

## **Ethnocentrism Mediation Effect on Social Psychological Antecedents and Bakers Purchase Intention of Local Grown Wheat in Nigeria.**

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### **Abstract**

**Background:** Consumer ethnocentrism has featured in marketing literature for quite some time and has been described as a positive attitude toward the domestic country, which questions the appropriateness and morality of purchasing foreign made products. The influence of consumer ethnocentrism on consumer attitudes, intentions and actions is well established however not many studies have been conducted to underpin the mediation of ethnocentrism on Social Psychological Antecedents. The objectives includes to determine whether ethnocentrism mediates the effect of patriotism; cosmopolitanism; conservatism; collectivism; conspicuous consumption on baker's purchase intention of flour from domestically grown wheat in Nigeria.

**Materials and Methods:** The study adopted survey research design and questionnaire was used to collect primary data. The population of the is 1410 total registered bakers in Southeast Nigeria as sourced from the compilation by the Master Bakers Association of Nigeria. The statistical package for social sciences (SPSS) version 25 was used for preliminary analysis while SEM was used to test the hypotheses with the aid of Stata 15 small software.

**Results:** The results of the analysis show that all the five socio-psychological dimensions of ethnocentrism: patriotism, conspicuous consumption, collectivism, conservatism, and cosmopolitanism have statistically significant effect on baker ethnocentrism. It was also found out that ethnocentrism has a significant effect on purchase intention. Finally the study found that ethnocentrism partially mediate the effects of conspicuous consumption, conservatism and cosmopolitanism on purchase intention.

**Conclusion:** In conclusion ethnocentrism mediates cosmopolitanism; conservatism; collectivism; conspicuous consumption on purchase intention while ethnocentrism does not mediate patriotism. We recommend that both the government and producers need to launch appeals that create and enhance ethnocentrism among the consumers.

**Keyword:** Ethnocentrism; Cosmopolitanism; Conservatism; Collectivism; Conspicuous Consumption Purchase Intention;

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Date of Submission: 20-03-2021

Date of Acceptance: 04-04-2021

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### **I. Introduction**

Due to globalization and dismissal of trade barriers as a part of trade liberalisation, many companies became interested in foreign markets. Many foreign firms penetrate into new markets with new brands to compete with domestic products. Many companies faced a challenge of gaining consumer acceptance. Researchers found that globalization and internationalization affects consumer attitudes in different ways (Fernández-Ferrín, 2015; Josaiassen, 2011). On one side, variety of products and services exists due to the effects of globalization. On the other side, due to fear of losing national identity, ethnicity and nationalism remain strong motivations in the market (Balabanis, Diamantopoulos, Mueller, & Melewar, 2001).

The concept of consumer ethnocentrism has featured in marketing literature for quite some time and has been described as a positive attitude toward the domestic country, which questions the appropriateness and morality of purchasing foreign made products (Shimp & Sharma, 1987). Even when foreign products may be of superior quality or price to domestic products, some consumers still desire to patronize national brands. Shimp and Sharma (1987) defined consumer ethnocentrism as the belief held by consumers about the appropriateness of, indeed morality of, purchasing foreign-made products. The argument behind consumer ethnocentrism is underpinned by a preference for in-group (domestic) products (Pentz, 2011). Consumer ethnocentrism is believed to be built based on domestic preference and not, a negativity towards any particular country (Josaiassen, 2011). The greater the domestic country bias the greater the likelihood that the individual will exhibit high levels of ethnocentrism. As described by Sharma et al. (1995), consumer ethnocentrism therefore has three

key characteristics: (1) High identification with and concern about the home country and a wish to not harm the local economy through increased imports (2) A reluctance to buy foreign products (3) A prejudice towards foreign products. Consumer ethnocentrism is a marketing and domain-specific form of ethnocentrism. From ethnocentric perspectives, consumer ethnocentrism represents consumers' biases towards the domestic products (i.e., in groups) and against the foreign products (i.e., out groups) (Shankarmahesh, 2006).

Consumer ethnocentrism is not only studied in isolation, but in context of a variety of antecedents and outcomes. Even though a large amount of research has been added to the field since its first introduction by Shimp and Sharma in 1987. Several studies have reported that consumer ethnocentrism has a positive influence on consumer preference for domestic products (Juric and Worsley, 1998). Few studies, (Javalgi, Khare and Gross, 2005; Clarke, Shankarmahesh, and Ford, 2001) have examined the influence of ethnocentrism and socio-psychological antecedents on purchase intention. However, non have examined how patriotism, cosmopolitanism, collectivism, conspicuous consumption, and conservatism influence baker's intention to purchase and use flour from domestically grown wheat in Nigeria with ethnocentrism as a mediating variable.

Over the years the effect of ethnocentrism on purchase intention is mixed. Why some studies claim that the influence of ethnocentrism on consumer attitudes, intentions and actions has negative effect (Fernández-Ferrín, Bande-Vilela, Klein, & del Río-Araújo, 2015). Still other researches in international marketing found that ethnocentrism has a positive effect on consumer evaluations of foreign products (Klein, 2002; Klein, Ettenson, and Morris, 1998; Shimp & Sharma, 1987) as well as their attitudes toward foreign products (Sharma, Shimp, & Shin, 1995). In the bakery industry, it has not been ascertained how ethnocentrism mediates the effect of socio-psychological antecedents on bakers purchase and usage of flour from domestically grown wheat, this has lead to economic sabotage, poor economic growth, capital flight etc. Predominantly, in developing countries like Nigeria there is supposedly preference for superiority of foreign products, however, on the industrial sector in Nigeria, ethnocentrism seems not to have being wildly explored. Furthermore, it is noted above that extensive literature has examined ethnocentric and socio-psychological antecedents in the context of Western countries and particularly developed nations (Bannister and Saunders, 1978; Shimp & Sharma, 1987; Herche, 1992; Olsen et al., 1993; Klein et al., 1999; Shankamahesh, 2006). Despite several attempts to concentrate the concepts on developing markets (Good and Huddleston, 1995; Caruana, 1996; Cumberland et al., 2010; Bandyopadhyay et al., 2014), in general, the context of developing economies remains being overlooked. In Nigeria, little or no attention has been paid on investigating the mediating role of ethnocentrism on purchase intention of flour from domestically grown wheat despite the recent increase on domestic wheat production in Nigeria and government attention towards home grown wheat and usage in flour mills within the country, hence, a major inquisitional question arises, whether ethnocentrism mediates the effects of socio psychological antecedents and purchase intention of bakers in Nigeria..

## **II. Material And Methods**

### **Theoretical Framework**

Since the CETSCALE measures consumer behavior, consumer ethnocentrism is not a static concept, but rather must be seen in a larger context of consumer characteristics and consumer behavior. For consumer ethnocentrism, as measured by the CETSCALE, to be an important contributor to understanding consumer behavior, it needs to lead to consequences that provide meaningful implications for practitioners. In addition, practitioners should be able to understand the drivers of consumer ethnocentrism and how they could influence them. This motivates the research of outcomes (consequences) and antecedents (drivers) of consumer ethnocentrism, which has already been included in the initial study by Shimp and Sharma (1987). There, the authors examined the correlation between consumer ethnocentrism and attitudes towards foreign products, as well as purchase intention, and subsequent authors have added to this approach.

Consumer ethnocentrism is thus often not studied in isolation but in context of its antecedents, moderators, and outcomes, but many studies only include few of these factors, and these factors, especially the antecedents, differ greatly across studies. A broad overview of these factors has first been conducted by Shankarmahesh (2006) in his literature review about consumer ethnocentrism. He identified four different types of antecedents, namely socio-psychological, economic, political, and demographic antecedents. In addition, he included outcomes of consumer ethnocentrism, as well as mediators and moderators that influence these outcomes.

Gaining further understanding about the socio-psychological antecedents and the outcomes of consumer ethnocentrism is highly relevant for the practical world as it allows for better understanding of consumers and influences of their purchasing behavior. According to this focus, the literature review, which will be presented in detail in the following chapter, revealed the main socio-psychological antecedents and outcomes of consumer ethnocentrism. From this, the conceptual model was developed:

## **Research Model and Hypotheses**

### **Patriotism**

Sharma et al. (1995) see patriotism as love for or devotion to one's country. Sharma et al. (1995) remark that Moore (1989) describes patriotism to reflect non-tariff trade barriers better than for example protectionism. Earlier research of international marketing done by Han (1988) found a significant influence of patriotism on product choice. More precisely, patriotic consumers preferred domestic over foreign products when it came to product choice, but the influence of attitudes towards foreign products was limited. In line with previous research, the majority of studies found a medium to strong link between patriotism and ethnocentrism. Still, several analyses found weak links or even a negative link. For example, Lee, Hong, and Lee (2003) conclude that the impact of patriotism and other antecedents might be country- or at least culture-specific. A similar conclusion is drawn by Balabanis, Diamantopoulos, Mueller, and Melewar (2001), who had partially greatly conflicting results in the comparison between Turkey and the Czech Republic. Caution towards the influence of patriotism on consumer behavior has also been called for by Shankarmahesh (2006), who argues that consumers can both love their country and still be world-minded, which relativizes the link between patriotism and purchase behavior. It is anticipated that patriotism relate positively with ethnocentrism as a mediator variable that will in turn positively affect baker's intention to use flour from domestically grown wheat.

*Ho<sub>1a</sub> Patriotism has a significant effect on baker's purchase intention of flour from domestically grown wheat in Nigeria.*

*Ho<sub>1b</sub> Ethnocentrism mediates the significant effect of patriotism on purchase intention*

### **Cosmopolitanism**

In their extensive study about the influence of cosmopolitanism on consumer ethnocentrism, Cleveland, Laroche, and Papadopoulos (2009) use a definition from Hannerz (1990) for the construct. Accordingly, cosmopolitan people are characterized by frequent travelling and meeting of people from different cultures, as well as by representing the voice of other cultures and deciding how they are perceived in their home country. Another important characteristic is an understanding of and desire for experiencing cultural differences expressed by cosmopolitans. Instead of being spectators, they want to be part of another culture (Cleveland et al., 2009). The authors also argue that while cosmopolitanism has long been exclusive for the elite, it is now possible to be a cosmopolitan without even leaving one's home country, due to the influence of media and also the presence of multiple cultures in a country through migration. Parts and Vida (2013) added that cosmopolitans have a positive attitude towards the out-group, which is directly opposite to the characteristics of ethnocentrism. Jin et al. (2015) added that cosmopolitanism results in greater homogeneity of purchasing behaviour of consumers across countries, whereas consumer ethnocentrism leads to greater heterogeneity. It is estimated that cosmopolitanism relate positively with ethnocentrism as a mediator variable that will in turn positively affect baker's intention to use flour from domestically grown wheat.

*Ho<sub>2a</sub> Cosmopolitanism has a significant effect on baker's purchase intention*

*Ho<sub>2b</sub> Ethnocentrism mediates the significant effect of cosmopolitanism on purchase intention*

### **Collectivism**

People with a collectivistic mind-set value group goals or goals of society as more important than individual goals, reflect their actions on their impact on the group or society as a whole, and highly identify with the group or society they belong to (Sharma et al., 1995). Individualistic people, on the other hand, put more emphasis on the pursuit on personal goals, and use society to achieve them (Sharma et al., 1995). Huang, Phau, Lin, Chung, and Lin (2008) point out that Triandis (1989) introduced the terms allocentrism and idiocentrism for referring to collectivism and individualism on the group-level, because the latter are used to reflect behaviour towards societies and cultures. For simplicity, it is assumed here that collectivism applies to groups, societies and cultures. Due to their increased feelings of responsibility towards society, collectivistic people show close resemblance to characteristics of ethnocentric people, who feel responsible about the products made in their own country (Yoo & Donthu, 2005). Therefore, they may buy imported products out of a moral obligation to act in a way that is best for their own society, and are more likely than individualistic consumers to sacrifice their own goals, for example of owning a status reflecting imported product, if it benefits the society (Sharma et al., 1995; Yoo & Donthu, 2005). It is likely that collectivism relate positively with ethnocentrism as a mediator variable that will in turn positively affect baker's intention to use flour from domestically grown wheat.

*Ho<sub>3a</sub> Collectivism has a significant effect on baker's purchase intention*

*Ho<sub>3b</sub> Ethnocentrism mediates the significant effect of collectivism on purchase intention.*

### **Conspicuous Consumption**

As mentioned by Sharma (2011), Eastman, Fredenberger, Campbell, and Calvert (1997) described conspicuous consumption as being motivated by expressing and improving one's status through the possession of costly products. Wang and Cheng (2004) used a definition by Piron (2000), whereby conspicuous consumption "refers to consumers' desire to provide prominent visible evidence of their ability to afford luxury goods" (p. 393). People with high tendencies of susceptibility to normative influence (SNI) are more easily influenced by others and will therefore seek to impress them through the purchase of certain possessions (Alden et al., 2006). Studies reported a small negative correlation of conspicuous consumption and CE (Wang & Cheng, 2004; Ranjbarian et al., 2011; Mai & Tambyah, 2011), while the other half see a small positive one (Bevan-Dye, Garnett, & De Klerk, 2012; Alden et al., 2006; Wang et al., 2013). In total, the investigated studies have found medium effects of collectivism on CE. It is expected that conspicuous consumption relate positively with ethnocentrism as a mediator variable that will in turn positively affect baker's intention to use flour from domestically grown wheat.

*Ho<sub>4a</sub> Conspicuous consumption has a significant effect on baker's purchase intention*

*Ho<sub>4b</sub> Ethnocentrism mediates the significant effect of conspicuous consumption on purchase intention*

### **Conservatism**

In the context of studying consumer ethnocentric tendencies, conservatism relates to the admiration and preservation of traditions and social institutions throughout time, and the reluctance to change or alter them (Sharma et al., 1995). A highly conservative person is fundamentally religious, orients himself on the establishment, keeps and insists on strict rules, sticks to conventions, and gives little value to hedonic activities (Sharma et al., 1995). Altintas and Tokol (2007) see conservatism as part of a set of values, which in turn shape a person's attitude. In their research, Sharma et al. (1995) found a strong correlation between conservatism and patriotism, which resulted in the combination of the two constructs. Other studies on conservatism have found them to be distinct from one another (e.g. Javalgi et al., 2005; Jain & Jain, 2013). Shankarmahesh (2006) argues that the influence of conservatism on CET may also be limited for the same reasons as with patriotism. More specifically, this is the case due to conservative parties standing for open trade in many countries, the ability of consumers to distinct between their conservative values and purchase behaviour, and the construct not being completely distinct from world-mindedness. It is expected that conservatism relate positively with ethnocentrism as a mediator variable that will in turn positively affect baker's intention to use flour from domestically grown wheat.

*Ho<sub>5a</sub> Conservatism has a significant effect on baker's purchase intention*

*Ho<sub>5b</sub> Ethnocentrism mediates the significant effect of conservatism on purchase intention*

### **Ethnocentrism and Purchase Intention**

In addition to the proposed relationships between various antecedents and consumer ethnocentrism, it is suggested that there is a relationship between consumer ethnocentrism and purchase of domestically produced goods. Klein (1998) reported that ethnocentric consumers prefer domestically produced goods because they believe that products from their own country are the best. Herche (1992) found that consumer ethnocentrism can predict consumers' preferences to buy domestically produced goods as opposed to foreign products; indeed, he reported that ethnocentric tendencies are better predictors of import purchase behaviour than demographic and marketing mix variables. Durvasula (1997) demonstrated that higher levels of consumer ethnocentricity are associated with more positive beliefs about the virtues of domestically produced goods and stronger attitudes about the importance of buying such products. Taken together, the above findings suggest that a positive link exists between consumer ethnocentrism and intention to purchase domestically produced goods. The more customers prefer domestic goods, the less positive they feel about foreign products. In addition, ethnocentric consumers believe that the purchase of imported products can hurt the domestic enterprises and cause unemployment as well as be unpatriotic (Netemeyer, 1991; Shimp & Sharma, 1987). As a result, ethnocentrism gives consumers feelings of belonging and guidelines for buying behaviour, which can be acceptable to a group and contribute to various evaluations of foreign and domestic goods. Several studies also have the same conclusion that customers tend to evaluate domestic products more favourably than foreign ones (Balabanis & Diamantopoulos, 2011; Juric & Worsley, 1998). Furthermore, Klein et al. (1999) and Sharma et al. (1995) found that consumer ethnocentrism can result in a negative intention to purchase foreign products.

*Ho<sub>6</sub> Baker's ethnocentrism has no significant effect on purchase intention of flour from domestically grown wheat in Nigeria.*

**Method**

Descriptive design was adopted for the study. Descriptive research designs help provide answers to the questions of who, what, when, where, and how associated with a particular research problem. The population of study were all the registered bakers in the five South- East states in Nigeria (Abia, Imo, Anambra, Enugu and Ebonyi States). According to each of the states Association of Registered Bakers (2017), the total numbers of registered bakers are Abia state 210. Anambra state 380, Enugu state 290, Ebonyi state 220, Imo state 310, total 1410. The study employ purposive sampling technique, Considering the size of the population, the researcher belief that it is within the reach to study the entire population. Hence, the entire population was studied and questionnaires were distributed base on population of each state under study. In this study, descriptive statistics such as frequency counts with simple percentage will be used to analyze bio-data of the respondents and the five research questions. At the inferential level of analyses, Discriminant analysis was used to test the validity of the instrument with the aid of Pearson product moment correlation coefficient while exploratory factor analysis was used to test the reliability of the instrument. The hypotheses were tested using structural equation modelling with the aid of software Stata 15.0

**III. Result**

Out of the 1410 copies of the questionnaire distributed to bakers in Southeast Nigeria, 946 copies which are approximately 67.1% were returned as duly filled and usable. The first sets of data presentation are the socio-demographic variables which include gender, age, education, and number of years/experience as a baker.

The analyses of demographic characteristics of the respondents show that male are more in number among the bakers 556 (58.77%), while female are 390 (41.23%). On the age distribution, it shows that 20-30years are 204 (21.56%), 272 (28.75%) are in the age bracket of 31-40. 41-50years are 338 (35.73%) while 51 years above are 132 (13.95%). The level of education shows that 126 (13.32%) hold PLSC result, 184 (19.45%) hold O’level while 95 (10.04%) hold OND/NCE. Majority of the bakers hold HND/BSc 472 (49.89%) furthermore, 69(7.29%) holds post graduate. The response show that those who have operated bakery business above 30years are 621(65.64%) and those within 15-29years are 288 (30.44%) also those who have stayed in bakery business within 0-14years are 37(3.91%) . The above result implies that majority of the respondents are knowledgeable, experienced and reasonable to answer the research questions.

**Descriptive Statistics**

**Table 4.5: Descriptive Statistics**

	N Statistic	Minimum Statistic	Maximum Statistic	Mean Statistic	S.D. Statistic	Skewness Statistic	SE	Kurtosis Statistic	S.E.
baker_ethnocentrism1	946	1	5	4.24	.818	-1.157	.080	1.616	.159
baker_ethnocentrism2	946	1	5	3.68	1.211	-.626	.080	-.806	.159
baker_ethnocentrism3	946	1	5	4.07	1.097	-1.526	.080	1.865	.159
baker_ethnocentrism4	946	1	5	4.19	1.009	-1.115	.080	.379	.159
baker_ethnocentrism5	946	1	5	3.58	1.333	-.398	.080	-1.285	.159
baker_ethnocentrism6	946	1	5	3.87	1.134	-1.170	.080	.729	.159
baker_ethnocentrism7	946	1	5	4.13	1.095	-1.139	.080	.317	.159
baker_ethnocentrism8	946	1	5	3.67	1.438	-.831	.080	-.694	.159
baker_ethnocentrism9	946	1	5	3.96	1.006	-1.440	.080	2.075	.159
baker_ethnocentrism10	946	1	5	4.16	.927	-1.375	.080	1.936	.159
baker_ethnocentrism11	946	1	5	3.97	.865	-1.122	.080	1.827	.159
baker_ethnocentrism12	946	1	5	3.96	1.211	-1.191	.080	.520	.159
baker_ethnocentrism13	946	1	5	4.24	.970	-1.353	.080	1.340	.159
baker_ethnocentrism14	946	1	5	3.80	1.201	-.701	.080	-.615	.159
baker_ethnocentrism15	946	1	5	4.34	.977	-2.045	.080	4.125	.159
baker_ethnocentrism16	946	1	5	4.32	.858	-1.924	.080	4.842	.159
baker_ethnocentrism17	946	1	5	3.90	.989	-.701	.080	.156	.159
cosmopolitanism1	946	1	5	4.00	1.026	-1.467	.080	2.025	.159
cosmopolitanism2	946	1	5	3.73	1.210	-.830	.080	-.167	.159
cosmopolitanism3	946	1	5	4.22	1.012	-1.694	.080	2.845	.159
cosmopolitanism4	946	1	5	3.96	1.024	-1.451	.080	2.019	.159
conspicuous_consumption1	946	1	5	4.00	1.068	-1.111	.080	.671	.159
conspicuous_consumption2	946	1	5	3.45	1.427	-.659	.080	-.919	.159
conspicuous_consumption3	946	1	5	3.72	1.209	-1.215	.080	.544	.159
conspicuous_consumption4	946	1	5	4.29	.787	-1.711	.080	4.805	.159
purchase_intention1	946	1	5	3.86	1.399	-1.160	.080	-.033	.159

purchase_intention2	946	1	5	4.05	.917	-1.221	.080	1.764	.159
purchase_intention3	946	1	5	4.17	.771	-1.136	.080	2.222	.159
purchase_intention4	946	1	5	4.10	.974	-1.406	.080	1.971	.159
purchase_intention5	946	2	5	4.24	.595	-.503	.080	1.319	.159
purchase_intention6	946	1	5	4.22	.741	-1.246	.080	2.977	.159
Patriotism1	946	1	5	4.28	.994	-1.901	.080	3.672	.159
Patriotism2	946	2	5	4.04	.792	-.387	.080	-.549	.159
Patriotism3	946	1	5	3.62	1.063	-.886	.080	.082	.159
Collectivism1	946	1	5	3.44	1.179	-.257	.080	-1.236	.159
Collectivism2	946	1	5	3.45	1.242	-.628	.080	-.819	.159
Collectivism3	946	1	5	4.29	.808	-1.577	.080	3.791	.159
Conservatism1	946	1	5	4.04	.932	-1.222	.080	1.630	.159
Conservatism2	946	1	5	3.53	1.154	-.482	.080	-.925	.159
Conservatism3	946	1	5	3.94	.993	-1.291	.080	1.490	.159
Conservatism4	946	1	5	4.08	1.045	-.857	.080	-.346	.159
Valid N (listwise)	946								

Table 4.5 The analysis result indicate that all the variables have mean over 3 which represent positive response and conformity with the dimensions of the research model. On the other hand, the result presented standard deviations above 1 which show high indication of variation in the opinions of the respondents. The skewness of the items are mixed with very high values and very low values. Also the kurtosis show very high and very low or values below zero. This implies that there is a mix of peakedness and flattened values in the items. This problem of distribution was overcome by the fact that the sample used in this study was very high. Tabachnick and Fidell (2013) maintain that with reasonably large samples (200+ cases) skewness ‘will not make substantive difference in the analysis.

### Test of Normality

Multivariate normality is the assumption that each variable and all linear combinations of the variables are normally distributed Tabachnick and Fidell (2013). They add that when the assumption is met, the residuals of analysis are also normally distributed and independent. The result of the normality test is shown below.

**Table 4.6: Tests of Normality**

	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
baker_ethnocentrism1	.250	946	.000	.782	946	.000
baker_ethnocentrism2	.279	946	.000	.840	946	.000
baker_ethnocentrism3	.312	946	.000	.736	946	.000
baker_ethnocentrism4	.302	946	.000	.770	946	.000
baker_ethnocentrism5	.224	946	.000	.836	946	.000
baker_ethnocentrism6	.309	946	.000	.798	946	.000
baker_ethnocentrism7	.295	946	.000	.767	946	.000
baker_ethnocentrism8	.265	946	.000	.797	946	.000
baker_ethnocentrism9	.340	946	.000	.757	946	.000
baker_ethnocentrism10	.285	946	.000	.766	946	.000
baker_ethnocentrism11	.315	946	.000	.802	946	.000
baker_ethnocentrism12	.263	946	.000	.781	946	.000
baker_ethnocentrism13	.286	946	.000	.753	946	.000
baker_ethnocentrism14	.225	946	.000	.843	946	.000
baker_ethnocentrism15	.296	946	.000	.645	946	.000
baker_ethnocentrism16	.268	946	.000	.688	946	.000
baker_ethnocentrism17	.209	946	.000	.852	946	.000
cosmopolitanism1	.334	946	.000	.751	946	.000
cosmopolitanism2	.241	946	.000	.848	946	.000
cosmopolitanism3	.268	946	.000	.720	946	.000
cosmopolitanism4	.341	946	.000	.753	946	.000
conspicuous_consumption1	.265	946	.000	.809	946	.000
conspicuous_consumption2	.273	946	.000	.826	946	.000
conspicuous_consumption3	.360	946	.000	.757	946	.000
conspicuous_consumption4	.273	946	.000	.712	946	.000
purchase_intention1	.307	946	.000	.735	946	.000
purchase_intention2	.293	946	.000	.796	946	.000
purchase_intention3	.287	946	.000	.775	946	.000
purchase_intention4	.301	946	.000	.766	946	.000
purchase_intention5	.343	946	.000	.725	946	.000
purchase_intention6	.289	946	.000	.750	946	.000

Patriotism1	.275	946	.000	.682	946	.000
Patriotism2	.237	946	.000	.837	946	.000
Patriotism3	.336	946	.000	.824	946	.000
Collectivism1	.263	946	.000	.853	946	.000
Collectivism2	.326	946	.000	.832	946	.000
Collectivism3	.258	946	.000	.734	946	.000
Conservatism1	.297	946	.000	.795	946	.000
Conservatism2	.293	946	.000	.850	946	.000
Conservatism3	.343	946	.000	.772	946	.000
Conservatism4	.277	946	.000	.801	946	.000

a. Lilliefors Significance Correction

Kolmogorov-Smirnov and Shapiro-Wilk statistics were used to test the normality of the data distribution scores and as shown in the output, the values of both statistics are highly statistically significant with p values of .000 well below the .05 margin of error. This implies that the normality assumption is violated. The captive sample for this study is 946 hence this violation of normality assumption is not a problem. Pallant (2013) avers that violation of normality assumption is ‘quite common with large samples p.66.’

**Discriminant Validity Analysis**

Pearson product moment correlations were used to test for discriminant validity and the results of the analysis is shown in the table of correlations below.

**Table 4.7: Correlations Matrix**

		BE	Cosmopolitan	CC	PI	Patriotism	Collectivism	Conservatism
Cetscale	Pearson Correlation	1	.383**	.425**	.396**	-.160**	-.203**	-.275**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	946	946	946	946	946	946	946
Cosmopolitan	Pearson Correlation	.383**	1	.477**	.335**	-.170**	-.194**	-.084**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.010
	N	946	946	946	946	946	946	946
Conspicuous_Consumption	Pearson Correlation	.425**	.477**	1	.472**	-.109**	-.231**	-.045
	Sig. (2-tailed)	.000	.000		.000	.001	.000	.166
	N	946	946	946	946	946	946	946
Purchase_intention	Pearson Correlation	.396**	.335**	.472**	1	-.338**	-.319**	-.348**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	946	946	946	946	946	946	946
Patriotism	Pearson Correlation	-.160**	-.170**	-.109**	-.338**	1	.176**	.404**
	Sig. (2-tailed)	.000	.000	.001	.000		.000	.000
	N	946	946	946	946	946	946	946
Collectivism	Pearson Correlation	-.203**	-.194**	-.231**	-.319**	.176**	1	.369**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	946	946	946	946	946	946	946
Conservatism	Pearson Correlation	-.275**	-.084**	-.045	-.348**	.404**	.369**	1
	Sig. (2-tailed)	.000	.010	.166	.000	.000	.000	
	N	946	946	946	946	946	946	946

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The result of the Pearson product moment correlations matrix, presenting the correlations between the constructs applied in the current research model. The outputs also presented the correlations between the independent variables. The Pearson product moment correlations analysis shows that no correlation is up to 0.6 which indicates no collinearity. This implies that no variable need to be sponged as there is any collinearity among the variables. It is a good indication that the constructs have discriminant validity.

**Reliability Analysis**

Exploratory factor analysis was used to conduct the reliability analysis and this specifically measures internal reliability/consistency. The results are shown below:

**Table 4.8: Factor Analysis:KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.578
Bartlett's Test of Sphericity	Approx. Chi-Square	20323.774
	Df	820
	Sig.	.000

The Kaiser-Meyer-Olkin (KMO) measure of Sampling Adequacy is .578 which is above the .5 benchmark. Values above .50 for either the entire matrix or an individual variable indicate appropriateness (see Hair et al., 2014). On the other hand Bartlett’s Test of Sphericity is 20323.774 with 820 degrees of freedom with significant level of .000. As a rule of thumb, a statistically significant Bartlett’s test of sphericity (sig. < .05) indicates that sufficient correlations exist among the variables to proceed with the analysis. This means the factor analysis is reliable and dependable.

**Table 4.9: Communalities**

	Initial	Extraction
baker_ethnocentrism1	1.000	.738
baker_ethnocentrism2	1.000	.800
baker_ethnocentrism3	1.000	.657
baker_ethnocentrism4	1.000	.581
baker_ethnocentrism5	1.000	.720
baker_ethnocentrism6	1.000	.666
baker_ethnocentrism7	1.000	.696
baker_ethnocentrism8	1.000	.776
baker_ethnocentrism9	1.000	.610
baker_ethnocentrism10	1.000	.619
baker_ethnocentrism11	1.000	.698
baker_ethnocentrism12	1.000	.721
baker_ethnocentrism13	1.000	.655
baker_ethnocentrism14	1.000	.721
baker_ethnocentrism15	1.000	.689
baker_ethnocentrism16	1.000	.792
baker_ethnocentrism17	1.000	.719
cosmopolitanism1	1.000	.691
cosmopolitanism2	1.000	.729
cosmopolitanism3	1.000	.643
cosmopolitanism4	1.000	.762
conspicuous_consumption1	1.000	.745
conspicuous_consumption2	1.000	.708
conspicuous_consumption3	1.000	.845
conspicuous_consumption4	1.000	.718
purchase_intention1	1.000	.818
purchase_intention2	1.000	.695
purchase_intention3	1.000	.719
purchase_intention4	1.000	.727
purchase_intention5	1.000	.830
purchase_intention6	1.000	.678
Patriotism1	1.000	.499
Patriotism2	1.000	.693
Patriotism3	1.000	.714
Collectivism1	1.000	.631
Collectivism2	1.000	.597
Collectivism3	1.000	.683
Conservatism1	1.000	.583
Conservatism2	1.000	.732
Conservatism3	1.000	.613
Conservatism4	1.000	.710

Extraction Method: Principal Component Analysis.

The researcher viewed the communalities to assess whether the variables meet acceptable levels of explanation. Hair et al (2014), recommends that a researcher may specify that at least one-half of the variance of each variable must be taken into account. Using this guideline, the researcher would identify all variables with



communalities less than .50 as not having sufficient explanation. Based on the above and looking at the table of communalities we see that all the items loadings are well above the .5 threshold recommended. No item need to be eliminated in the subsequent analysis.

**Table 4.10: Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.046	14.746	14.746	6.046	14.746	14.746
2	4.841	11.808	26.554	4.841	11.808	26.554
3	2.927	7.139	33.693	2.927	7.139	33.693
4	2.311	5.637	39.330	2.311	5.637	39.330
5	1.925	4.695	44.025	1.925	4.695	44.025
6	1.788	4.361	48.386	1.788	4.361	48.386
7	1.516	3.697	52.083	1.516	3.697	52.083
8	1.449	3.534	55.617	1.449	3.534	55.617
9	1.330	3.244	58.861	1.330	3.244	58.861
10	1.268	3.092	61.953	1.268	3.092	61.953
11	1.138	2.775	64.728	1.138	2.775	64.728
12	1.080	2.634	67.363	1.080	2.634	67.363
13	1.002	2.443	69.806	1.002	2.443	69.806
14	.981	2.392	72.199			
15	.957	2.334	74.532			
16	.915	2.231	76.763			
17	.772	1.882	78.645			
18	.761	1.855	80.500			
19	.704	1.716	82.216			
20	.679	1.656	83.872			
21	.644	1.571	85.443			
22	.618	1.508	86.950			
23	.556	1.357	88.307			
24	.486	1.186	89.494			
25	.464	1.132	90.625			
26	.430	1.048	91.673			
27	.422	1.029	92.702			
28	.393	.957	93.659			
29	.364	.888	94.547			
30	.309	.753	95.300			
31	.283	.691	95.991			
32	.266	.648	96.639			
33	.251	.613	97.252			
34	.216	.526	97.778			
35	.201	.491	98.269			
36	.198	.484	98.753			
37	.154	.376	99.128			
38	.145	.354	99.483			
39	.091	.222	99.705			
40	.080	.194	99.899			
41	.041	.101	100.000			

Extraction Method: Principal Component Analysis.





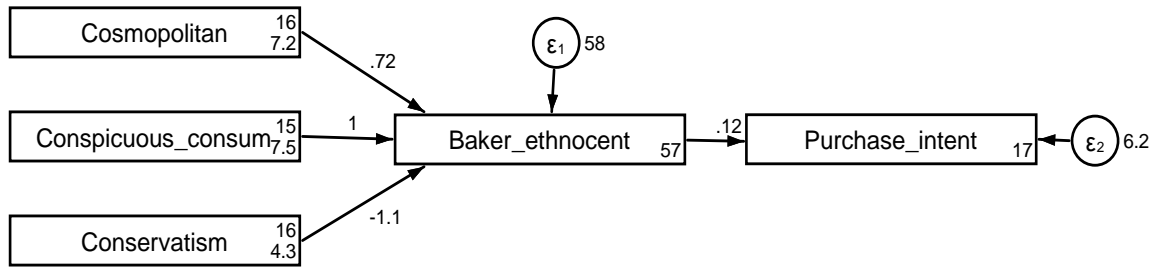


Figure 4.7: Research mediation model

Direct effects

	Coef.	OIM Std. Err.	z	P> z	[95% Conf. Interval]	
<b>Structural</b>						
Baker_ethnocent						
Cosmopolitan	.7151604	.1050863	6.81	0.000	.509195	.9211258
Conspicuous_consum	1.022082	.1025085	9.97	0.000	.8211689	1.222995
Conservatism	-1.055447	.1202249	-8.78	0.000	-1.291083	-.8198102
Purchase_intent						
Baker_ethnocent	.1192861	.0090057	13.25	0.000	.1016351	.136937
Cosmopolitan	0	(no path)				
Conspicuous_consum	0	(no path)				
Conservatism	0	(no path)				

Indirect effects

	Coef.	OIM Std. Err.	z	P> z	[95% Conf. Interval]	
<b>Structural</b>						
Baker_ethnocent						
Cosmopolitan	0	(no path)				
Conspicuous_consum	0	(no path)				
Conservatism	0	(no path)				
Purchase_intent						
Baker_ethnocent	0	(no path)				
Cosmopolitan	.0853087	.0140931	6.05	0.000	.0576867	.1129306
Conspicuous_consum	.1219201	.015305	7.97	0.000	.0919228	.1519174
Conservatism	-.1259001	.0172051	-7.32	0.000	-.1596214	-.0921787

As shown above under the indirect effects, all the three independent variables have statistically significant effect on the dependent variable, purchase intention. Indirect effect of Cosmopolitanism ( $\beta = .085$ ; se = .104;  $z = 6.05$ ;  $p$ -value = .000) is statistically significant as the  $p$ -value is well below the .05 margin of error. Hypotheses 2b was accepted

Indirect effect of Conservatism ( $\beta = -.126$ ; se = .017;  $z = -7.22$ ;  $p$ -value = .000) on purchase intention is statistically significant as the  $p$ -value is well below the .05 margin of error. Hypotheses 5b was fully validated and accepted

The indirect effect of Conspicuous consumption ( $\beta = .122$ ; se = .015;  $z = 7.97$ ;  $p$ -value = .000) purchase intention is statistically significant as the  $p$ -value of .000 is well below the .05 margin of error. Hypotheses 4b was fully validated and accepted

### Assessing the Extent of Mediation

All the indirect relationships are statistically significant at .000 which means we can assess the extent of mediation. Using figure 4.6 and the output below it as well as figure 4.7 and the output below it, we assess the extent of mediation following the process above. The relationship between cosmopolitanism and purchase intention reduced from .12 to .085 and is still significant hence partial mediation is supported. The relationship between conspicuous consumption and purchase intention reduced from a coefficient of .40 to .122 and highly significant hence partial mediation is supported. Also the relationship between conservatism and purchase intention is reduced from -.42 to -.126 hence taking absolute values, partial mediation is supported.

## V. Conclusion

This study is concern with the mediating role of baker ethnocentrism on purchase intention of flour from locally grown wheat. Hence baker ethnocentrism was the mediating variable while five constructs were used as IVs: patriotism, conspicuous consumption, collectivism, conservatism, and cosmopolitanism. Purchase intention was the dependent variable. Questionnaire was used to collect primary data and the analyses were done with structural equations modelling with the aid of Stata 15. The findings from the study are as follows:

- Patriotism has no significant effect on baker's ethnocentrism of flour from domestically grown wheat in Nigeria.
- Ethnocentrism does not mediate the effect of patriotism on purchase intention of flour from domestically grown wheat.
- Cosmopolitanism has a significant effect on baker's ethnocentrism of flour from domestically grown wheat in Nigeria.
- Conservatism has a significant effect on baker's ethnocentrism of flour from domestically grown wheat in Nigeria.
- Collectivism has no significant effect on baker's ethnocentrism of flour from domestically grown wheat in Nigeria.
- Ethnocentrism does not mediate the significant effect of collectivism on purchase intention of flour from domestically grown wheat in Nigeria.
- Conspicuous consumption has a significant effect on baker's ethnocentrism of flour from domestically grown wheat in Nigeria.
- Baker ethnocentrism has a significant effect with purchase intention of flour from domestically grown wheat in Nigeria.
- Ethnocentrism mediates the relationship/effect of cosmopolitanism on purchase intention of flour from domestically grown wheat in Nigeria.
- Ethnocentrism mediates the effect of conservatism on purchase intention of flour from domestically grown wheat in Nigeria.
- Ethnocentrism mediates the significant effect of conspicuous consumption on purchase intention of flour from domestically grown wheat in Nigeria.

This study established that all the five socio-psychological antecedents of ethnocentrism: patriotism, collectivism, conservatism, conspicuous consumption and cosmopolitanism have statistically significant effect on the purchase intention of flour produced from locally grown. The study also established that while patriotism and collectivism have no significant effect on ethnocentrism, conservatism, cosmopolitanism and conspicuous consumption significantly affect customer ethnocentric tendencies toward flour from locally grown wheat. These have implications for the both the flour manufacturers as well as the wheat growers. Patriotism is love for one's country and once this love is entrenched it leads to the tendency to prefer home made products to foreign ones. Hence wheat growers should ensure that they consistency strive for quality likewise the flour producers. This because increased quality will continue to entrench patriotic zeal in the minds of the consumers to continue to patronize the local wheat and the flour made from the wheat. The study also confirmed that ethnocentrism positively and significantly affects buyers purchase intention of flour from locally grown wheat. Ethnocentrism gives consumers feelings of belonging and guidelines for buying behaviour, which can be acceptable to a group and contribute to various evaluations of foreign and domestic goods. In this regard both the government and producers need to come together in launching appeals that create and enhance ethnocentrism among the consumers. The study analyzed the direct effects of the socio-psychological dimensions on baker ethnocentrism; as well as on purchase intention. It also tested the direct effect of ethnocentrism on purchase intention; as well as the indirect effects of the socio-psychological antecedents on purchase intention.

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Ejiofor Happiness Uloma, et. al. "Ethnocentrism Mediation Effect on Social Psychological Antecedents and Bakers Purchase Intention of Local Grown Wheat in Nigeria." *IOSR Journal of Business and Management (IOSR-JBM)*, 23(04), 2021, pp. 01-15.