel 0.05.

Source: Author

Table 26
Homogeneous Subsets Foreign made shoes' price

		Subset for alpha= 0.05	
How much are you willing to pay for foreign made shoes?	N	1	2
Tukey HSD ^{a,b}	70 or above	101	12,24
	30 to 50	92	13,54
	50 to 70	144	13,97
	10 to 30	24	15,83
	Sig.	,106	,071

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 52,64.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Source: Author

Fourth, the correlation between the level of Consumer Ethnocentrism and the intention to purchase Ecuadorian footwear was calculated using the Pearson coefficient (see Table 27). In this way, it was found that the variables are positively and significantly correlated, $r=,58$, $sig.<,001$. Next, a linear regression was performed between the variables, confirming the linear relationship between them (see Table 28). In addition, in order to know the effect of ethnocentrism on the purchase intention, the Coefficient of Determination was calculated,

$r^2=.34$; value that indicates the degree to which the purchase intention is explained by the consumer's ethnocentrism (see Table 29).

Table 27

Correlation CE & Buying Intention Scales

		CETSCALE Score	BUYING INTENTION Score
CETSCALE Score	Pearson Correlation	1	,58**
	Sig. (1-tailed)		,000
	N	361	361
BUYING INTENTION Score	Pearson Correlation	,58**	1
	Sig. (bilateral)	,000	
	N	361	361

** . Correlation is significant at the 0.01 level (1-tailed).

Source: Author

Table 28

ANOVA Regression

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2138,140	1	2138,14	184,07	,000 ^b
Residual	4170,109	359	11,62		
Total	6308,249	360			

a. Dependent Variable: BUYING INTENTION Score

b. Predictors: (Constant), CETSCALE Score

Source: Author

Table 29

Model Summary

Model	R	R Square	Adjusted R Square	Std Error of the Estimate
1	,58 ^a	0,34	0,34	3,41

a. Predictors: (Constant), CETSCALE Score

Source: Author

Finally, the Pearson coefficient of each item of the CETSCALE was calculated with respect to the Buying Intention score in order to identify the ethnocentric behavior that has the most influence on the intention to purchase national footwear for promotional purposes (see Table 30).

Table 30
Correlation CETSCALE's items-Buying intention scale

	INTENCIÓN DE COMPRA	
	Correlación de Pearson	Sig.
Only those products that are unavailable in Ecuador should be imported.	.29**	.000
Ecuadorian products, first, last, and foremost.	.32**	.000
A real Ecuadorian should always buy Ecuadorian-made products.	.54**	.000
Ecuadorians should not buy foreign products, because this hurts Ecuadorian business and causes unemployment.	.48**	.000
It may cost me in the long-run but I prefer to support Ecuadorian products.	.48**	.000
Ecuadorian consumers who purchase products made in other countries are responsible for putting their fellow Ecuadorian out of work	.45**	.000

** . Correlation is significant at the .01 level (bilateral).

Source: Author

CHAPTER 5

5. DISCUSSION

5.1. Analysis of results

As demonstrated in the previous chapter, the two scales used in this research are statistically reliable and valid; through them, information was collected about the level of ethnocentrism of the respondents and their relationship with the intention of buying national footwear, which turned out to be a medium level for both variables. Additionally, it was possible to identify variables that are related to both the level of consumer ethnocentrism and the intention to buy national footwear; namely, age had a direct relationship; while the purchase habit, defined by the variable "Shoes bought per year", and the price willing to pay for imported shoes have an inverse relationship with the constructs. In this way, the following hypotheses are identified and confirmed:

H1: At an older age, the greater the intention of buying national footwear.

H2: The greater habit of purchase, the lower level of ethnocentrism and less intention of buying national footwear.

H3: The greater willingness to spend on foreign shoes, the lower level of ethnocentrism and less intention to buy national footwear.

Now, according to Herche (1992), ethnocentric tendencies are better predictors of purchasing behavior than demographic variables or traditional variables of the marketing mix. In fact, in this research, the level of consumer ethnocentrism proved to be a stronger predictor of purchase intent than the aforementioned variables. Indeed, it was shown that the CE influences the purchase intention of Ecuadorian footwear by 33.9%. This validates a fourth hypothesis:

H4: Ethnocentric trends are a direct predictor of purchase intention: The higher the level of consumer ethnocentrism, the greater the intention to purchase national footwear.

5.2. Managerial implications

The consumer ethnocentrism, a concept introduced by Terence A. Shimp (1984), captures the notion that certain consumers believe that buying imported products is morally wrong, as this damages the economy, causes job losses and it is not patriotic. Later, it was necessary to develop an instrument capable of measuring the theoretical dimension in question, which was achieved with the CETSCALE (Shimp & Sharma, 1987). Thus, several studies were developed in different cultural contexts with different purposes, which among others, include (1) validating the CETSCALE scale in different geographical areas, and (2) analyzing consumer ethnocentrism as a predictor of consumer behavior. In this way, it was possible to confirm the consumer ethnocentrism as an antecedent of the intention to purchase domestic products, although with little influence on foreign products. So that in spite of favoring the national industry in contexts where there is preference over foreign products, these would take advantage of their origin when they are sufficiently competitive.

Now considering that the success in the market of origin is what determines the success in foreign markets, the consumer ethnocentrism, in concept, has important implications not only for companies but also for governments. On the one hand, consumer ethnocentrism favors local producers by giving them a perception of the advantage they may have over the local market due to the fact that their production is national and the knowledge that their participation in the market implies a profit for the whole society. On the other hand, importers also have an approach to consumer attitudes towards foreign products and whether ethnocentrism will affect or favor their commercial activity. And, as a third beneficiary, governments can predict the success of their tariff policies or productive initiatives such as "buy local" campaigns.

In effect, the results of this study have important practical implications for the benefit of local producers. This research was carried out on the footwear industry, as it is considered a sector of importance in the economic and industrial development of the country. However, it has been severely affected by globalization since it has favored the entry of new competitors and the strengthening of others who were already present in the market, affecting the behavior of consumers by increasing the supply. Meanwhile, local producers, mostly small and medium-sized enterprises (SMEs), are the most affected as they are not competitive enough to face their foreign counterparts. In this way, local

SMEs try to survive in a relatively small market saturated by foreign products, with few opportunities to expand abroad, and consequently, with the need of directing their marketing efforts towards the local market. In this sense, this study was developed with the purpose of identifying practical implications that benefit the strengthening and expansion of the Ecuadorian industry, the internationalization of companies and the substitution of imports.

One of the contributions of this research is to provide small local businesses with information about the advantage that their products have because they are made in Ecuador. Although the findings suggested here cannot be generalized to the whole industry, it is important to consider that, according to Wang and Chen (2004), the effects of the CE decrease when consumers consider that the brand of the product being evaluated is from a foreign country with a better image than the own. Consequently, in products that enjoy a better perception of quality; that is, when they are considered better because they are Ecuadorian (e.g. chocolates, hats, etc.), the influence of ethnocentrism will be greater. In short, this study not only benefits those involved in the footwear sector but also to the other sectors of the industry when providing them promotional keys that can drive the purchase intention in favor of their products appealing to the ethnocentrism of the consumers.

Based on the results obtained through the questionnaire, several management implications are suggested regarding the intention to purchase national footwear. Thus it was identified that the age, the habit of purchase and the price willing to pay for shoes of foreign origin, are related to the level of ethnocentrism and the intention to buy national footwear. Therefore, it is suggested that ethnocentrism would have less impact on purchase intention in young people and in people with greater economic capacity. In terms of age, the results of this research are contrary to those of Josiassen et al., (2011) in Australia, where younger segments had a positive connection with the intention to purchase local products. With regard to economic capacity, a higher economic level is inferred from the variables of habit of purchase and price willing to pay for a pair of imported shoes. Consequently, it will be more beneficial to highlight the origin when the product is of low economic involvement. It is also suggested that social desirability weakens the effect of ethnocentrism on the intention to purchase national footwear. Due to the above, for managers of national brands, an important objective would be to change the general opinion that foreign footwear is better than national footwear. For this,

according to Supphellen and Rittenburg (2001), it is recommended to improve the “search features” of the products, these are elements evaluated by costumers prior to purchase like design or material. For example, a viable proposal would be to establish some kind of cooperation with foreign western companies combined with substantial improvements of the search features, such as the promotion with focus in the design. This would provide greater credibility to product improvements and change perceptions of product quality more quickly.

Now, with respect to the connection of the level of ethnocentrism with the buying intention, the CE proved to be more capable of influencing the purchase of national products than the variables mentioned in the previous paragraph. Therefore, national producers who seek to promote their products by highlighting the local origin will favor the purchase intention. In other words, pointing out the Ecuadorian origin among the attributes of the product will give it a competitive advantage over foreign products. In this case, the promotions should emphasize that those involved in the production of the product are members of the same society as of the consumer. Likewise, the government or Buy Local organizations must guide campaigns that indicate that the producers and all the players in the industry are fully capable of satisfying the needs and expectations of consumers in the country; so there is no need to buy from foreign suppliers, noting that the latter are not members of the ingroup. In addition, within the items of the CETSCALE scale (see Table 30), specific promotional keys that favor the intention to purchase local products can be discussed. First, the promotion must evoke a patriotic feeling; that is, propose the purchase of local products as a way of being Ecuadorian. And second, “buy local” campaigns could represent imports as a form of threat to the economy, highlighting the damages they cause to society as a whole.

Finally, it is important to mention some practical implications related to the instruments of this research. The statistical analysis carried out in this work showed that both the CETSCALE (Shimp & Sharma, 1987) and the scale of Buying Intention (Josiassen, 2011) are valid and reliable instruments. For effects of this research, it is of more interest to highlight the contribution of the validation of the CETSCALE in the measure of ethnocentric tendencies in Ecuador. As noted in the theoretical framework, most of the Consumer Ethnocentrism research has been carried out in developed countries where local products generally have a better appreciation compared to imported products, and very few in developing countries where preferences for imported products are greater.

Then this research contributes to the reliability of the scale in developing economies. In this sense, this study also has implications for foreign competition by providing an approximation of the ethnocentric tendencies of consumers and their influence on purchase intention. The research also contributes to the validation of an instrument capable of measuring the consumer's ethnocentrism for future research in other sectors.

Now, the limitations of this research are defined by the sample, the product studied, and the questionnaire applied. With regard to the sample, one of its limitations is the Non-probabilistic Convenience method used for its selection, and the other one is that it was only included of students from the University del Azuay, mostly aged 19 to 23. Therefore, it was not possible to distinguish a variation in the score of ethnocentrism in relation to age. On the other hand, the scales administered required referring to a particular product; so the results cannot be generalized to all industries. And finally, the information collected by the questionnaire did not identify other variables that influence ethnocentrism or the purchase intention. In this regard, future lines of research are suggested to identify the factors that influence the intention to purchase national products, the degree of participation on it, and their interaction among them. In this way, the national industry will be favored with clear, precise, and effective marketing strategies in strengthening their positions in the local market, also considering that internal success is what determines the success of a company or product abroad.

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APPENDIX

Appendix 1

6-item CETSCALE

1. Only those products that are unavailable in Ecuador should be imported.
2. Ecuadorian products, first, last, and foremost.
3. A real Ecuadorian should always buy Ecuadorian-made products.
4. Ecuadorians should not buy foreign products, because this hurts Ecuadorian business and causes unemployment.
5. It may cost me in the long-run but I prefer to support Ecuadorian products.
6. Ecuadorian consumers who purchase products made in other countries are responsible for putting their fellow Ecuadorian out of work.

Appendix 2

Buying Intention Scale

1. I would feel guilty if I bought a foreign-made product.
2. I would never buy a foreign-made product.
3. Whenever possible, I avoid buying foreign-made products.
4. Whenever available, I would prefer to buy products made in Ecuador.
5. I do not like the idea of owning foreign-made products.
6. If two products were equal in quality, but one was foreign-made and one was from Ecuador, I would pay more for the product from Ecuador.

Appendix 3

Survey Correlations Table

		Suma CETSCALE	Suma INTENCIÓN
Age by Range	Pearson Correlation	0,100	,175**
	Sig. (1-tailed)	0,057	0,001
	N	361	361
Sex	Pearson Correlation	0,009	-0,062
	Sig. (1-tailed)	0,862	0,236
	N	361	361
Do you know the country of origin of your shoes?	Pearson Correlation	-0,004	-0,036
	Sig. (1-tailed)	0,933	0,495
	N	361	361
Faculty	Pearson Correlation	-0,058	-0,058
	Sig. (1-tailed)	0,268	0,269
	N	361	361
How many shoes did you buy last year?	Pearson Correlation	-,150**	-,176**
	Sig. (1-tailed)	0,004	0,001
	N	361	361
How much are you willing to pay for Ecuadorian-made shoes?	Pearson Correlation	-0,044	-0,005
	Sig. (1-tailed)	0,402	0,921
	N	361	361
How much are you willing to pay for foreign-made shoes?	Pearson Correlation	-0,097	-,182**
	Sig. (1-tailed)	0,065	0,001
	N	361	361
CETSCALE Score	Pearson Correlation	1	,582**
	Sig. (1-tailed)		0,000
	N	361	361
BUYING INTENTION Score	Pearson Correlation	,582**	1
	Sig. (1-tailed)	0,000	
	N	361	361

** . Correlation is significant t the 0.01 level (1-tailed).

* . Correlation is significant at the 0-05 level (1-tailed).

Source: Author