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Effect of ethnocentrism, country of origin and perceived quality on the purchase intentions of Namibian consumers

Nkoshi, Dandago

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Effect of ethnocentrism, country of origin and perceived quality on the purchase intentions of Namibian consumers

A research report submitted to the Faculty of Commerce, Law and Management, University of the Witwatersrand, in partial fulfilment of the requirements for the degree of Master of Management in Strategic Marketing (MMSM)

February 2022

Research Report submitted by

Dandago Nkoshi

324396

ABSTRACT

Globalization, the internet, and the internet of things has removed numerous physical country boundaries that previously restricted trade and access to foreign goods and services. Brands are no longer restricted to local competitors, but rather to an array of local, regional, and international competitors. This means that local brands are in direct competition only with local brands, but also with international brands.

The purpose of this study was to investigate the relationships between consumer ethnocentrism, country of origin, perceived quality, and their relative impact on the purchase intentions of Namibian consumers. Although numerous studies have been conducted on the subject matter, this area of knowledge is still at its infancy in the Sub- Saharan context.

This study was a quantitative study. The questionnaire was adopted from previous studies relating to the constructs, was structured and un-disguised. Due to the risk of COVID and COVID restrictions, data was collected through a self-administered questionnaire using the Qualtrics online survey platform. A total of 367 questionnaires were collected. Data was analysed using structural equation modelling and multiple regression.

The four hypotheses tested confirmed the relationship between the constructs. The strongest relationship is the one between country of origin and perceived quality.

The study contributes to the literature and theoretical knowledge on consumer purchase intentions in the developing nation context. Findings from this study can be applied to similar studies in developing markets. For consumers, the relationship between local and imported products are not mutually exclusive. For managers, the study confirmed the importance that quality and quality ques have on purchase intentions.

Key words: Consumer ethnocentrism, country of origin, perceived quality, purchase intentions

DECLARATION

I, Dandago Nkoshi, declare that this research report is my work except as indicated in the references and acknowledgements. It is submitted in partial fulfilment of the requirements for the degree of Master of Management in Strategic Marketing at the University of the Witwatersrand, Johannesburg. It has not been submitted before for any degree or examination in this or any other University.

Dandago Nkoshi

Signed at…….

On the……day of……..20……

DEDICATION AND ACKNOWLEDGEMENTS

This dissertation is dedicated to my daughter, Sarah Wilhencia Ndapandula Nkoshi. I love you more than words

From the bottom of my heart, I would like to thank the family members, friends, colleagues, respondents, and Wits faculty members who assisted, supported and advised me throughout this journey. In particular, the following people:

My husband, for your continual love, support, and encouragement

My parents, for all your love and sacrifices. Thank you for instilling in me the value of education and humility

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CHAPTER 1:**INTRODUCTION**

1.1 Purpose of the study

The purpose of this study is to investigate the associative links that ethnocentrism, county of origin and perceived quality have on the purchase intentions of consumers.

The research intends to contribute to the academic body of purchase intentions for consumers in developing nations. Although several studies have been done on the subject matter, this area of knowledge is still at its infancy in the Sub- Saharan context, particularly Namibia (Batra et al, 2000; Opoku & Akorli, 2009; Liefeld, 1993; Verlegh & Steenkamp, 1999). Historically, a bulk of market research and theories are done in industrialized countries and high income nations (Burgess and Steenkamp, 2006). To contribute to the academic discipline of marketing as well as to ensure its managerial relevance, it is critical to ensure research and theories are tested and developed within emerging markets (Burgess and Steenkamp, 2006). In addition to the academic contribution, results and recommendations from the research can provide brand owners with practical feedback on factors that drive purchase intentions in Namibia.

Globalization, greater access to travel and the internet has removed numerous physical country boundaries that previously restricted trade and access to foreign goods and services (Opoku & Akorli, 2009). Brands are no longer restricted to local competitors, but rather to an array of local, regional and international competitors (Batra et al, 2000). This means that local brands are in direct competition with international brands.

At present, Namibia still imports the majority of what it consumes (National Planning Commission, 2017). In the National Development Plan (NDP) 5 (2017), the Namibian government confirms their renewed dedication towards strengthening the export capacity by creating conditions that will promote industrialization and strengthen the manufacturing sectors. The challenge for Namibian manufacturers lies in creating brands that can compete with the imported international brands. Previous research on COO has found that in developing nations, consumers prefer to purchase imported products from developed nations (Batra et al, 2000; Opoku & Akorli, 2009; Liefeld, 1993; Verlegh & Steenkamp, 1999). These imported products are often more expensive and carry a status symbol (Batra et al, 2000). For the local manufacturing industry to grow and thrive, they require the local demand for locally manufactured brands (Team Namibia, 2017).

The research intends to contribute to the academic body of purchase intentions for consumers in emerging markets. In addition to the academic contribution, results and recommendations from the research can provide brand owners with practical feedback on factors that drive purchase intentions in Namibia.

The research used the decision-making process as the theoretical framework. Consumer decision-making models have been used extensively to understand and explain the behaviour and process that consumers undergo when choosing to purchase a product or a service.

1.2 Context of the study

There are tremendous opportunities that the African market holds (Mahajan, 2008). Although Mahajan focuses on the opportunity for global brands on the continent, there also lies an opportunity for African states to themselves benefit from their market. Considering the findings of previous research on the country of or in effect in developing nations (Verlegh & Steenkamp, 1999), the challenge to local manufacturers is how do they create brands that have the potential to overcome the country of origin effect?

Over the years, the Namibian government and private business community have made conscious efforts to support and grow local manufacturing, entrepreneurship, and brands (National Planning Commission, 2017). National development documents such as the NDP 5, the passing of two key legislations in recent years, the Public Procurement Bill (2015) and the Namibian Retail Sector Charter (2015), as well as the establishment of Team Namibia (Team Namibia, 2017) are all testament to this. Public Procurement Bill and Namibian Retail charter encourage the support of local manufacturers and suppliers. Team Namibia is a non-profit organization whose mandate is to “enable Namibians to advance their own economically sustainable future by promoting the use of local products and services” (Team Namibia, 2017).

Verlegh and Steenkamp conducted a review of country of origin research (1991). They confirm that country of origin has an effect on perceived quality, attitudes and purchase intentions (1999). Country of origin effect was greater on perceived quality than on attitudes and purchase intentions (Verlegh & Steenkamp, 1999). Wang and Chen (2004) recognize the importance that perceived quality and ethnocentrism have on consumers and their

purchase intentions of local brands in the developing nations context. Because COO relates to a products' national identity, it cannot be considered without looking at the emotional attachment that consumers may have. Botshen and Hemettsberger (1998) find that consumers relate COO to feelings of national pride, and not just perceived quality. It can thus confirm that there is a clear relationship between COO, perceived quality and ethnocentrism, and ultimately the varying impact they have on purchase intentions.

1.3 Problem statement

Local brands in developing nations are in all likelihood to be perceived as less value for money and low quality compared to the imported alternatives (Ger et al., 1993). Within the developed world context, prior research has shown that consumer ethnocentrism and country of origin perceptions have led to positively perceived quality ques and ultimately increased likelihood of purchase intentions ((Steenkamp, et al., 2003). The reverse appears opposite with the developing world context.

Consumers generally buy need satisfaction, and not product attributes (Hawkins & Mothersbaugh, 2010). They purchase products based on the assertion that the product or service will meet their desired need (Hawkins & Mothersbaugh, 2010). For local brands to compete against the imported brands, they need to meet the consumers desired needs. The trend is that the preference for local products is weaker in developing nations (Wang & Chen, 2004).

1.3.1 Main problem

Namibian brands struggle to compete with imported alternatives. The research investigated the effect that country, ethnocentrism, and perceived quality have on the purchase intentions of Namibian consumers (Verlegh and Steenkamp, 1999). This was mapped by using the consumer decision-making process.

1.3.2 Sub-problems

The first sub-problem is to investigate the effect of ethnocentrism on the country of origin

The second sub-problem is to investigate the effect of country of origin on perceived quality

The third sub-problem is to investigate the effect of country of origin on purchase intentions

The fourth sub-problem is to investigate the effect of perceived quality on purchase intentions

1.4 Significance of the study

Technology, greater ease of travel, the internet and free trade policies have opened up country borders (Laroche & Mourali, 2003). Most research of the country of origin effects have used data from developed countries (Batra et al, 2000; Heslop & Papadopoulos, 1993). There is minimal theory to suggest how consumers in developing markets may respond to country of origin effects (Batra et al, 2000). Watson and Wright (2000) recommend that research in consumer decision making process be done across various locations, settings, time and people.

The findings of the research aims to expand the theory of work on drivers of consumer purchase intentions within the Sub-Saharan context. It seeks to gain insights into the relationships that ethnocentrism, country of origin and perceived quality have with each other, and ultimately on the impact that they have on the purchase intentions of Namibian consumers. There is a lack of studies relating to consumer behaviour in regions other than western and eastern countries (Pe~na-García et al, 2020).

As an input for managerial decision-making, the findings of the study may assist marketers to design their marketing mix strategies. It may be strategically advantageous for local manufacturers and may enable local manufactures to communicate the relevant messaging, in the relevant tone and language. The research findings provide a practical knowledge on variables that positively influence the perceptions and buying behaviour of Namibian consumers.

Further, it assists in understanding of how consumers contrast local with imported products and how and why their perceptions may be influenced as a result of bias and error (Shimp & Sharma, 1987). The CETSCALE is “the consumer ethnocentrism tendencies scale” (Shimp & Sharma, 1987, p. 281). Shimp and Sharma created it in 1987 to measure consumer ethnocentrism. Findings from the CETSCALE test give insights as to “the level of ethnocentric tendencies for local consumers” and whether the use of terms such as “Made in Namibia”

and “Proudly Namibian” have a positive effect of local purchase intentions (Shimp & Sharma, 1987).

For practical purposes, marketing managers would like to understand the drivers of purchase intentions in order to maximize strategies for new and existing products. This includes strategies on segmentation and integrated marketing and communication plans. From an innovation perspective, it can act as critical input for product development.

Purchase intentions is an important indicator for estimating consumer behaviour. Purchase intentions are often used “to pre-test advertising and evaluate proposed promotions for both new and existing products” (Bird and Ehrenberg, 1966, p.33). Numerous researchers also use purchase intentions as a tool for purchase behaviour (Schlosser, 2003).

1.5 Delimitations of the study

Research previously conducted on the country of origin effect have included, but not limited to, the variables below (Barta et al, 2000; (Eroglu & Machleit, 1989) (Huddleston, Good, & Stoel, 2001) (Kinra, 2006) (Liefeld, 1993) (Narang, 2016) (Opoku & Akorli, 2009) (Verlegh & Steenkamp, 1999):

- Brand image, name and familiarity
- Price
- Quality
- Taste
- Admiration
- Ethnocentrism

However, the research only explores the effect that ethnocentrism, country of origin and perceived quality has on purchase intentions. Testament to these constructs, Wang and Chen (2004) find that consumers involve a dilemma between ethnocentrism and quality judgements. Verlegh and Steenkamp (1999) find that country of origin has an influence on perceived quality, purchase intentions and consumer attitudes. The relations between ethnocentrism, country of origin and perceived quality has been tested and confirmed.

In their research, Watson and Wright (2000) mention the challenges that may arise when measuring consumer ethnocentrism in circumstances where a local product is not available to compare to the imported product. The research only considers products that are locally manufactured.

1.6 Definition of terms

The table 1.1 below outlines the definition of key terms for the research paper.

Table 1.1: Definition of terms

Term	**Definition**
Ethnocentrism	"It represents the universal tendency for people to view their own group as the centre of the universe, to interpret other social units from the perspective of their own group, and to reject persons who are culturally dissimilar while blindly accepting those who are culturally like themselves" (Shimp & Sharma, 1987, p. 281)
Country of origin	"Consumers differentiate products from different origins" (Opuku & Akorli, 2009, p. 351). "Brand's country of origin serves as an extrinsic cue (along with price and brand name) that supplements the use of intrinsic cues (perceptions of design, performance, etc.)" (Batra et al, 2000, p. 84).
Perceived quality	"The totality of features and characteristics of a product or a service that bear on its ability to satisfy stated or implied needs" Kotler and Keller (2016, p. 195).

Purchase intentions	“The willingness of a customer to buy a certain product or service. Purchase intention is a dependent variable that depends on several external and internal factors”.
Consumer decision-making process	“Is the decision-making process used by consumers regarding market transactions before, during, and after the purchase of a good or service. It can be seen as a particular form of a cost–benefit analysis in the presence of multiple alternatives”

CHAPTER 2: **LITERATURE REVIEW**

2.1 Introduction

The theoretical framework and literature review for the study are outlined in this chapter. The three main areas of theory, namely; perceived quality, country of origin and ethnocentrism, are described in more detail. With the literature review as its basis, research hypotheses and a conceptual model is proposed.

To set the tone and give background to the area of marketing research that topic lies, the consumer decision-making process is discussed.

2.2 Background discussion

2.2.1 Consumer decision making process

The consumer decision-making process is “the process used by consumers regarding market transactions before, during, and after the purchase of a good or service. It can be seen as a particular form of a cost–benefit analysis in the presence of multiple alternatives” (Schiffman et al., 2010, p. 481). Consumer decisions can be the result of a singular problem or a combination of numerous problems (Hawkins & Mothersbaugh, 2010). The types of decision-making processes vary from low-involvement purchases to high- involvement purchases. As decision making processes moves from low to high involvement purchase, so does the complexity and the steps in the process (Hawkins & Mothersbaugh, 2010). The decision-making processes are seldom distinct, but rather interrelated (Hawkins & Mothersbaugh, 2010). The decision process is informed by the purchase involvement.

The consumer decision-making process is a series of activities; namely “problem recognition, information search, brand evaluation and selection, outlet choice and purchase, and post purchase processes” (Hawkins & Mothersbaugh, 2010). It is used by consumers with regard to “their purchase before, during, and after the purchase of a good or service”. It is a process in which consumers conduct opportunity cost analysis when there are a number of alternatives available.

The two case studies are for low involvement, repeat purchase products. As such, the research looks specifically at what impact ethnocentrism, COO and perceived quality have on the nominal decision making process.

Figure 2.1 outlines the consumer decision making process.

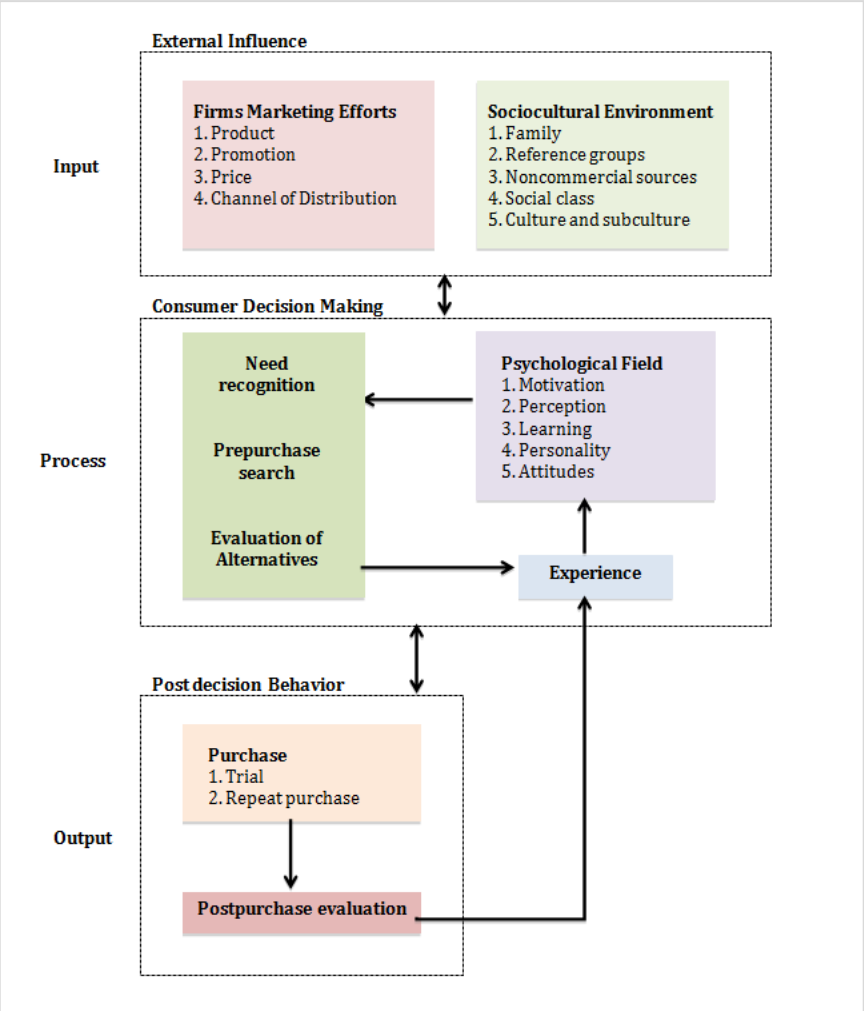


Figure 2.1: Decision making process (Schiffman et al., 2010)

Understanding of consumer behaviour requires knowledge of the consumer, primary stimulus as well as the situation in which the response is taking place (Hawkins & Mothersbaugh, 2010).

2.3 Purchase intention

Purchase intentions is the “willingness of a customer to buy a certain product or a certain service” (Shah et al., 2012, p.106). Purchase intention is “a kind of decision-making that studies the reason to buy a particular brand by consumer” (Shah et al., 2012, p.106). The process is generally linked to the perceptions, attitudes and behaviour of consumers. Purchase intentions are an output of the consumer decision-making process.

For marketing managers, the purchase intentions are a leading indicator for predicting future demand which assist in marketing strategies as well as planning market needs (Morwitz, 2014).

Purchase intention is a dependent variable. Purchase intentions are influenced by numerous external and internal factors. Country of origin, ethnocentrism and perceived quality are the variables impacting purchase intentions that are investigated in this research paper.

Numerous studies have confirmed the direct correlation between purchase intentions and purchase behaviour (Morwitz and Schmit-tlein, 1992; Morwitz et al., 1996). Marketing managers often measure purchase intentions and use the findings as a key contributor towards strategies for services and products- for new and old offerings. Purchase intentions correspond and can predict the probability of future purchases.

Purchase intention leads to favourable brand association. Positive brand association will prompt consumers to make the actual purchase (Fishbein and Ajzen, 1975; Schiffman and Kanuk, 2007). Purchase is more likely when consumers are familiar with a brand (Kamins & Marks, 1991).

In a study, Warshaw (1980) find that purchase intentions outperform cognitive measures and beliefs as a viable to purchase.

While purchase intentions are a good predictor for what consumers will purchase, they are not an exact science (Morwitz, 2014). A positive purchase intention is likely to lead to purchase, but is not guaranteed. A number of components influence the strength of the correlation between purchase intentions and actual purchase (Morwitz, 2014). Purchase

intention versus actual purchase are measured at different times along the consumer journey. Purchase intentions is a reflection of the consumers present need state.

2.3.1 Measure of purchase intentions

Purchase intentions is the main predictor for buying behaviour (Peña-García et al, 2020).

Purchase intentions are usually measured by asking consumers what their probability of purchasing a product is over a specific period (Morwitz, 2014). Response options are typically a 5 point or 7 point Likert scale.

2.4 Ethnocentrism and country of origin

The term consumer ethnocentrism stems from the concept of ethnocentrism. Ethnocentrism was introduced in 1906 (Shimp & Sharma, 1987). It represents the “universal tendency for people to view their own group as the centre of the universe, to interpret other social units from the perspective of their own group” (Shimp & Sharma, 1987, p. 282). It further “rejects persons who are culturally dissimilar while blindly accepting those who are culturally like themselves” (Shimp & Sharma, 1987, p. 282). The “symbols and values of one's own ethnic or national group become objects of pride and attachment, whereas symbols of other groups may become objects of contempt” (Levine and Campbell, 1972).

Watson and Wright (2000, p. 1152) state that “consumer ethnocentrism may result in an overestimation of the attributes and overall quality of domestic products and an underestimation of the quality of foreign products”. Moral considerations are a prompt for consumers to purchase local products even though the quality may be mediocre relative to the imported alternatives (Wall and Heslop, 1986).

Consumer ethnocentrism can be an important input to making strategic decisions relating to products and services within the global marketplace (Siamagka & Balabanis, 2015). Insights can impact branding decisions and entry into the market.

Consumer ethnocentrism is a moderating factor for purchase intentions. It is a confirmed prejudice among consumers in favor of local products versus that of imported products (Steenkamp, Batra, & Alden , 2003).

Many consumer decisions are based on feeling or emotions associated with using or purchasing a specific brand (Hawkins & Mothersbaugh, 2010). Brands may be selected not for their functional benefits, but rather for their emotive benefits.

In the minds of consumers who have highly ethnocentric, purchasing imported products can hamper the local economy and is a reflection of a low sense of patriotism (Shimp & Sharma, 1987).

There is a greater disposition to purchase goods and services from nations that have the similar political, social and economic background as that of consumers' country (Crawford and Lamb, 1981). Consumers who are highly ethnocentric have more positive attitudes towards goods and services from culturally similar nations, than consumers who display lower levels of ethnocentrism (Lantz and Loeb, 1996)

However, the above may not be true within the developing nation context. Consumers who are highly ethnocentric "may not necessarily perceive domestic products as being of higher quality than imports, even though she/he rejects foreign products on moral grounds" (Wang & Chen, 2004, p.392). Such consumers may not be proud of their purchase of imported products. Status and signs of wealth are often shown by purchasing high value imported products (Ger et al., 1993). The tendency to reject imports, as is seen in developed nation, may not hold true in a developing nation as important token of social status is as important.

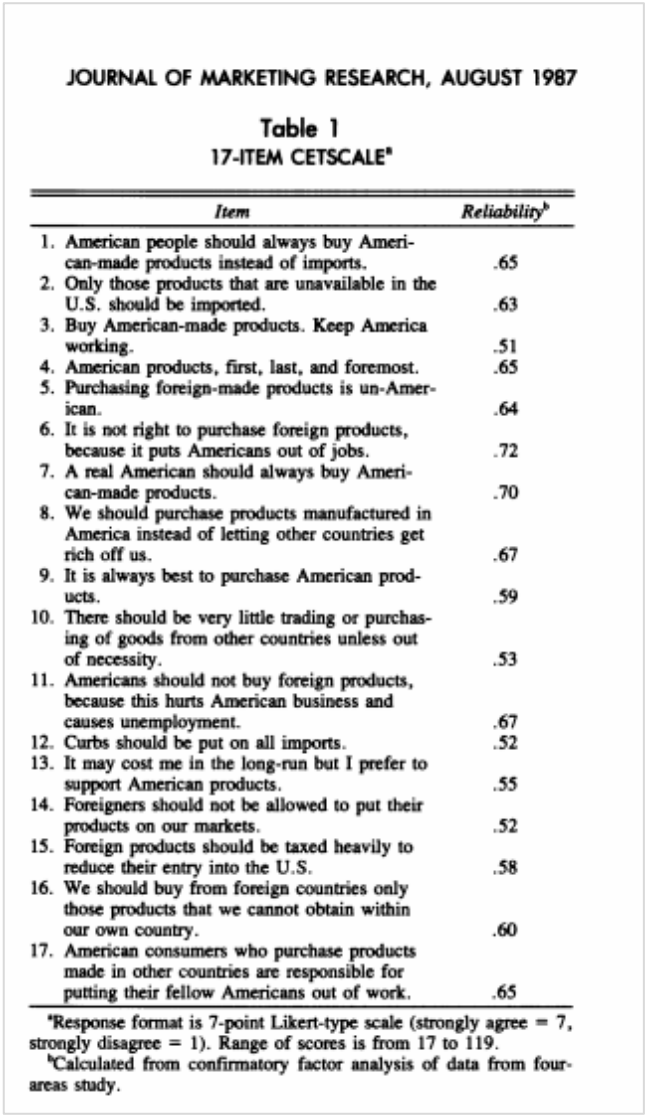
In the study of the impact of possessions on our identity, Belk found that consumers' physical assets are an important contributor to and reflection of their identities (Belk, 1988). Due to the economic transition in developing countries, the income inequalities and status mobility is high (Belk, 1988). There is a great desire to show one's status through one's possessions. There still remains a high income disparity in Namibia, 27 years after independence. Although positive strides have been made in reducing the income inequalities and poverty levels, the 2017 preliminary Gini coefficient results ranks Namibia at 0.572, down from 0.597 in 2009 (New Era Newspaper, 2017). The Income Gini coefficient is the "measure of the deviation of the distribution of income among individuals or households within a country from a perfectly equal distribution" (United Nations Development Programme, 2017) . Zero signifies absolute equality, while a value of one hundred signifies absolute inequality.

The country of origin of a product often acts as a prompt towards igniting ethnocentric tendencies in consumers (Huddleston et al., 2001).

2.4.1 Measure of ethnocentrism

Shimp and Sharma (1987) designed a scale to measure “the consumer ethnocentric tendencies related to purchasing foreign- versus American-made products”. The scale is referred to as CETSCALE (Shimp & Sharma, 1987). It was developed as the existing scales at that time were not directly relevant to consumer behaviour studies. The 17 point scale is depicted below. The 17 point scale measures the “tendency of consumers to act consistently towards foreign and domestic products” (Watson & Wright, 2000, p.1152). Although the tendencies may lead to attitudes, this is not an automatic assertion (Shimp & Sharma, 1987; Watson & Wright, 2000).

Figure 2.2 below refers to the 17-item CETSCALE.



JOURNAL OF MARKETING RESEARCH, AUGUST 1987

Table 1
17-ITEM CETSCALE[a]

Item	Reliability[b]
1. American people should always buy American-made products instead of imports.	.65
2. Only those products that are unavailable in the U.S. should be imported.	.63
3. Buy American-made products. Keep America working.	.51
4. American products, first, last, and foremost.	.65
5. Purchasing foreign-made products is un-American.	.64
6. It is not right to purchase foreign products, because it puts Americans out of jobs.	.72
7. A real American should always buy American-made products.	.70
8. We should purchase products manufactured in America instead of letting other countries get rich off us.	.67
9. It is always best to purchase American products.	.59
10. There should be very little trading or purchasing of goods from other countries unless out of necessity.	.53
11. Americans should not buy foreign products, because this hurts American business and causes unemployment.	.67
12. Curbs should be put on all imports.	.52
13. It may cost me in the long-run but I prefer to support American products.	.55
14. Foreigners should not be allowed to put their products on our markets.	.52
15. Foreign products should be taxed heavily to reduce their entry into the U.S.	.58
16. We should buy from foreign countries only those products that we cannot obtain within our own country.	.60
17. American consumers who purchase products made in other countries are responsible for putting their fellow Americans out of work.	.65

[a]Response format is 7-point Likert-type scale (strongly agree = 7, strongly disagree = 1). Range of scores is from 17 to 119.
[b]Calculated from confirmatory factor analysis of data from four-areas study.

Figure 2.2: Measure of ethnocentrism (Shimp & Sharma, 1987)

Demographic variables of consumers influence the levels of ethnocentrism in consumers (Shimp & Sharma, 1987).

2.4.2 Ethnocentrism and purchase intentions

Ethnocentrism is a mediating factor that influences country of origin perceptions. The influence of ethnocentrism on purchase intentions will vary between developed and developing nations. This is because consumers evaluate the quality perceptions of imported

products differently to that of local products. Consumers from developing nations often consider imported products as symbols of status (Batra et al., 2000).

Ethnocentrism is likely to be a lesser mediating factor when considering products imported from higher income countries. Products from higher income countries gain from the positive perceptions of the country of origin. Despite being ethnocentric, consumers may deem products imported from high income countries as being of superior quality by virtue of the country image (Yagci, 2001).

Based on the literature, the hypothesis is:

2.4.3 Hypothesis 1

H1 null: Consumer ethnocentrism has no effect on country of origin perceptions

H1 alternate: Consumer ethnocentrism has an effect on country of origin perceptions

2.5 Country of Origin and perceived quality

2.5.1 Definition of Country of Origin

Country of origin is “the picture, the reputation, the stereotype that consumers attach to products of a specific country. This image is created by such variables as representative products, national characteristics, economic and political background, history and traditions” (Nagashima, 1970, p.67). Country of origin image is “the collection of perceptions associated to a certain product merely because it originates from a given country” (Nagashima, 1970, p.68).

Schooler (1965) first investigated the national image in 1965. The investigation confirmed that consumer recognition, attitude, and buying intention are influenced by the national image.

Country of origin does influence the “product appraisal, the manufacturing industry and the consumers’ product purchase decision process” (Bilkey and Nes, 1982, p.91). Product knowledge is an important consideration when consumers are making decisions relating to purchase intentions.

Research is limited on the country of origin impact on consumer evaluation in developing nations. Although extensive research has been conducted on consumer country of origin perceptions, little, if any, has been done about the topic in Sub-Saharan Africa, and more specifically, Namibia (Opoku & Akorli, 2009). Previous research on the impact of country of origin on product considerations shows that “consumers perceive products made in developed countries to be of higher quality compared with products made in emerging markets” (Josiassen and Harzing, 2008, p.4).

Perceptions of design and performance are intrinsic ques. Batra et al (2000) state that country of origin acts as an extrinsic cue that adds to the use of intrinsic cues. Other extrinsic cues are price and brand name. These cues inform consumers to make assumptions about quality, and influencers their perceptions about product attributes (Han, 1989). The country image of a product seems to influence consumer evaluation of product risk, likelihood of purchase, quality and other mediating variables (Liefeld, 1993).

Country of origin works to the advantage of local manufactures in developed nations. Products from developed nations are prone to have higher quality perceptions than imported products (Wang and Chang, 2004).

Previous research has shown that consumers in developing nations not only tend to prefer imported products, but also to observe products from developed nations to be of a higher quality and hold higher perceived value (Batra et al., 2000). With the exception of certain brands such as Coca-Cola, global brands are generally pricier and more exclusive than local brands (Batra R et al, 2000). This contributes to the perception that global brands carry a greater prestige appeal than local brands (Steenkamp, Batra, & Alden , 2003)

Early research on country of origin established it as a cue by consumers in their product evaluation (Bilkey & Nes, 1982). The first experiment relating to country of origin was done by Schooler and Wildt (1968). Respondents were requested to rate to identical glasses, one that was made in Japan and the other made in the United States of America. Schooler and Wildt found that although the two glasses were undistinguishable in all regards except for the country of origin, the product evaluations were significantly different.

All products have extrinsic and intrinsic attributes that collectively inform the consumer's evaluation process. The impact of country of origin as an extrinsic cue is exaggerated where the consumers are not well acquainted with the product or the category.

Country of origin is an external factor. Country of origin is context dependant and there are a number of variables that can influence the country of origin effect.

2.5.2 Measurement of country of origin

Any instrument that aims to measure country of origin must "include items that address three facets: general country attributes, general product attributes, as well specific product attributes". The first scale for country of origin was created by Parameswaran and Pisharodi (1994, p. 45). It had 40 items, each measured by ta 10- point rating scale, ranging from strongly disagree to strongly agree. The revised scale consists of 24 items. For the research, a 14 point scale is adopted.

2.5.3 Country of origin and perceived quality

The country of origin cue "helps consumers to make inferences about quality, and affects their beliefs about product attributes" (Han, 1989, p.223). The relationship between quality perceptions and country of origin is overstated when consumer ethnocentrism is involved (Shimp and Sharma, 1987).

Consumers in developing countries perceive the country of origin as a key factor in determining a brand's overall quality (Batra et al, 2000). This is as a result of the desire to use products to drive status. Consumers in developing nations perceive products imported from developed countries to be of a superior value than local products. This finding is proven to be true in the following case studies: The People's Republic of China, Vietnam, Nigeria, Democratic Republic of Congo, Zimbabwe, Romania, Turkey, Ethiopia and Peru (Barta et al, 2000).

2.5.4 Hypothesis 2

H2 Null: Country of origin has no effect on quality perceptions for Namibian consumers

H2 Alternate**:** Country of origin has an effect on quality perception for Namibian consumers

2.6 Country of origin and purchase intentions

Country of origin is “the picture, the reputation, the stereotype that consumers attach to products of a specific country. This image is created by such variables as representative products, national characteristics, economic and political background, history and traditions” (Nagashima, 1970, p.69).

By virtue of being favorably related to perceived brand quality and prestige, perceived international brands are positively related to purchase likelihood. Research also suggests that majority of consumers will be interested in details relating to country-of-origin before making a purchase (Hugstad and Duur, 1986).

2.6.1 Measurement of willingness to buy foreign products

Purchase intentions are usually measured by asking consumers what their probability of purchasing a product is over a specific time frame (Morwitz, 2014). Response options are typically a 5 point or 7 point Likert scale.

2.6.2 Hypothesis 3

H3 Null: Country of origin has no effect on purchase intentions for Namibian consumers

H3 Alternate**:** Country of origin has an effect on purchase intentions for Namibian consumers

2.7 Perceived quality and purchase intentions

Kotler and Keller define quality to be “the totality of features and characteristics of a product or a service that bear on its ability to satisfy stated or implied needs” (2016). It is a product attribute and is a consideration factor when consumers make product decisions. This definition is customer centric as it denoted to the ability of a product or service to cater to the customer’s needs. High level of quality related to a higher level of customer satisfaction (Kotler & Keller, 2016). Quality has two dimensions: level and consistency (Kotler & Armstrong, 2010). Level refers to the level at which a product performs relative to the other product offerings. Consistency on the other hand refers to a product as being “free from

defects and consistency in delivering a targeted level of performance" (Kotler & Armstrong, 2010).

Quality perception is "a multi-dimensional concept including appearance, color and design, durability, fashion, functionality, prestige, reliability, technical advancement, value for money, and workmanship" (Watson and Wright, 2000, p.1152)

Perceived quality is not the same as objective quality. Perceived quality "is a global assessment characterized by a high abstraction level and refers to a specific consumption setting" (Zeithaml, 1988, p.320). Objective quality on the other hand, refers to the "actual technical excellence of the product that can be verified and measured" (Monroeand Krishman, 1985). Interpretation of quality may vary from market to market, depending on local quality needs (Steenkamp, Batra, & Alden , 2003)

Consumers in developing nations perceive products from developed nations to be of a higher quality and hold higher perceived value (Batra et al., 2000). Imported products hold the perception of being of a superior value than that of locally manufactured products.

The perceived quality a product is an important consideration when assessing purchase intentions. Positive quality perceptions has a positive impact on purchase intentions for consumers. Higher quality product is likely to create higher purchase intention for consumers compared to lower quality products.

2.7.1 Measuring perceived quality

Measuring quality perceptions can be challenging as it is a multi-dimensional concept and perceptions will vary depending on the local quality needs. Perceived quality of domestic products will be measured by a scale adopted from Klein et al. (1998)

2.7.2 Perceived quality and purchase intentions

A direct relationship between purchase intentions and perceived quality has been established by some scholars, while other have stated that the relationship between the two constructs are indirectly mediated by satisfaction.

Through perceived value, perceived quality will positively influence purchase intentions. Ho (2007, p.36) also asserts that “the higher the perceived quality and perceived value of the private brand foods, the higher buying intention to consumers”. This is furthermore supported by Chang (2006) and Wu (2006) who conclude that “purchase intention and perceived quality are positively related”.

Perceived quality is a significant driver of purchase intentions, regardless of product category, consumer segment or period (Jacoby & Olson, 1985). These quality perceptions can be formed and changed at any point throughout the consumer purchasing journey (Castleberry & McIntyre, 1992). Perceived product quality acts as a “mediator between extrinsic cues and perceived customer value” (Dodds et al.,1991).

2.7.3 Hypothesis 4

H4 Null: Perceived quality has no effect on consumer purchase intention in Namibia

H4 Alternate: Perceived quality has an effect on consumer purchase intention in Namibia

2.8 Summary of hypotheses to be tested

In the developing nation context country of origin, ethnocentrism and perceived quality all have an impact on consumer purchasing intentions. Previous research has shown that the country of origin effect and ethnocentrism do not work in favour of local brands in developing nations. The research aims to obtain insights that will be sufficient to address the hypotheses below:

2.8.1 Hypothesis 1

H1 Null: Consumer ethnocentrism has no effect on country of origin perceptions

H1 Alternate: Consumer ethnocentrism has an effect on country of origin perceptions

2.8.2 Hypothesis 2

H2 Null: Country of origin has no effect on quality perceptions

H2 Alternate**:** Country of origin has an effect on quality perceptions

2.8.3 Hypothesis 3

H3 Null: Country of origin has no effect on purchase intentions

H3 Alternate**:** Country of origin has an effect on purchase intentions

2.8.4 Hypothesis 4

H4 Null: Perceived quality has no effect on consumer purchase intentions

H4 Alternate: Perceived quality has an effect on consumer purchase intentions

2.9 Conceptual Framework

The conceptual framework was developed on the basis of the literature review. The relationships that the constructs have are implied based on previous research conducted. The first hypothesis assumes that Namibian consumers are ethnocentric and that their ethnocentrism will positively influence their country of origin perceptions. The second hypothesis assumes that country of origin perceptions will positively influence perceived quality. The third hypothesis assumes that country of origin perceptions will positively influence the purchase intentions of Namibian consumers. The forth hypothesis assumes that perceived quality will positively influence purchase intentions.

Figure 2.3 below maps out the conceptual framework for the research.

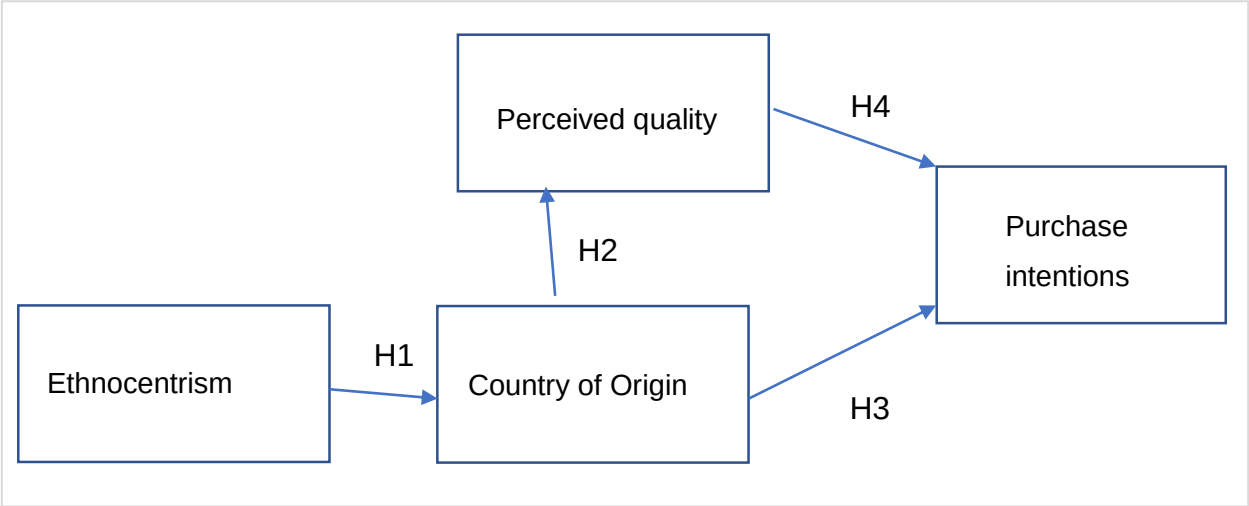


Figure 2.3: Proposed conceptual framework

H1**:** Consumer ethnocentrism has an effect on COO perceptions

H2: Country of origin has an effect on perceived quality

H3: Country of origin has an effect on purchase intension

H4: Perceived quality has an impact on purchase intention

CHAPTER 3: **RESEARCH METHODOLOGY**

This chapter covers all the details relating to the research methodology.

3.1 Introduction

Burgees and Steenkamp (2006) found that the emerging market interpret particular theories differently to that of consumers in developed nations. Furthermore, in their review and meta-analysis on country of origin theory, Verlegh and Steenkamp (1999) find that variances in income are an important cue underlying the country of origin effect.

The research methodology was quantitative research.

3.2 Research methodology / paradigm

A quantitative research methodology was used for the research. It made use of a structured questionnaire using an online survey. The relationship between the various constructs have already been established in previous research. The research provided insights into the impact of the hypotheses in the Namibian market.

3.3 Research Design

A structured, un-disguised questionnaire was used for the study. Advantage is that is that fixed alternative questions provide the entire sample population with clear and standard questions (Iacobucci & Churchill , 2010).

At the initial research design phase, the plan was to conduct research in grocery stores (mall intercepts) where purchasing decisions are made. This would allow for the persons conducting the research to observe the respondents both before and after being prompted about local versus imported brands. However, due to COVID restrictions, the research was conducted online. The questionnaire was added as a research project on Qualtrics and the link was shared to consumers living in Namibia to complete.

A multimode strategy was used to distribute the questionnaire. The questionnaire was shared with respondents via email, Whatsapp and shared on social media platforms (Facebook and Instragram).

Research was conducted in English, as it is the only official language in the Republic of Namibia.

The key disadvantage identified is that fixed alternative questions limits respondents who may want to elaborate on a particular matter in the survey (Iacobucci & Churchill , 2010). Complete response rates for online surveys are generally low, as such the length of the survey was kept as short as possible to encourage respondents to complete the fully survey.

3.4 Population and sample

3.4.1 Population

A population is “a complete set of people with a specialized set of characteristics, and a sample is a subset of the population” (Iacobucci & Churchill , 2010, p.284). The study population is “the subset of the target population available for study. The study sample is the sample chosen from the study population” (Iacobucci & Churchill , 2010, p.284).

The target population for the research are Namibian consumers above the age of 18 with purchasing power. As the research was conducted online, the accessible population were all Namibians above the age of 18 who have purchasing power and have access to stable and reliable internet. More segments of society are using the internet for information and communication (Wright, 2006).

The target population for the study was as follows:

National status: Respondents that live in Namibia

Age: Respondents over the age of 18 (as the survey related to the purchase of alcoholic beverages)

3.4.2 Sample and sampling method

Principal goal of survey samples is to “be able to make reliable and accurate inferences to the broader population” (Nayak and Narayan, 2019). The research questionnaire was shared with online panels. For online surveys, the researcher cannot guarantee sample population

was mainly from targeted population as the link can be opened and the form completed by anyone (Nayak and Narayan, 2019).

The chosen sampling method was convenience sampling. It is a non-probability sampling method (Iacobucci & Churchill , 2010). Research aimed to target 250 questionnaire respondents. However, the final number of respondents were 367.

3.5 The research instrument

The selected research instrument was a structured, un-disguised questionnaire. The questionnaire had four sections each with questions relating to: demographic information, customer ethnocentrism, country of origin and perceived quality. The questionnaire was uploaded on Qualtrics as a research project.

One of the disadvantages of online self-administered questionnaires is the low response rate relative to other methods of data collection (Ilieva and Healey, 2002). To overcome the risk of a low response rate, the questionnaire was shared with over 400 respondents to ensure that at least 250 completed questionnaires are received.

An advantage of online surveys is the quicker response time (Ilieva and Healey, 2002). Respondents are able to receive and complete the questionnaire within a short period of time. Another advantage of the online surveys is the minimum costs associated with data collection at scale (Ilieva and Healey, 2002). The completed surveys were easily downloaded and used as an input into software for the data analysis.

An online questionnaire was used to collect the data. The link to the questionnaire was shared with participants and was live for a period of no less than 14 days. This allowed the participants sufficient time to complete the survey at a time convenient for them. Participants were encouraged to complete the survey in one sitting. Respondents had to use the link to visit the Qualtrics website to complete the questionnaire.

All participants were required to agree to the consent form prior to the start of the research. The consent form was separate to the main questionnaire.

The demographic questions included at the start of the questionnaire were the following: gender, age, ethnicity, education, and income. No questions that collect personally

identifiable information were asked. IP addresses were stripped from the dataset. Ensuring respondent anonymity, confidentiality and privacy are key ethical considerations in online survey research (Nayak and Narayan, 2019).

To test ethnocentrism: The shortened 6 item version of The Shimp and Sharma (1987) CETSCALE was used

To test country of origin perceptions: 14 point scale adopted from Parameswaran and Pisharodi (1994)

To test quality perception: Quality judgment of domestic products was measured by a scale adopted from Klein et al. (1998)

To test purchase intentions: 6-item willingness to buy foreign products adapted from Klein et al. (1998)

3.6 Validity and reliability

Validity and reliability are crucial in the assessment of the quality of the research. Validity assess the “research instrument and the extent to which the instrument is measuring what is it designed to measure” (Iacobucci & Churchill , 2010). It confirms the degree to which results are truthful. Reliability refers to the consistency of the measuring tool. If the findings from the research are consistently replicated, they are reliable (Iacobucci & Churchill , 2010). In order for research to be credible, it needs to be both valid and reliable.

The prosed research methodology and questions are all methods that have been used broadly in previous research on the topics.

A pilot study was conducted as a confirmation of validity and reliability. Upon completion of the research, confirmatory factory analysis was run to confirm the reliability of the research.

3.7 Pilot Study

A pilot study is a preliminary field test administered to a small sample size prior to the main study taking place (Iacobucci & Churchill , 2010). The objective of a pilot study is to identify

any possible issues that respondents may have with the research instrument, specifically relating to comprehension (Iacobucci & Churchill , 2010). Pilot studies are also useful to test the reliability and validity of the research instrument. Findings from the pilot study provide input for improvements to be made to the research instrument prior to the administration of a full-scale research project.

A pilot study was conducted and the below observations and recommendations were to the research instrument:

3.7.1 Results of pilot study

The pilot study was done with a sample of 12 respondents. The results of the pilot study are presented in Appendix B.

3.7.2 Summary of reliability

The table 3.7.2 below summarizes the reliability of the pilot test

Table 3.7.2: Summary of pilot reliability

HYPOTHESIS	CRONBACH ALPHA	COMMENT
H1: Consumer ethnocentrism has an effect on country of origin perceptions	0.819	Reliable
H2: Country of origin has an effect on quality perceptions	Section 3 (a) : -0.193 Section 3 (b): 0.653	Section 3 (a): Not reliable. However, if you remove Q3.1, the reliability goes up to 0.669. This would mean that the research only tests two scale items

		Section 3 (b): Reliable
H3: Country of origin has an effect on purchase intentions	0.787	Reliable
H4: Perceived quality has an effect on consumer purchase intention	0.745	Reliable

3.7.3 Recommendations based on pilot

- Add 3 additional questions relating to Namibian people to improve reliability (Q3.1)
- Move to a 5 point Likert scale (number of respondents seldomly selected “very strongly disagree/agree”). Moving from the current 7 point scale is likely to increase response rate and response quality
- Add additional questions that tap into a willingness to buy a particular Namibian product (Windhoek Lager beer) relative to the non-local product (Heineken beer). Namibia Breweries Limited is the leading beer manufacturer in Namibia. Historically, all beer brands by NBL are perceived to be high quality beers. Windhoek Lager is the premium beer market leader and is a well known and loved brand. Most other Namibian products do not enjoy substantial market dominance to be compared to imported counterparts.

3.8 Ethical considerations

All researchers are guided by ethical and moral standards when conducting research. This is to ensure that the research conducted as well as the research report do not deceive or cause any intentional harm to the participants of the study or to the broader community.

In line with the guidelines by the University of Witswatersrand, the below measures were taken in the research:

- All respondents asked to participate in the research
- Research objectives were clearly stated upfront for the respondents
- Respondents had the right to stop responding to questions at any point throughout the research process
- No information that can positively identify any respondent were asked (e.g. ID number, social security number etc.)
- All data stored from the research was stored in a secure online platform
- No data collected from the research was shared to third parties. Unless without the explicit consent from the said respondent

CHAPTER 4: **RESULTS PRESENTATION AND INTERPRETATION**

The descriptive and inferential statistics are presented in this chapter. Due to the voluminous nature of the variables involved in the quantitative results, visual displays were instrumental and these were in the form of Likert plots to enable an overview of the descriptive patterns. In some of the graphs, statistical tests were annotated to ascertain if there were any significant variances in the responses.

As per the recommendations based on the pilot study, the final questionnaire was divided into two sections. The first section related specifically to Namibian country of origin and quality perceptions. The second section related specifically to Dutch country of origin and quality perceptions. The addition of the second section allows for a comparison of local vs non-local perceptions. The questions relating to Namibian country of origin perceptions and Namibian quality perceptions are presented as “local reference”. The questions relating to Dutch country of origin perceptions and Dutch quality perceptions are presented as “non-local reference”.

The first section sheds some light on the demographic profiles of the respondents that took part in the study. The subsequent sections delved into the understanding of the items used for assessing the consumer purchase intentions.

For the results relating to the constructs, a heatmap is used to help provide an overall view of the behavioural patterns of the response concentration. The darker the colour, the higher the concentration of responses (hotspot) on that particular response.

Cronbach alpha is usually used as a measure of this internal consistency (Bonnet & Wright, 2014). For a given set of items, a generally acceptable level of reliability should have a Cronbach alpha value of at least 0.7.

It is also important to note that the Cronbach alpha is also improved by reversing the scale of the responses in cases where the questions are negatively constructed compared to the rest. An overall MSA >0.5 indicate the possibility to form other major questions (components) from the given set of variables. Similarly, an individual variable with MSA >0.5 indicate that the variable is suitable for further analysis.

It should be noted that only valid percentages on the response data was used. Respondents who had missing cases were excluded. The statistical data analysis was done in R Statistical computing software of the R Core Team, 2020, version 3.6.3.

4.1 Demographic profile

4.1.1 Gender

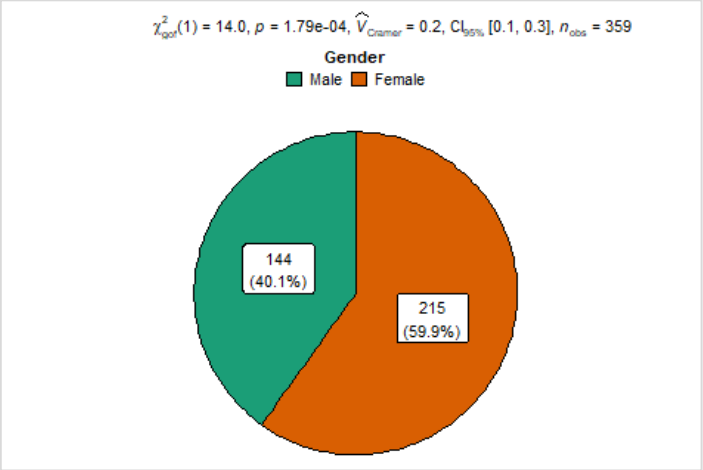


Figure 4.1: Gender

As presented in figure 4.1, 59.9% of the total respondents were female while the male respondents accounted for 40.1% of the total respondents.

4.1.2 Educational level

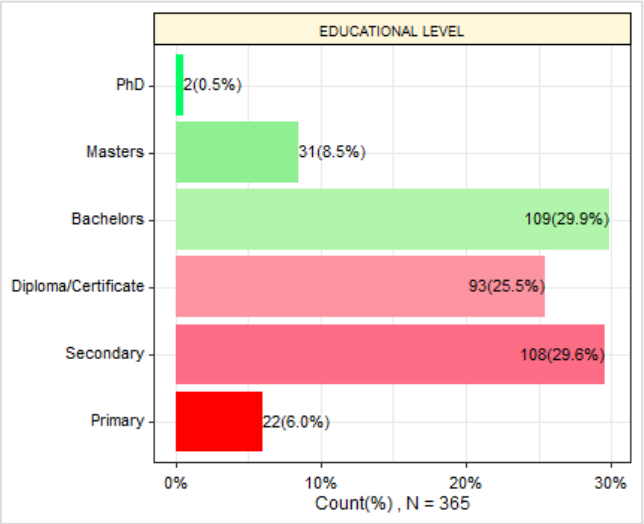


Figure 4.2: Educational level

Majority of the respondents had some form of tertiary education. As presented in figure 4.2, 25.5% of the respondents had a diploma/certificate, 29.9% had a bachelors qualification, 8.5% with a masters qualification and 0.5% with a PhD qualification. Only 6% of the respondents had primary level education, while 29.6% had secondary education.

4.1.3 Household Income

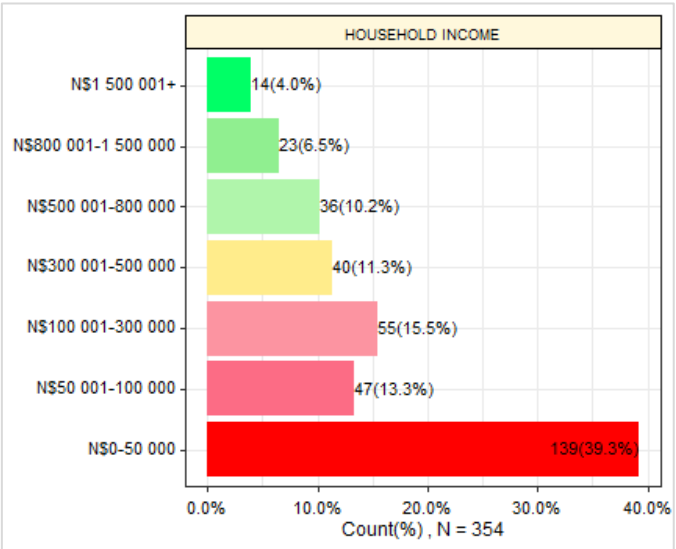


Figure 4.3: Household income

39.3% of the total respondents had an annual household income of N$50 000 or less. On the other hand, 10.5% of the respondents earned an annual household income of N$800 001 or more. 20.5% earned between N$300 001 and $800 000 and 18.8% between N$50 001 and N$300 000.

4.1.4 Age

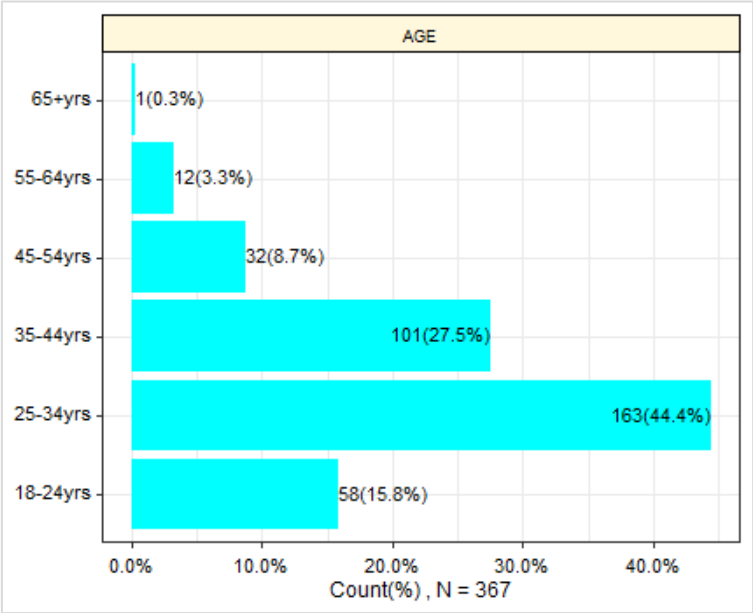


Figure 4.4: Age

As seen in figure 4.4, majority of the total respondents were ages 25-34 years old with that age ground accounting for 44.4%. The age group 35-44 were 27.5% of total respondents; 45-54 were 8.7% while 3.6% were 55 years old and older. The age group 18-24 made up 15.8% of the total respondents.

4.1.5 Ethnicity

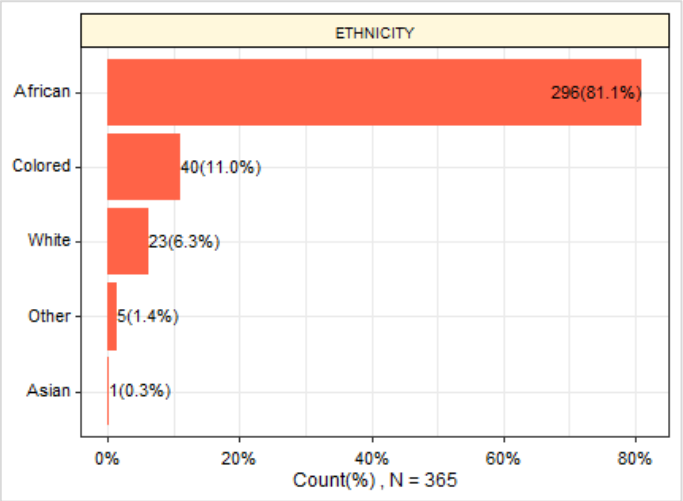


Figure 4.5: Ethnicity

As presented in figure 4.5, 81.1% of total respondents were Africans, while the coloured population made by 11% of total respondents. 6.3% were white, 0.3% Asian and 1.4% other.

4.1.6 Employment status

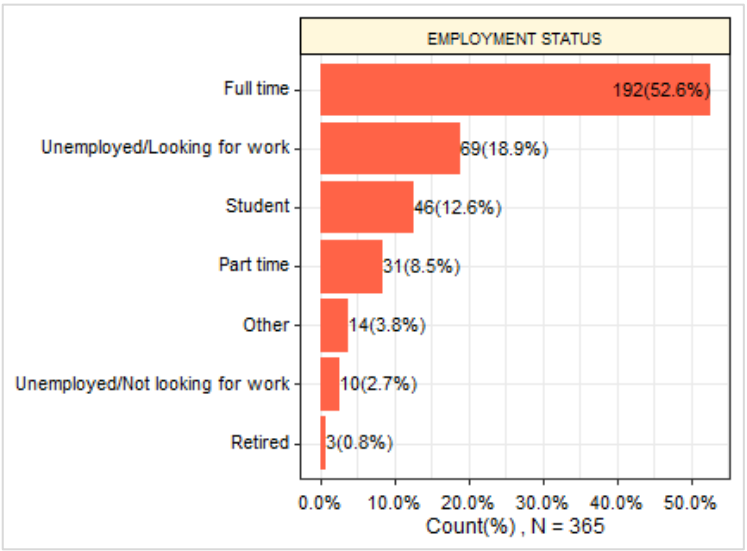


Figure 4.6: Employment status

As presented in figure 4.6, just over half of the respondents were full time employed, making up 52.6% of total respondents. 18.9% were unemployed and actively seeking employment, while 8.5% were employed part time. 12.6% of the total respondents were students and 2.7% unemployed and not seeking employment. 0.8% of the total respondents were retired.

4.1.7 Home Language

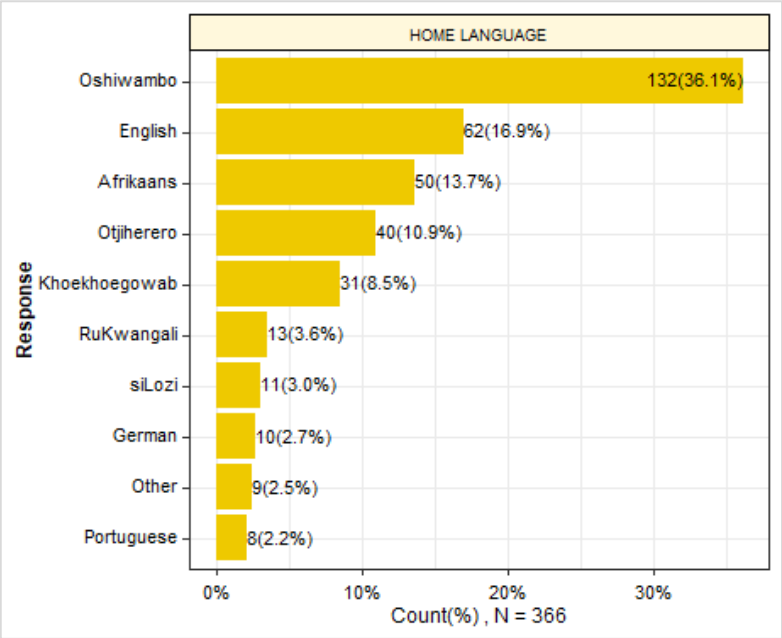


Figure 4.7: Home language

As seen in figure 4.7, 36.1% of total respondents had Oshiwambo as their home language, while 16.9% had English as their home language. 13.7% had Afrikaans as a home language, and 10.9% and 8.5% had Otjiherero and Khoekhoegowab respectively. The other languages (RuKwangali, siLozi, German and Portuguese) make up 11.8% of home languages, while 2.2% listed other as a home language.

4.1.8 Namibian Region

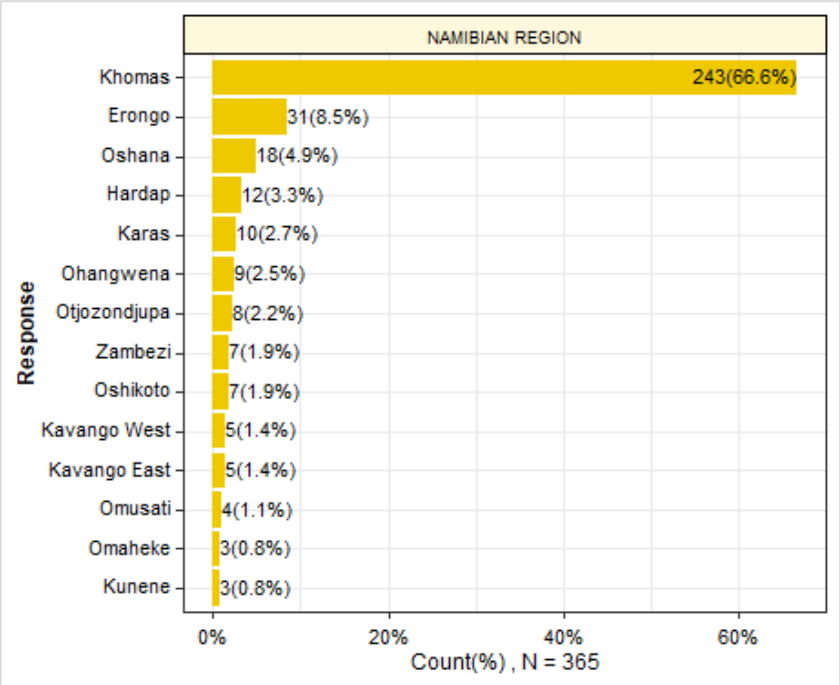


Figure 4.8: Namibian region

66.6% of total respondents lived in the Khomas region, as show in figure 4.8. 8.5% and 4.9% of respondents were from the Erongo and Oshana regions.

4.2 Consumer ethnocentrism

As per figure 4.9, of the five items used to assess the consumer ethnocentrism, the outstanding response was “Agree” (44.5%) on the preference in supporting Namibian products even if they may be costly. This was also echoed by another hotspot with 37.0% “Agree” on putting the Namibian products first and foremost. It is also important to note that a hotspot on the “Strongly Agree” may need much attention as shown by 33.3% of the participants who strongly felt that they would only allow the imports for the products unavailable in Namibia. That is, these participants showed a strong confirmation on opting for imports only if the Namibian products were unavailable.

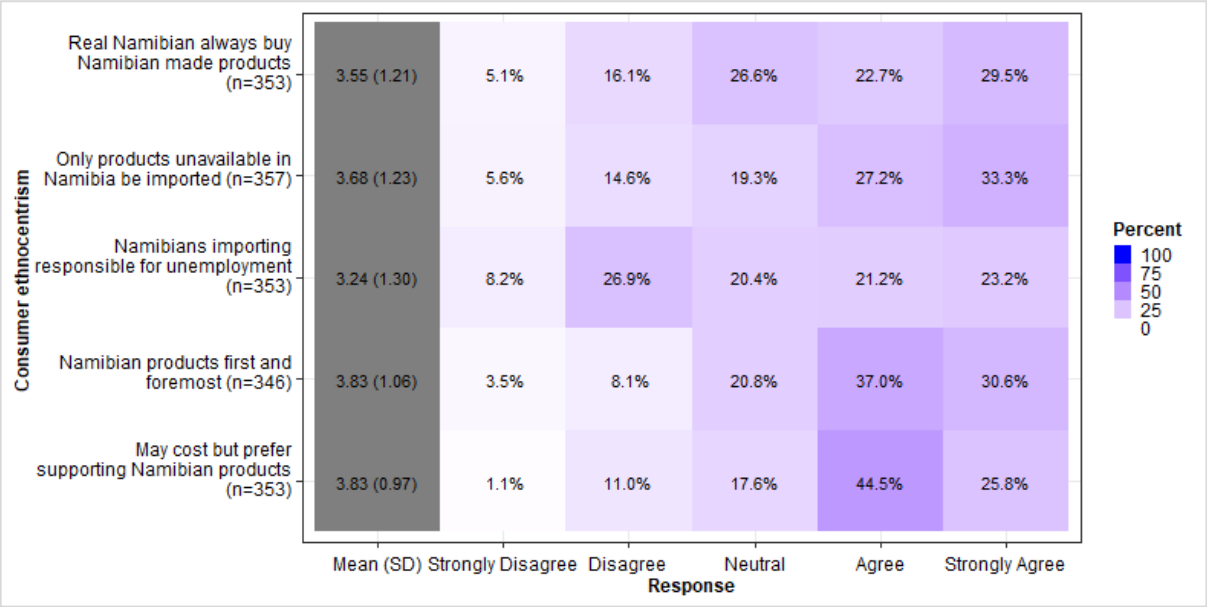


Figure 4.9: Likert plot of the items on consumer ethnocentrism

All the five statements used for assessing ethnocentrism showed good reliability with an overall Cronbach alpha of 0.730 and no statement was scale reversed or dropped (Table 4.1). Each of the items had a correlation of at least 0.4 with the rest of the other items and this was well above the generally acceptable 0.3. The results further revealed that on average the consumers were showing a high level ("Agree") of ethnocentrism with the exception of unemployment being due to imports and on average, the participants remained neutral on this statement.

Table 4.1: Reliability analysis of the items on consumer ethnocentrism

Items	Mean	Item-rest correlation	Alpha-if-deleted
Only products unavailable in Namibia be imported	3.716	0.511	0.676
Namibian products first and foremost	3.838	0.526	0.673
May cost but prefer supporting Namibian products	3.829	0.529	0.675
Namibians importing responsible for unemployment	3.231	0.466	0.697

Items	Mean	Item-rest correlation	Alpha-if-deleted
Real Namibian always buy Namibian made products	3.539	0.450	0.701
Overall	3.631	-	0.730

Table 4.2 shows that the statements could be grouped into those that are indicators of "Namibian products first" = Component 1 and "Real Namibians" = Component 2. These components demonstrated to have the capability to capture about 50% of the variation in the responses observed in the consumer ethnocentrism.

Table 4.2: Principal Component Analysis of the items on consumer ethnocentrism

	Component (*varimax-rotation*		
	1	**2**	***MSA***
Only products unavailable in Namibia be	0.65	0.14	*0.56*
Namibian products first and foremost	0.73	-0.26	*0.52*
May cost but prefer supporting Namibian	0.54	0.20	*0.61*
Namibians importing responsible for	-0.07	0.77	*0.51*
Real Namibian always buy Namibian made	0.21	0.70	*0.57*
Proportion of Variance	*27.29 %*	*23.18 %*	
Cumulative Proportion	*27.29 %*	*50.47 %*	
Kaiser-Meyer-Olkin			*0.55*

One would argue that a neutral response may rather be classified as a dissatisfaction since if satisfied the participant should have given a clear-cut answer. Figure 4.10 looked at the consumer ethnocentrism responses categorised as either "Disagree" or "Agree". The results showed that significantly higher proportions of the participants preferred supporting Namibian products (70%, $p<0.001$), put Namibian products first and foremost (68%, $p<0.001$) and preferred imports only for the unavailable Namibian products (61, $p<0.001$). Majority (56%, $p=0.038$) were of the view that the Namibians who were importing were not responsible for

unemployment. On the other hand, there were similar proportions of the participants that either agreed or were against the fact that a real Namibian always buy Namibian made products (p=0.425).

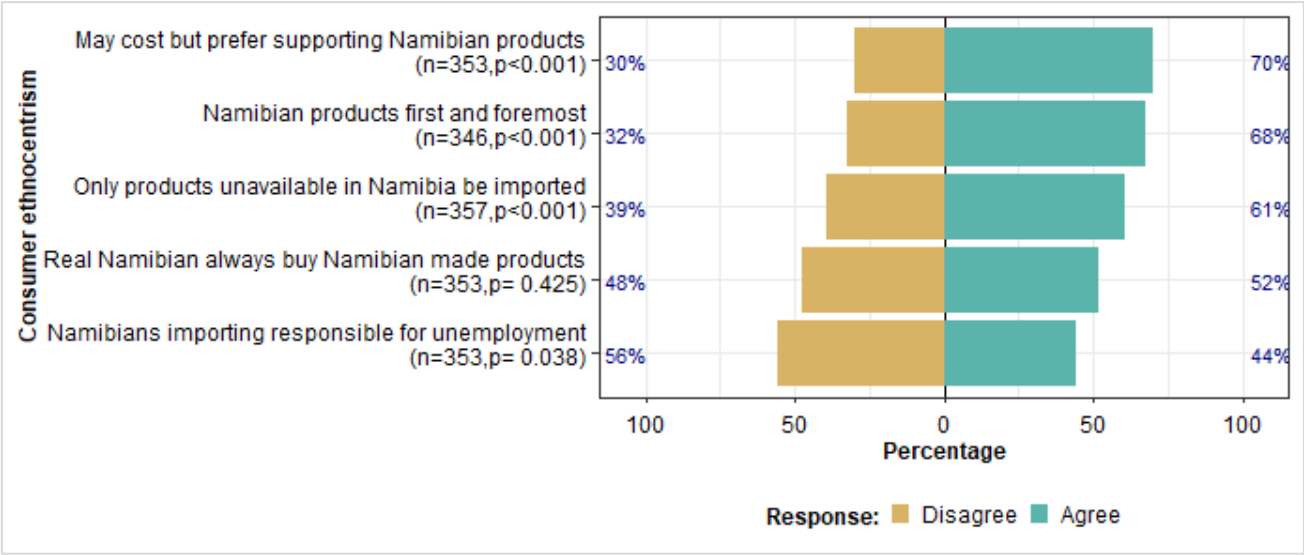


Figure 4.10: Descriptive statistics of the items on consumer ethnocentrism

4.3 Country of origin (local reference)

A quick overview of the responses on the country of origin indicated that the participants were either mostly neutral or agreed on the statements about the country of origin (Figure 4.11). The most outstanding response among all the statements was “Neutral” and amounted to 44.9% of the participants indecisive of the fact that the Namibians were well educated. Similarly, higher proportions of neutral responses were observed on statements regarding the Namibian products being prestigious (44.2%), Namibian products requiring little maintenance (43.3%) and that the Namibian products were made with meticulous workmanship (42.3%). On a positive note, the “Agree” hotspots were observed on Namibian people taking pride in their work (44.0%) and that they were friendly and likeable (42.5%).

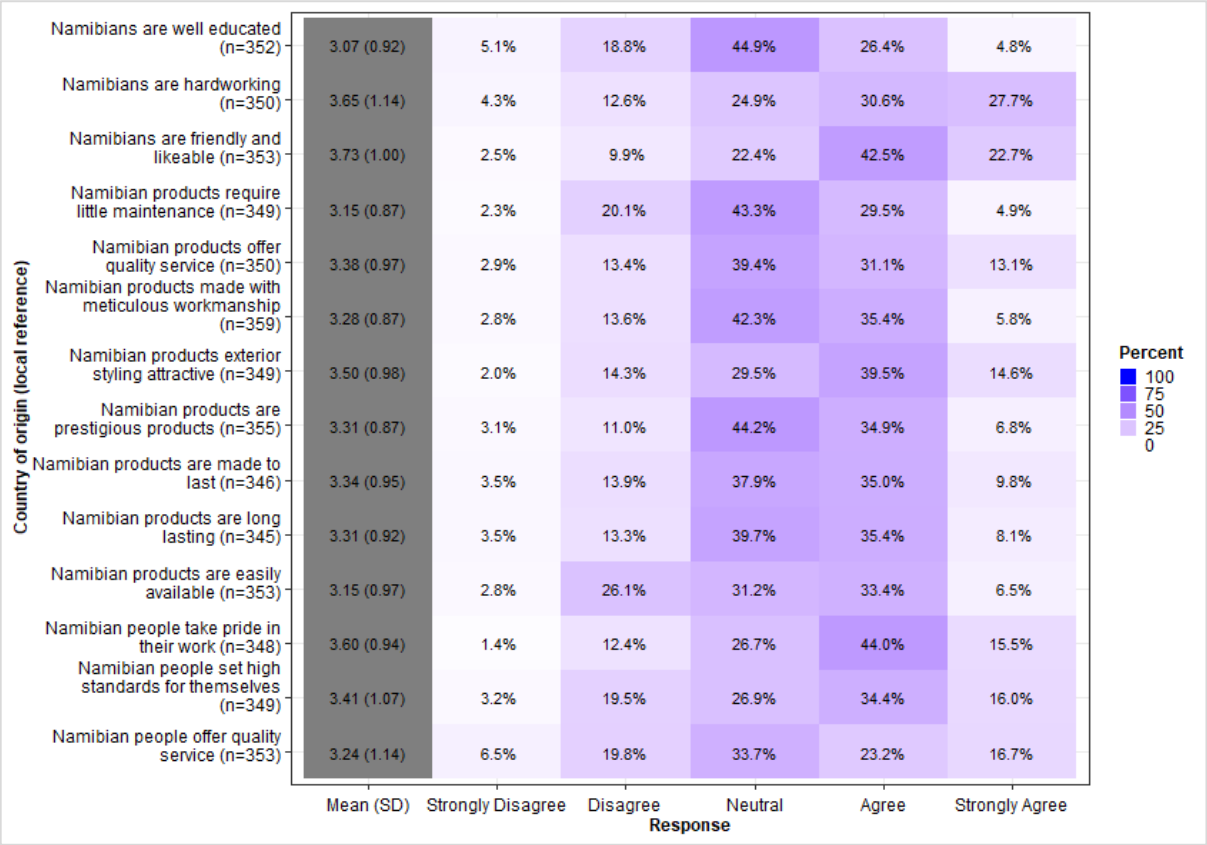


Figure 4.11: Heatmap of the items on the country of origin (local reference)

In general, all the 14 statements were deemed suitable to reliably provide information or understanding of the participants' perception on the products of Namibian origin as evidenced by the Cronbach alpha of 0.830 which was above the acceptable 0.7 (Table 4.3). Although not considered as candidates for removal from the set of these statements, the correlations of the statements on Namibian products being easily available (r = 0.261) and the Namibians being well educated (r = 0.220) were lower than the threshold r = 0.3.

Table 4.3: reliability analysis of the items on the country of origin (local reference)

Items	Mean	Item-rest correlation	Alpha-if-deleted
Namibian products made with meticulous workmanship	3.257	0.496	0.818
Namibian products are easily available	3.135	0.261	0.833

Items	Mean	Item-rest correlation	Alpha-if-deleted
Namibian products are long lasting	3.282	0.611	0.810
Namibian products are prestigious products	3.285	0.537	0.815
Namibian products are made to last	3.301	0.646	0.807
Namibian products exterior styling attractive	3.480	0.496	0.817
Namibian products require little maintenance	3.129	0.316	0.828
Namibian products offer quality service	3.326	0.583	0.811
Namibian people take pride in their work	3.558	0.493	0.818
Namibian people set high standards for themselves	3.370	0.522	0.815
Namibian people offer quality service	3.160	0.590	0.810
Namibians are friendly and likeable	3.683	0.267	0.833
Namibians are well educated	3.056	0.220	0.835
Namibians are hardworking	3.577	0.458	0.820
Overall	3.328	-	0.830

Table 4.4 shows the underlying factors rather than components. The statement that was mostly as a result of other variables was "*Namibian products are made to last*" with a

communality of 0.61. In general, the communalities suggested that the variables were unexplained by other variables. In addition, interrelationships among the statements were shown to better be explained by just two factors which could possibly be named as “Namibian products” = Factor 1 and “Namibian people” = Factor 2.

Table 4.4: Factor analysis of reliability analysis of the items on the country of origin (local reference)

	Factor		
	1	2	*Communality*
Namibian products made with meticulous workmanship	0.29	0.03	*0.08*
Namibian products are easily available	0.13	0.19	*0.05*
Namibian products are long lasting	0.53	0.12	*0.29*
Namibian products are prestigious products	0.36	0.18	*0.16*
Namibian products are made to last	0.78	0.01	*0.61*
Namibian products exterior styling attractive	0.11	0.30	*0.11*
Namibian products require little maintenance	0.25	0.10	*0.07*
Namibian products offer quality service	0.23	0.13	*0.07*
Namibian people take pride in their work	0.09	0.40	*0.17*
Namibian people set high standards for themselves	0.03	0.46	*0.21*
Namibian people offer quality service	0.05	0.43	*0.19*
Namibians are friendly and likeable	0.05	0.17	*0.03*
Namibians are well educated	0.14	0.24	*0.08*
Namibians are hardworking	0.06	0.31	*0.10*

{ varimax rotation }

Assessing the statements based on clear-cut responses, the results showed that the top ranked statements were the friendliness and likeability of Namibians (65%, $p<0.001$) followed by pride in their work (59%, $p<0.001$) and that the Namibian people were hardworking (58%, $p=0.002$). There were however similar proportions of participants who either agreed or disagreed on the fact that the Namibian products' exterior styling was attractive ($p=0.121$), made to last ($p=0.053$) and that Namibian people were setting high standards for themselves ($p=0.872$).

On a negative note, there were some statements in which a significantly higher proportion of the participants showed discontent and these include the fact that the Namibians were well educated (69%, $p<0.001$), Namibian products requiring little maintenance (66%, $p<0.001$) and easily available (60%, $p<0.001$). Among the these least ranked was also a greater proportion (60%, $p<0.001$) that did not believe that the Namibian people offered quality service.

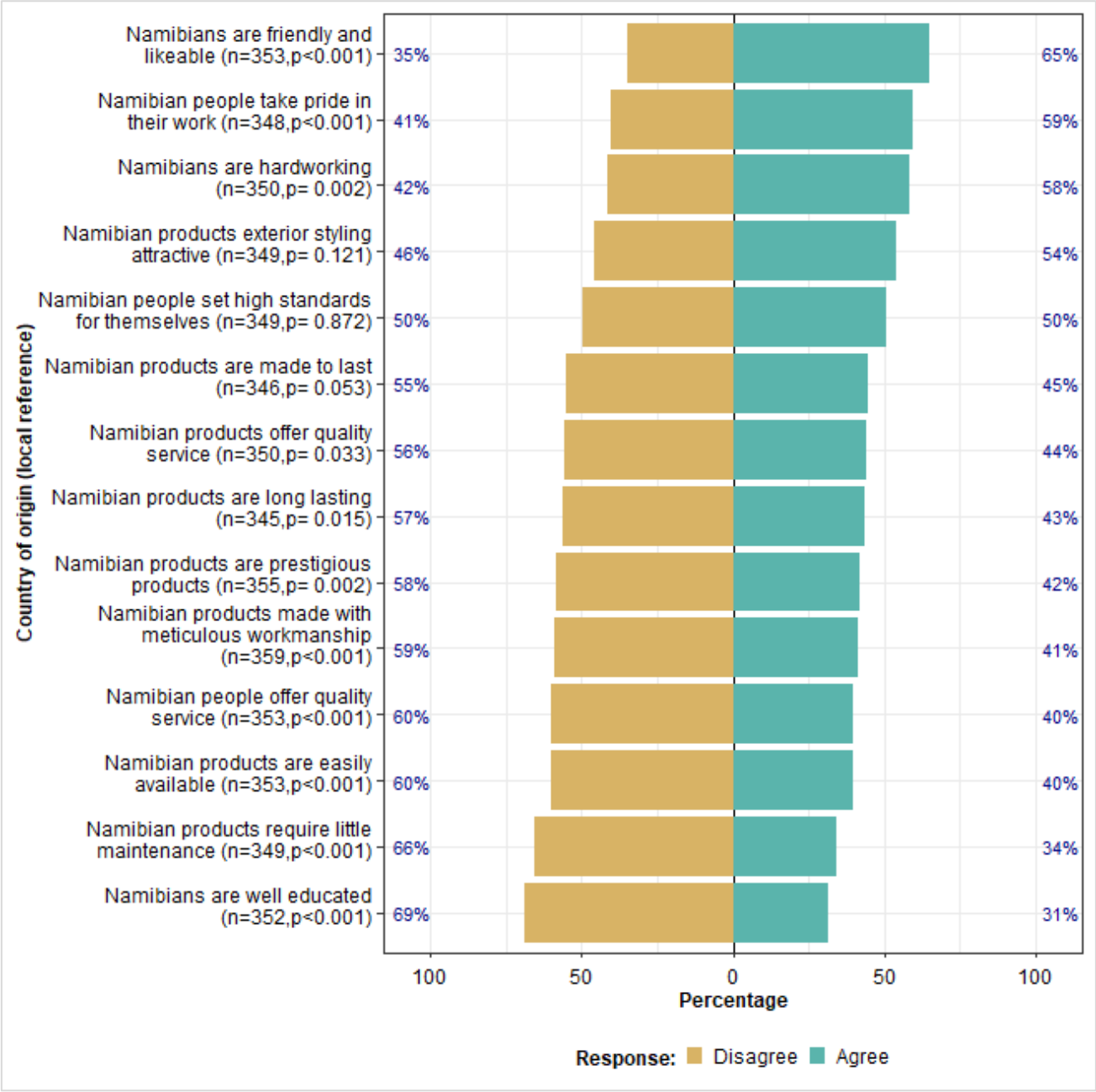


Figure 4.12: Likert plot of the items on the country of origin (local reference)

4.4 Country of origin (Non-local reference)

It was quite clear from Figure 4.13 that the participants were mostly neutral on their rating of the products from outside Namibia. A notable hotspot was on the friendliness and likability of the Dutch people where majority (51.9%) of the participants remained neutral. The second largest hotspot composed also of neutral responses that amounted to 47.8% of the

participants with regards to the Dutch products requiring little maintenance. The statements with reference to the Dutch that received a considerable proportion of positive (“Agree”) responses were related to their products being prestigious (44.9%), good value (43.7%), exterior styling being attractive (41.3%), made to last (41.8%) and that the Dutch people were taking pride in their work (41.1%). It is worth mentioning that 26.0% of the participants were of the view that the Dutch products were not easily available and this was the statement with the highest proportion of “Disagree” responses.

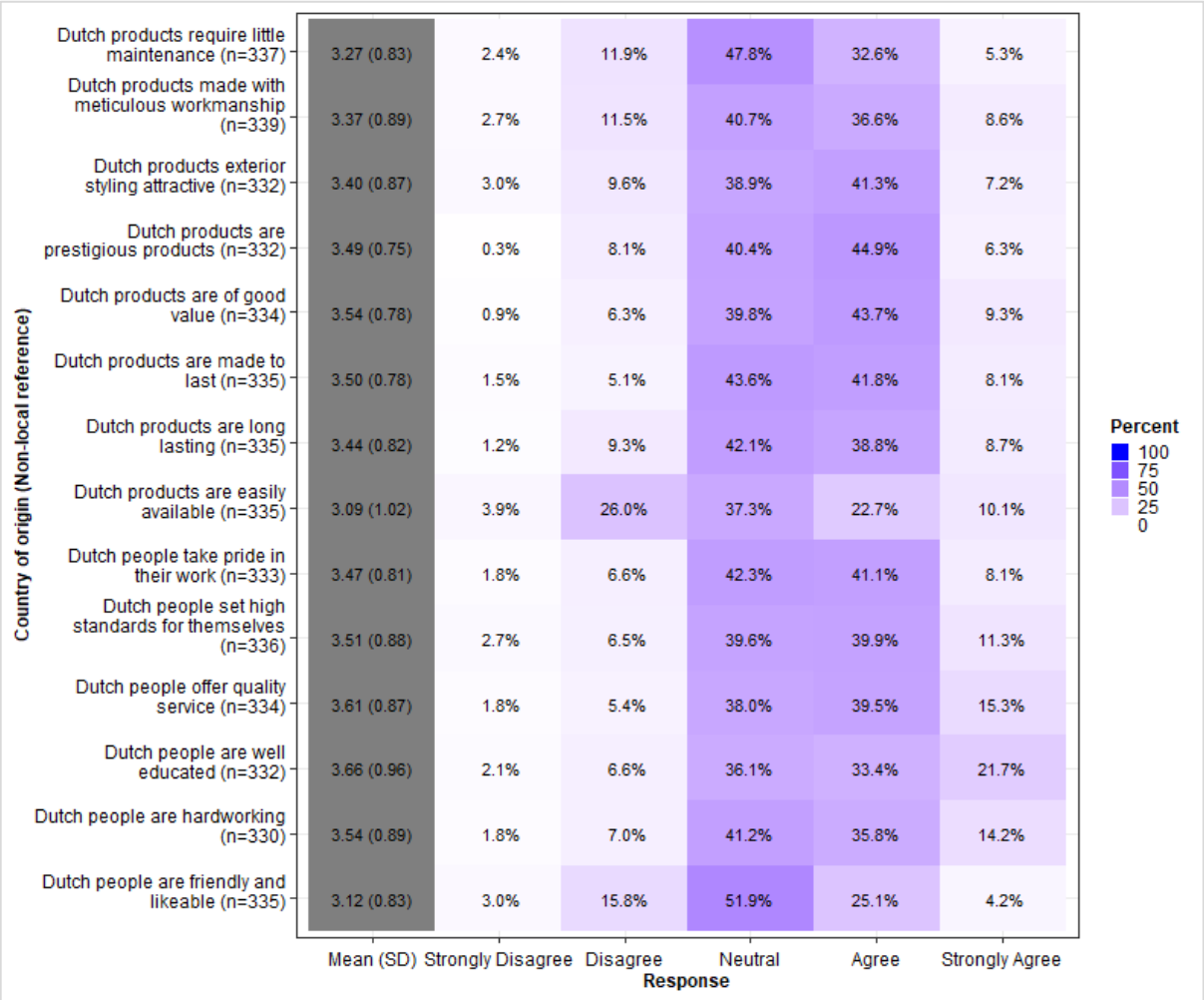


Figure 4.13: Heatmap of the items of country of origin (Non-local reference)

All the statements were found to have a good reliability in assessing the Dutch products and people as evidenced by the overall Cronbach alpha value of 0.872 (Table 4.5). Each statement further showed high correlation with the rest of the items. That is, an $r > 0.3$ was observed in each of the statements of which many were well above 0.5 when compared to the generally accepted threshold of 0.3.

Table 4.5: Reliability analysis of the items of country of origin (Non-local reference)

Items	Mean	Item-rest correlation	Alpha-if-deleted
Dutch products made with meticulous workmanship	3.362	0.584	0.861
Dutch products are of good value	3.531	0.631	0.859
Dutch products are easily available	3.059	0.468	0.868
Dutch products are long lasting	3.423	0.657	0.858
Dutch products are prestigious products	3.476	0.555	0.863
Dutch products are made to last	3.485	0.524	0.864
Dutch products exterior styling attractive	3.388	0.548	0.863
Dutch products require little maintenance	3.231	0.518	0.864
Dutch people take pride in their work	3.479	0.407	0.870
Dutch people set high standards for themselves	3.502	0.450	0.868
Dutch people offer quality service	3.599	0.594	0.861
Dutch people are friendly and likeable	3.127	0.329	0.873
Dutch people are well educated	3.642	0.610	0.859
Dutch people are hardworking	3.521	0.613	0.859

Items	Mean	Item-rest correlation	Alpha-if-deleted
Overall	3.416	-	0.872

Instead of two factors as reported in the local reference, the statements with reference to the Dutch people and products were found to have three underlying factors that were explaining the statements (Table 4.6). The first being closely related to the “Dutch product” = Factor 1, the second being in line with the “Dutch people” = Factor 2, whilst the last Factor 3 being also of the Dutch people but centred on their “Set standards” = Factor 3. The statement “*Dutch people set high standards for themselves*” showed a communality of 0.99, an indication that the behaviour of the responses on this statement were almost 100% dependent on the other variables.

Table 4.6: Factor analysis of the items of country of origin (Non-local reference)

	Factor			
	1	**2**	**3**	***Communality***
Dutch products made with meticulous workmanship	0.55	0.11	0.17	*0.35*
Dutch products are of good value	0.61	0.08	0.07	*0.38*
Dutch products are easily available	0.38	0.10	0.08	*0.16*
Dutch products are long lasting	0.51	0.35	0.18	*0.42*
Dutch products are prestigious products	0.44	0.44	0.10	*0.40*
Dutch products are made to last	0.31	0.36	0.09	*0.24*
Dutch products exterior styling attractive	0.35	0.31	0.12	*0.23*
Dutch products require little maintenance	0.39	0.28	0.08	*0.24*

	Factor			
	1	**2**	**3**	***Communality***
Dutch people take pride in their work	0.27	0.30	0.39	*0.31*
Dutch people set high standards for themselves	0.15	0.19	0.97	*0.99*
Dutch people offer quality service	0.30	0.35	0.28	*0.29*
Dutch people are friendly and likeable	0.20	0.24	0.14	*0.12*
Dutch people are well educated	0.13	0.55	0.11	*0.33*
Dutch people are hardworking	0.07	0.59	0.14	*0.37*
Total Communalities				*4.82*

{ varimax rotation }

Interestingly, there were only three statements in which the proportion of “Agree” and “Disagree” responses significantly differed (Figure 4.14). That is, a higher proportion (71%, $p<0.001$) of the participants did not believe that the Dutch people were friendly and likeable. This was followed by 67% ($p<0.001$) that did not believe that the Dutch products were easily available. Another significantly higher proportion (62%, $p<0.001$) of the participants was observed to also show discontent on the fact that the Dutch products required little maintenance. It was revealed that the rest of the items had similar proportion of participants that either “Agree” or “Disagree” ($p>0.05$).

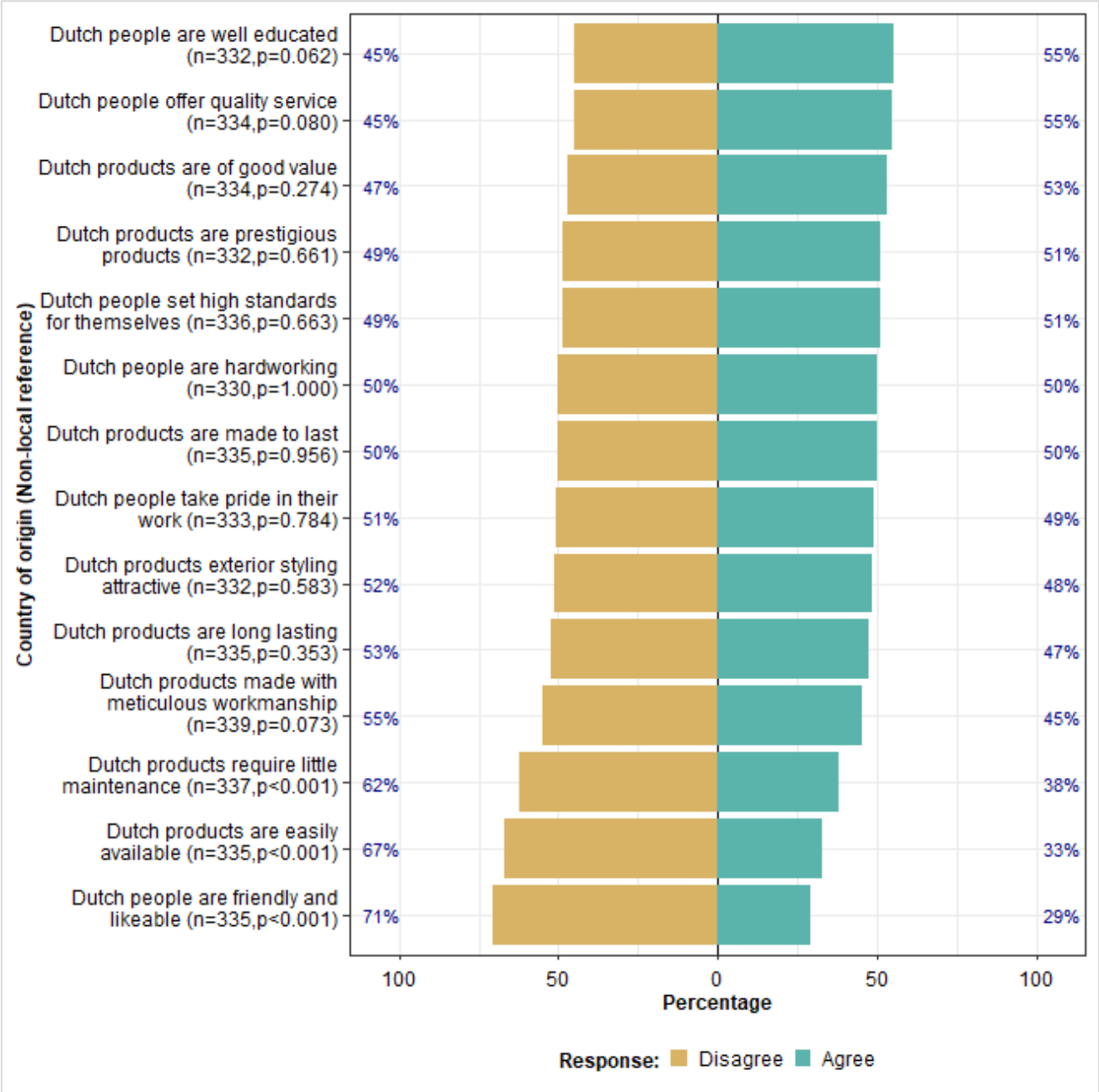


Figure 4.14: Descriptive statistics of the items of country of origin (Non-local reference)

4.5 Perceived quality

It was encouraging to note that the largest hotspot (46.5%) on the perceived quality items was a concentration of “Agree” responses on the statement that the Namibian products were of good value (Figure 4.15). Consequently, this was the only statement that on average, the responses were agreeing. The second (43.3%) and third largest (41.5%) hotspots were not

so informative since they were all “Neutral” responses on statements regarding the Namibian products being quite reliable and long lasting or were produced from fine workmanship respectively.

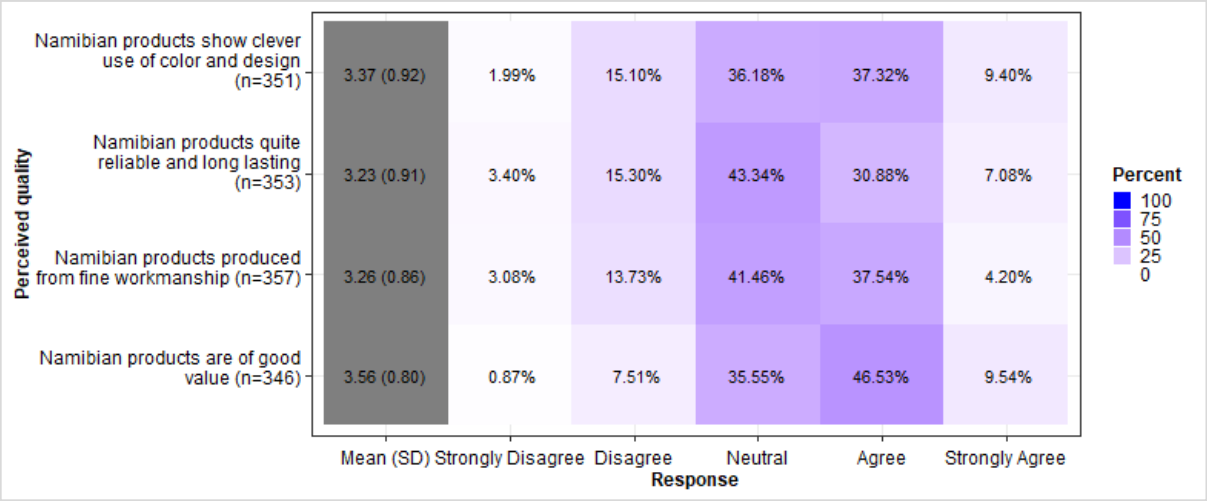


Figure 4.15: Heatmap of the items on perceived quality

The Cronbach alpha of 0.749 indicated that the statements were consistently showing that they were measuring the same aspect, that is, the perceived quality (Table 4.7). With each item having a correlation of at least 0.5 with the rest of the other items, this echoed the good interrelationships between the items.

Table 4.7: Reliability analysis of the items on perceived quality

Items	Mean	Item-rest correlation	Alpha-if-deleted
Namibian products are of good value	3.568	0.454	0.738
Namibian products produced from fine workmanship	3.249	0.641	0.638
Namibian products show clever use of color and design	3.382	0.519	0.707
Namibian products quite reliable and long lasting	3.228	0.573	0.675
Overall	3.357	-	0.749

Considering the clear-cut responses (Figure 4.16) where the neutral answers are categorized as “Disagree”, a significant proportion of the participants were of the view that the Namibian products were of good value (56%, p=0.024). However, the proportions that either believed or not on the Namibian products as showing clever use of colour and design were found to be similar (p-value = 0.220). On the other hand, a significantly higher proportion (58%, p=0.002) of the participants were not happy about the workmanship that produced the Namibian products. Similarly, neither were they satisfied with the reliability of the Namibian products as evidenced with the majority (62%, p<0.001) that did not support this statement.

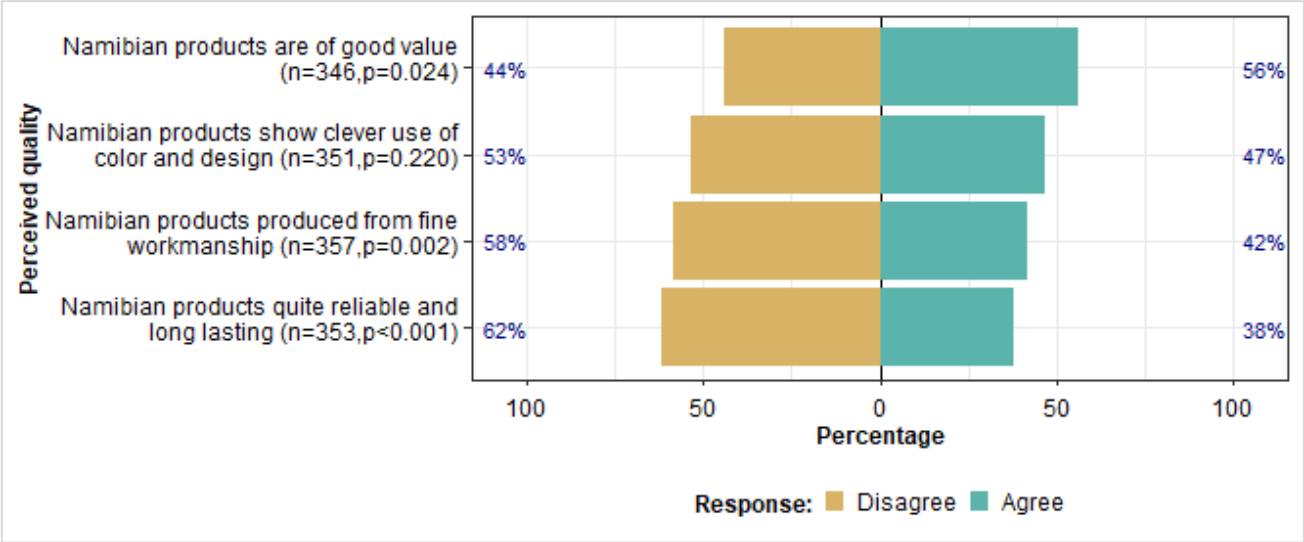


Figure 4.16: Descriptive statistics of the items on perceived quality

4.6 Purchase intensions (local reference)

It is important to realize that the purchase intension statements were mostly structured negatively such that where the participants disagreed would not necessarily mean undesirable findings. For example, the largest hotspot (51%) showed a concentration of “Disagree” responses but this was in fact indicating that the Namibians would still buy the foreign products. Similarly, second and largest “Disagree” hotspots were showing that the participants were not feeling guilty of buying a foreign product (47.5%) and neither were they against the idea of owning foreign products (44.7%). Although not highly defined, two

statements revealed good elements of patriotism with at least 30% willing to pay 10% more for a Namibian product or whenever possible avoiding a foreign product respectively.

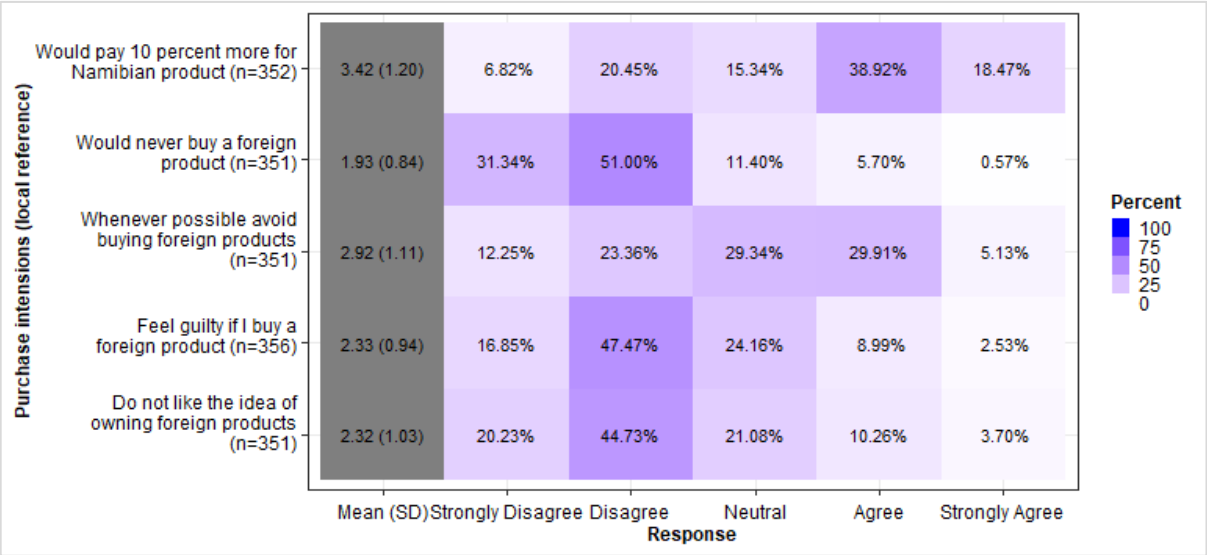


Figure 4.17: Heatmap of the items on purchase intensions (local reference)

Table 4.8 showed that the items used to assess the purchase intensions with a local reference had a Cronbach alpha that was just at the threshold value, that is 0.692 and this was after dropping two items that were suppressing the reliability score. The remaining items were found to have correlations of at least 0.49, well above the acceptable r = 0.3.

Table 4.8: Reliability analysis of the items on purchase intensions (local reference)

Items	Mean	item-rest correlation	Alpha-if-deleted
Feel guilty if I buy a foreign product	2.318	0.496	0.614
Would never buy a foreign product	1.923	0.525	0.588
Do not like the idea of owning foreign products	2.318	0.513	0.599
Overall	2.186	-	0.692
ITEMS DROPPED	Improvement	ItemsMaxAlpha	OverallAlpha

Would pay 10 percent more for Namibian product	1	0.653990	0.644128
Whenever possible avoid buying foreign products	2	0.692853	0.649021

The two items that were dropped during the reliability analysis were also found to be influenced by an underlying factor (Factor 2, Table 4.9). Factor 1 seems to suggest that the underlying factor was related to still considering the foreign products to a certain extent. Further, the results revealed that the communalities were low values indicating that the variation in the responses were not much explained or influenced by the other variables.

Table 4.9: Factor analysis of the items on purchase intensions (local reference)

	Factor		
	1	**2**	***Communality***
Feel guilty if I buy a foreign product	0.53	0.18	*0.31*
Would never buy a foreign product	0.71	0.13	*0.53*
Whenever possible avoid buying foreign products	0.11	0.65	*0.43*
Do not like the idea of owning foreign products	0.46	0.33	*0.32*
Would pay 10 percent more for Namibian product	0.15	0.21	*0.07*
Total Communalities			*1.66*

{ varimax rotation }

Despite showing patriotism, an extremely high proportion (94%, p<0.001) were happy to buy a foreign product and also a greater proportion (88%, p<0.001) would not feel guilty if they were to buy a foreign product (Figure 4.18). That is, they largely (86%, p<0.001) liked the idea of owning a foreign product. A small proportion (35%, p<0.001) though indicated that

they would avoid buying foreign products whenever possible and majority (57%, p=0.006) willing to pay 10% more for their Namibian product.

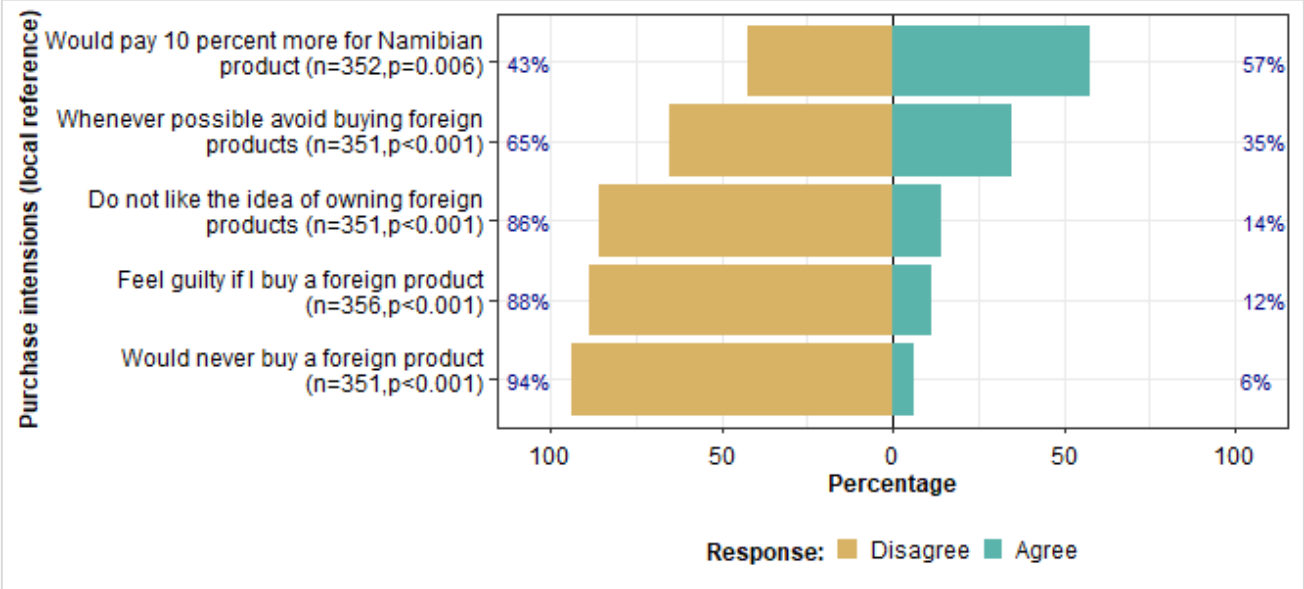


Figure 4.18: Descriptive statistics of the items on purchase intensions (local reference)

4.7 Purchase intensions (non-local reference)

When the purchase intensions are referenced to a non-local product, there were three noticeable hotspots (Figure 4.19). The biggest hotspot (42.3%) suggests that the Namibians were not ruling out a foreign product from their shopping list. Considering the Heineken beer used as reference in this study, the participants indicated that despite the product being of foreign origin, they still liked the idea of drinking it. The third largest hotspot was characterized by a “Neutral” response (34.4%) on the statement regarding guilty conscience in buying Heineken over Windhoek Lager beer.

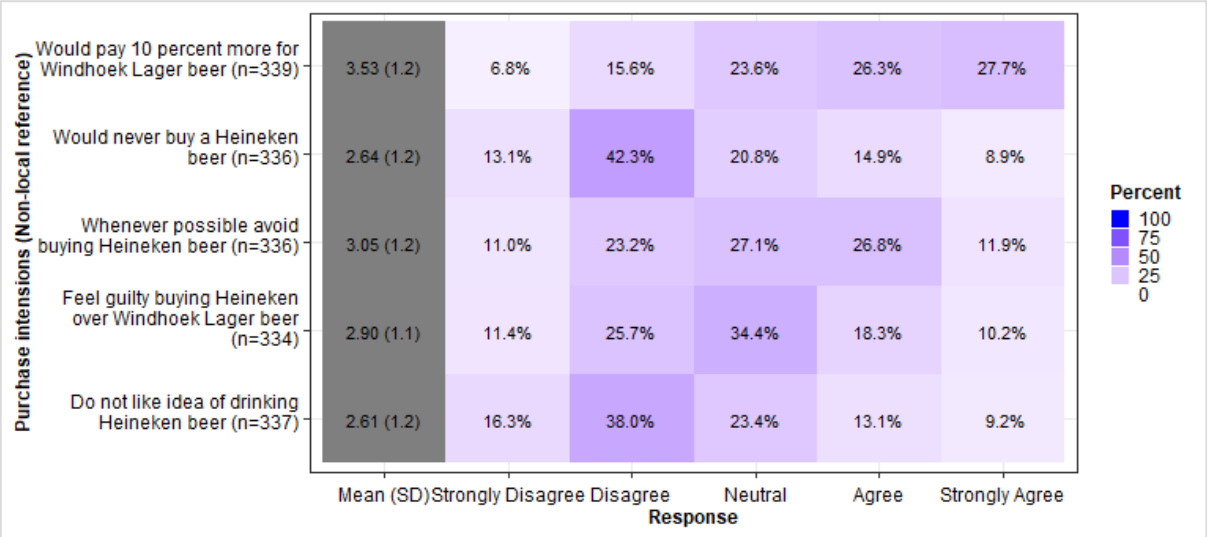


Figure 4.19: Heatmap of the items on purchase intensions (Non-local reference)

The results further revealed that the statements on non-local reference were more reliable when compared to the local reference. To start with, all the non-local reference statements were deemed relevant (none dropped) and the Cronbach alpha was acceptable at 0.703. It was only the statement on the willingness to pay 10% more for Windhoek Lager beer that had a low correlation, r = 0.271 (generally accepted r > 0.3) with the rest of the statements. This was also reflected in the “Alpha-if-deleted” value of 0.731 which suggested that if this statement was to be removed from the list, the overall Cronbach alpha had the potential to improve from 0.703 to 0.731. Nevertheless, the fact that the overall Cronbach alpha of 0.703 was acceptable without dropping, it stands to reason that this sufficed to retain the statement on the willingness to pay 10% more for Windhoek Lager beer.

Table 4.10: Reliability analysis of the items on purchase intensions (Non-local reference)

Items	Mean	item-rest correlation	Alpha-if-deleted
Feel guilty buying Heineken over Windhoek Lager beer	2.900	0.423	0.668
Would never buy a Heineken beer	2.633	0.514	0.631
Whenever possible avoid buying Heineken beer	3.042	0.642	0.572

Do not like idea of drinking Heineken beer	2.579	0.469	0.649
Would pay 10 percent more for Windhoek Lager beer	3.555	0.271	0.731
Overall	2.942	-	0.703

Recalling that in factor analysis, a variable that does not have any unique variance at all has a communality of 1, the statement "*Do not like idea of drinking Heineken beer*" showed a communality of 0.99 suggesting that almost all the variation in the responses observed was as a result of the other variables. It can also be concluded that the underlying factors were similar in both the local and non-local reference statements. A common factor to both the local and non-local reference pertained to the interest in the foreign products.

Table 4.11: Factor analysis of the items on purchase intensions (Non-local reference)

	Factor		
	1	**2**	***Communality***
Feel guilty buying Heineken over Windhoek Lager beer	0.01	0.42	*0.18*
Would never buy a Heineken beer	0.46	0.41	*0.38*
Whenever possible avoid buying Heineken beer	0.39	0.56	*0.46*
Do not like idea of drinking Heineken beer	0.99	0.08	*0.99*
Would pay 10 percent more for Windhoek Lager beer	0.12	0.34	*0.13*
Total Communalities			*2.14*

{ varimax rotation }

Based on the binary responses, "Disagree" or "Agree", (Figure 4.20) there was no statistically significant difference in the proportions of those who either "Disagree" or "Agree" on paying 10% more for Windhoek Lager beer (p=0.143). As for the rest of the non-local reference

statements, there were significantly larger proportions of the participants who still showed interest in the foreign products. That is, 61%(p<0.001) would not avoid buying Heineken beer, 72% (p<0.001) would not feel guilty, 76%(p<0.001) will not stop buying the Heineken beer, whilst 78% (p<0.001) would still like the idea of drinking the Heineken beer.

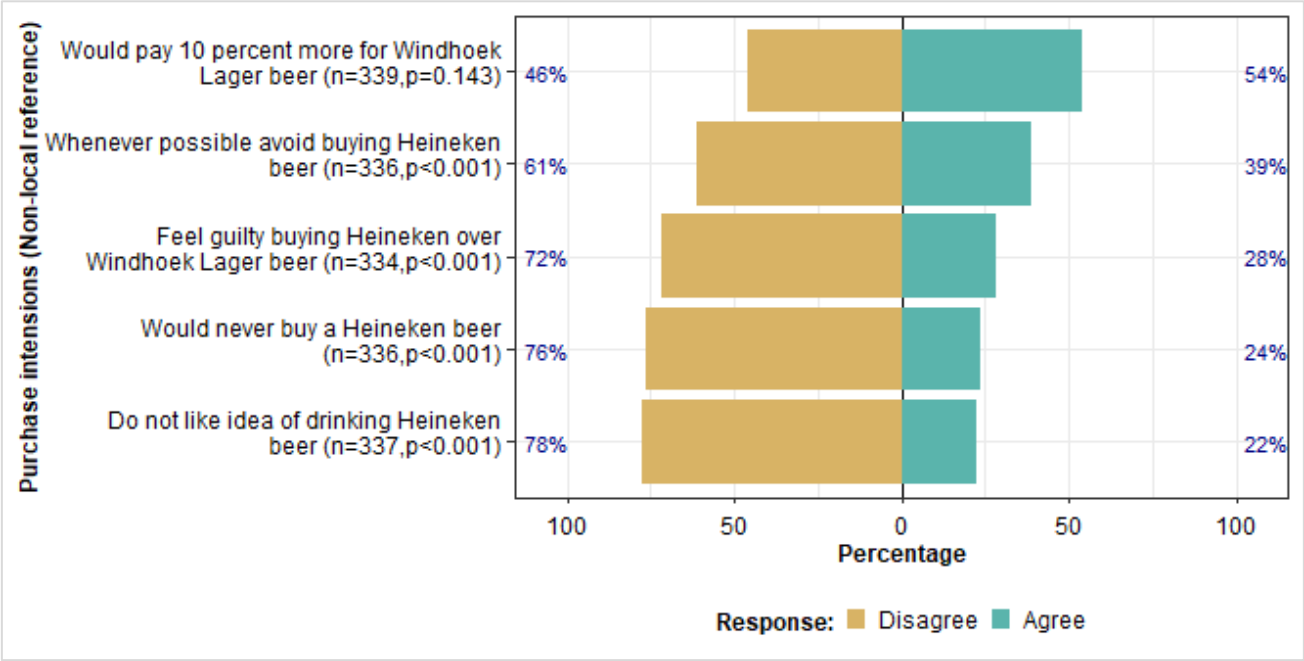


Figure 4.20: Descriptive statistics of the items on purchase intensions (Non-local reference)

4.8 The results of the fitted model (framework)

To better understand the frameworks, the small rectangles represent the observed variables which are basically the questions in the data collection tools. The oval shapes represent the constructs or latent (unobserved) variables. These are viewed as the questionnaire headings. In other words, the latent variables are the underlying factors and the rectangles are the indicator variables. The latent variables are derived from the indicators and the arrows provide the contribution (loadings denoted by λ) of each of the indicators. The higher the loading, the more dominant is the indicator and the loadings range between 0 and 1.

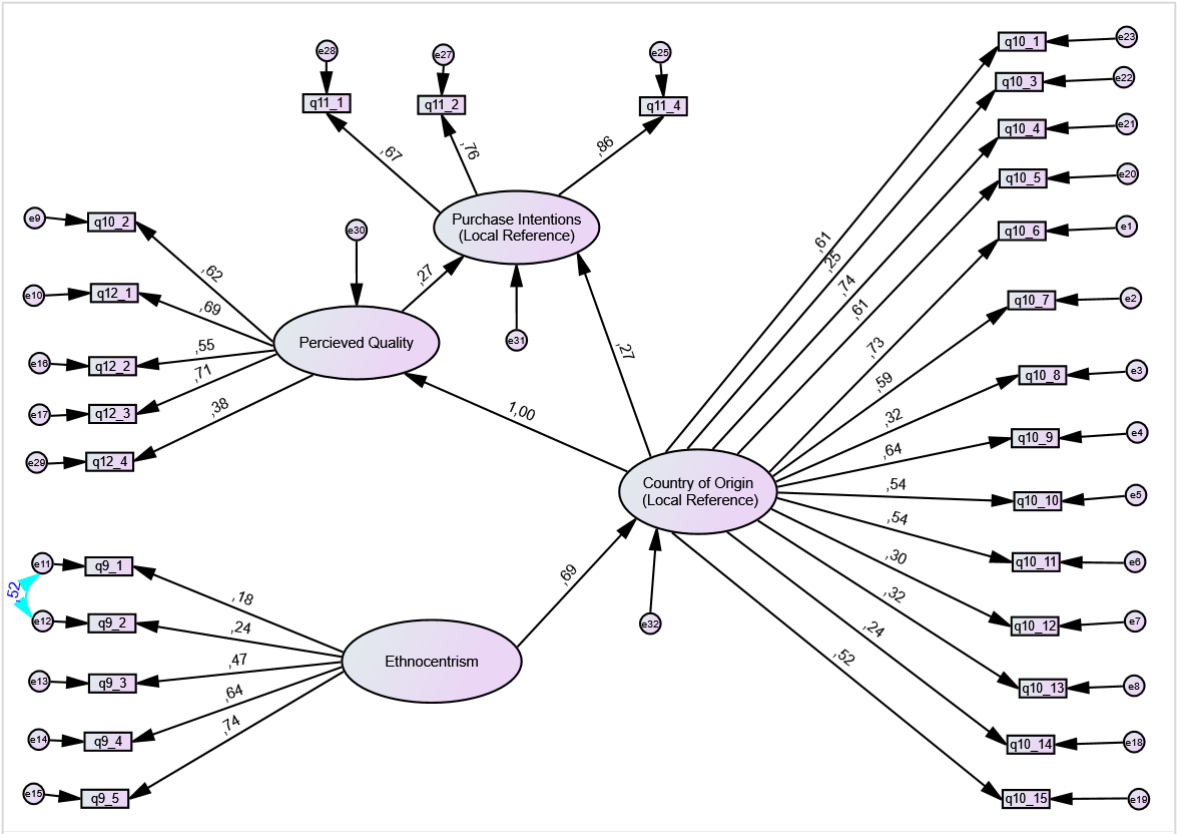
The proposed model was fitted to see if it was supported by the data collected. In so doing, there are model diagnostics that provide an indication of whether the proposed framework was helpful or not. Table 4.12 shows the most important summary measures of model fit and

were both very close to the acceptable levels (CFI > 0.8 and RMSEA < 0.08) giving enough confidence to deduce the cause and effect relationships. The actual cause and effect of the proposed framework is shown in Figure 4.22. The results showed that the perceived quality was almost entirely depended on the country of origin (λ = 1.0). On the other hand, the ethnocentrism was also found to have a strong positive impact (λ = 0.69) on the country of origin. Further, both the perceived quality and the country of origin were shown to have equal low influential effects (λ = 0.27) on the purchase intensions. It can be realised that ethnocentrism cannot be underrated since it directly affected the country of origin which in turn explains the purchase intentions either directly or indirectly through the perceived quality.

Table 4.12: Model fit diagnostics Summary with local reference

Parameter	**Value**
Comparative fit index (CFI)	0.719
Root mean square error of approximation (RMSEA)	0.088

Table 4.12: Model fit diagnostics Summary with local reference



q9_1 = Only products unavailable in Namibia be imported
q9_2 = Namibian products first, and foremost
q9_3 = May cost but prefer supporting Namibian products
q9_4 = Namibians importing responsible for unemployment
q9_5 = Real Namibian always buy Namibian made products
q10_1 = Namibian products made with meticulous workmanship
q10_2 = Namibian products are of good value
q10_3 = Namibian products are easily available
q10_4 = Namibian products are long lasting
q10_5 = Namibian products are prestigious products
q10_6 = Namibian products are made to last
q10_7 = Namibian products exterior styling attractive
q10_8 = Namibian products require little maintenance
q10_9 = Namibian products offer quality service
q10_10 = Namibian people take pride in their work
q10_11 = Namibian people set high standards for themselves
q10_12 = Namibian people offer quality service
q10_13 = Namibians are friendly and likeable
q10_14 = Namibians are well educated
q10_15 = Namibians are hardworking
q11_1 = Feel guilty if I buy a foreign product
q11_2 = Would never buy a foreign product
q11_3 = Whenever possible, avoid buying foreign products
q11_4 = Do not like the idea of owning foreign products
q11_5 = Would pay 10% more for Namibian product
q12_1 = Namibian products produced from fine workmanship
q12_2 = Namibian products show clever use of color and design
q12_3 = Namibian products quite reliable and long lasting
q12_4 = Namibian products of good value for money
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q13_17 = Whenever possible avoid buying Heineken beer
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q13_19 = Would pay 10% more for Windhoek Lager beer

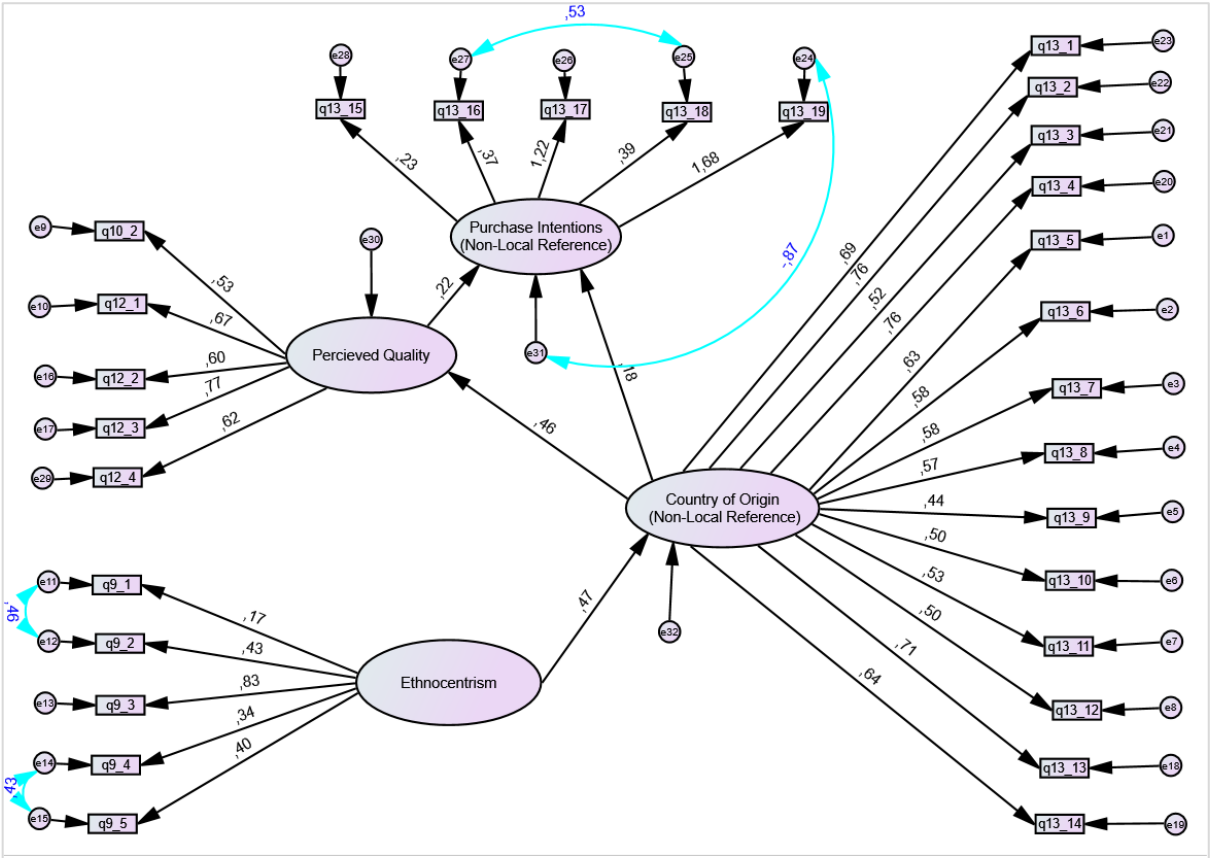
Figure 4.21: The fitted model (framework) with local reference

Table 4.13 shows that the data supported the hypothesized framework as evidenced by the RMSEA of 0.076 which was well within the acceptable level of RMSEA <0.08. The CFI of 0.779 was also very close to the generally accepted CFI > 0.8.

Table 4.13: Model Fit diagnostics Summary with non-local reference

Parameter	**Value**
Comparative fit index (CFI)	0.779
Root mean square error of approximation (RMSEA)	0.076

With the reference to the non-local products (Figure 4.24), the findings showed that the effect of the country of origin on the perceived quality ($\lambda_{non\text{-}local}$ = 0.46 vs λ_{local} = 1.0) was not as much as observed for the local reference. However, the ethnocentrism and despite the effect also lower ($\lambda_{non\text{-}local}$ = 0.47 vs λ_{local} = 0.69), proved to be crucial in the understanding of the behavioural patterns in the country of origin. The results further revealed that when the consumers were asked their intentions to purchase with reference to a foreign product, their responses or decisions were mainly determined by the perceived quality (λ = 0.22) than due to the country of origin (λ = 0.18).



q9_1 = Only products unavailable in Namibia be imported
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q13_18 = Do not like idea of drinking Heineken beer
q13_19 = Would pay 10% more for Windhoek Lager beer

Figure 4.22: The fitted model (framework) with non-local reference

4.9 Variable co-relations

Table 4.9 below summarizes the co-relations between the variables.

Table 4.9 Variable co-relations

VARIABLE	CORRELATION
LOCAL REFERENCE	
Ethnocentrism and country of origin	0,54
“Country of origin and perceived quality”	0,08
“Country of origin and purchase intentions”	0,99
Perceived quality and purchase intentions	-0,14
Ethnocentrism and perceived quality	0,51
NON-LOCAL REFERENCE	
Ethnocentrism and country of origin	0,35
“Country of origin and perceived quality”	0,45
“Country of origin and purchase intentions”	-0,04
Perceived quality and purchase intentions	0,07

Ethnocentrism and perceived quality	0,50

4.10 Hypotheses testing: Local reference

The study intended to test the hypotheses as per the conceptual model below

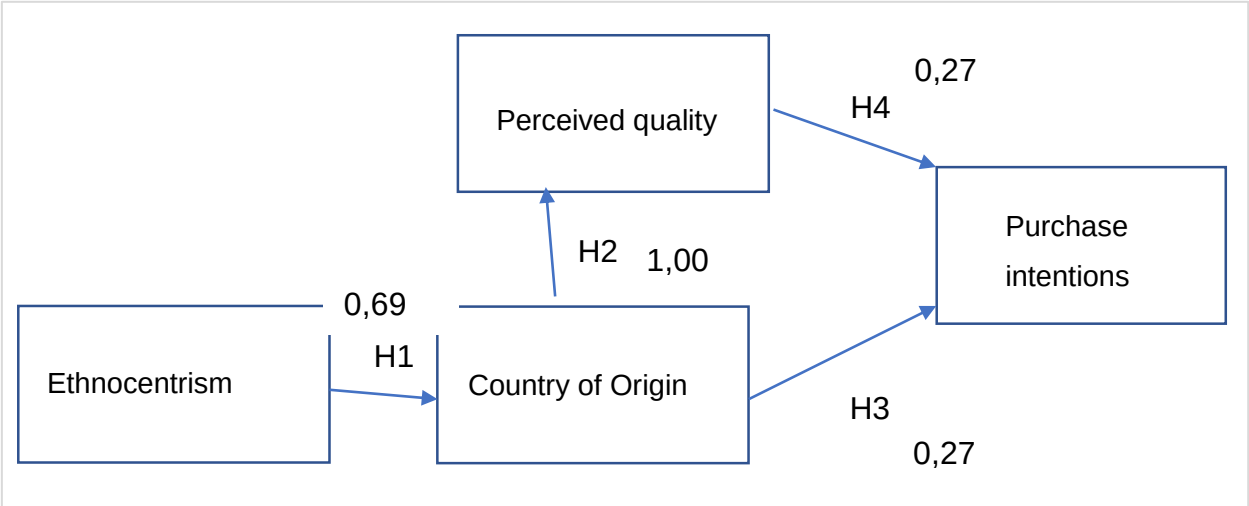


Figure 4.10 Conceptual model

Regression coefficients are “estimates of the unknown population parameters and describe the relationship between a predictor variable and the response” (Iacobucci & Churchill , 2010). The range for the estimates are between -1 and 1. The closer the coefficient estimate is to one, the greater the influence the predictor variable has on the response.

The results of the research relating to local reference are presented in the table below.

Table 4.10 Hypotheses results: Local reference

Path Coefficient	Hypothesis	Estimate	P-Value	Result

Consumer ethnocentrism and county of origin	H1	0,69	***	Significant and supported
“Country of origin and perceived quality”	H2	1,00	***	Significant and supported
“Country of origin and purchase intentions”	H3	0,27	***	Significant and supported
Perceived quality and purchase intentions	H4	0,27	***	Significant and supported

4.10.1 Ethnocentrism and country of origin

H1: Consumer ethnocentrism has an effect on country of origin perceptions for Namibian consumers

The path coefficient estimate of H1 was 0,69 and this confirms a relationship between consumer ethnocentrism and country of origin. The P value indicated a 0,01 level of confidence. This confirms that the hypothesis is significant and supported.

4.10.2 Country of origin and perceived quality

H2: Country of origin has an effect on perceived perceptions for Namibian consumers

The path coefficient estimate of H2 was 1,00 and this confirms a relationship between country of origin and perceived quality. The P value indicated a 0,01 level of confidence. This confirms that the hypothesis is significant and supported.

4.10.3 Country of origin and purchase intention

H3: Country of origin has an effect on purchase intentions for Namibian consumers

The path coefficient estimate of H3 was 0,27 and this confirms a relationship between country of origin and purchase intentions. The P value indicated a 0,01 level of confidence. This confirms that the hypothesis is significant and supported.

4.10.4 Perceived quality and purchase intention

H4: Perceived quality has an effect on consumer purchase intentions in Namibia

The path coefficient estimate of H4 was 0,27 and this confirms a relationship between perceived quality and purchase intentions. The P value indicated a 0,01 level of confidence. This confirms that the hypothesis is significant and supported.

4.11 Hypotheses testing: Non-local reference

The results of the research relating to non-local reference are presented in the table below.

Table 4.11 Hypotheses results: Non-local reference

Path Coefficient	Hypothesis	Estimate	P-Value	Result
Consumer ethnocentrism and county of origin	H1	0,47	***	Significant and supported
“Country of origin and perceived quality”	H2	0,46	***	Significant and supported
“Country of origin and purchase intentions”	H3	0,18	***	Significant and supported
Perceived quality and purchase intentions	H4	0,22	***	Significant and supported

4.11.1 Ethnocentrism and country of origin

H1: Consumer ethnocentrism has an effect on country of origin perceptions for Namibian consumers

The path coefficient estimate of H1 was 0,47 and this confirms a relationship between consumer ethnocentrism and country of origin. The P value indicated a 0,01 level of confidence. This confirms that the hypothesis is significant and supported.

4.11.2 Country of origin and perceived quality

H2: Country of origin has an effect on perceived perceptions for Namibian consumers

The path coefficient estimate of H2 was 0,46 and this confirms a relationship between country of origin and perceived quality. The P value indicated a 0,01 level of confidence. This confirms that the hypothesis is significant and supported.

4.11.3 Country of origin and purchase intention

H3: Country of origin has an effect on purchase intentions for Namibian consumers

The path coefficient estimate of H3 was 0,18 and this confirms a relationship between country of origin and purchase intentions. The P value indicated a 0,01 level of confidence. This confirms that the hypothesis is significant and supported.

4.11.4 Perceived quality and purchase intention

H4: Perceived quality has an effect on consumer purchase intentions in Namibia

The path coefficient estimate of H4 was 0,22 and this confirms a relationship between perceived quality and purchase intentions. The P value indicated a 0,01 level of confidence. This confirms that the hypothesis is significant and supported.

CHAPTER 5: **DISCUSSION OF RESULTS**

5.1 Introduction

This chapter seeks to discuss the research results in context of the literature review and theory relevant to the study. The results relating to each research question of the relationships between ethnocentrism, country of origin and perceived quality; and how they affect the purchase intentions of Namibian consumers.

The discussion of the results begins with the discussion on the demographic information. It then follows with a discussion as per the hypotheses mapped out earlier in the paper, namely: consumer ethnocentrism and country of origin, country of origin and perceived quality, country of origin on purchase intentions and finally perceived quality on purchase intentions. The chapter concludes with a summary of the discussion.

5.2 Demographic results discussion

The findings relating to gender, age, ethnicity and home language in the demographic results mirror the demographics of the Namibian population. While access to internet penetration has grown in the past 10 years, only 51% of the population are active internet users (Hootsuite, 2022). The survey was completed online, and thus has a skew towards urban Namibians with access to internet. 66.6% of respondents were from the Khomas region.

Female respondents made up majority of the research respondents with 59.9% in comparison to male respondents at 40.1%. This gender split mirrors the Namibian population with females making up 51.6% of the total population. 71.7% of the research respondents were aged 25- 44 years old. During the last official census, 57% of the Namibian population were aged 15-59 years old. Africans made up a majority of the respondents, with a total of 81.1%, followed by coloured at 11% and white at 6.3%. 1.7% of respondents selected Asian or other.

While 64.4% of the respondents have an education level of diploma/certificate and higher, majority of the respondents (39.3%) have a household income of N$50 000 or less per annum. This suggests that the level of education is not directly correlated to the levels of

income. While 9% of total respondents had an education level of masters and PhD, only 4% of the respondents had a household income of N$ 1 500 001 or more per annum.

English is the official language in Namibia. However, only 16.9% listed English as their home language. Oshiwambo was listed as the home language for 36.1% of respondents, Afrikaans for 13.7% of respondents and Otjiherero for 10.9% of respondents.

5.3 Hypotheses discussion

The following section discusses the individual hypotheses. Tables below is a summary of the hypotheses tests. Overall, the estimates for the path coefficients with local reference were higher than that of non-local reference.

The results of the research relating to local reference are presented in the table below.

Table 5.3 Hypotheses: Local reference

Path Coefficient	Hypothesis	Estimate	P-Value	Result
Consumer ethnocentrism and county of origin	H1	0,69	***	Significant and supported
“Country of origin and perceived quality”	H2	1,00	***	Significant and supported
“Country of origin and purchase intentions”	H3	0,27	***	Significant and supported
Perceived quality and purchase intentions	H4	0,27	***	Significant and supported

The results of the research relating to non-local reference are presented in the table below.

Table 5.3 Hypotheses: Non-local reference

Path Coefficient	Hypothesis	Estimate	P-Value	Result
Consumer ethnocentrism and county of origin	H1	0,47	***	Significant and supported
“Country of origin and perceived quality”	H2	0,46	***	Significant and supported
“Country of origin and purchase intentions”	H3	0,18	***	Significant and supported
Perceived quality and purchase intentions	H4	0,22	***	Significant and supported

5.3.1 Local Reference

Consumer ethnocentrism and county of origin

The first sub-problem of the study was to understand the effect that consumer ethnocentrism had on country of origin. Based on the literature review and previous studies, the hypotheses predicted that consumer ethnocentrism would have a positive effect on country of origin perceptions for Namibian consumers. The path coefficient estimate of H1 was 0,69 and this confirms a relationship between consumer ethnocentrism and country of origin. The P value indicated a 0,01 level of confidence. This confirms that the hypothesis is significant and supported.

Ethnocentrism represents the “universal tendency for people to view their own group as the centre of the universe, to interpret other social units from the perspective of their own group. It further rejects persons who are culturally dissimilar while blindly accepting those who are culturally like themselves” (Shimp & Sharma, 1987). Previous studies relating to ethnocentrism in developed nations show that based on their ethnocentric tendencies,

consumers tend to reject imports. However, within the developing nation context, status and signs of wealth are often shown by purchasing high value imported products (Ger et al., 1993). There is a great desire to show one's status through one's possessions. A product's country of origin often serves as a cue activating a consumer's ethnocentric tendency (Huddleston et al., 2001).

While a high level of ethnocentrism was observed with the respondents, 56% of respondents did not agree that unemployment could be attributed to imports. The outstanding response (70%) on the ethnocentrism scale was that Namibian consumers would prefer to support Namibian products even though they may come at a price point higher to that of imported products. To support this statement, 68% put Namibian products first and foremost, 61% collectively agree and strongly agree that only products that are not available in Namibia should be imported. Respondents were neutral on the statement that real Namibians always buy Namibian products, with only 52% agreeing.

Country of origin and perceived quality

The second sub-problem of the study was to understand the effect that country of origin had on perceived quality. Based on the literature review and previous studies, the hypotheses predicted that country of origin would have an effect on the quality perceptions of Namibian consumers. The path coefficient estimate of H2 was 1,00 and this confirms a relationship between country of origin and perceived quality. The P value indicated a 0,01 level of confidence. This confirms that the hypothesis is significant and supported.

Country of origin is the "picture, the reputation, the stereotype that consumers attach to products of a specific country. This image is created by such variables as representative products, national characteristics, economic and political background, history and traditions" (Nagashima, 1970). Country of origin image is "the result of stereotypes linked to a certain product merely because it originates from a given country". Prior research on the effects of country of origin on product evaluations shows that "consumers perceive products made in developed countries to be of higher quality compared with products made in emerging markets" (Josiassen & Harzing, 2008).

The overall responses for country of origin were predominately neutral, with a number of the hotspots for the statements being neutral. The statements that referred to Namibian

people showed the most positive responses. The agree hotspots related to Namibians taking pride in their work (44%) and Namibians being friendly and likeable (42.5%). However, the statement referring to Namibians being educated received the lowest score of 69%. The statements relating to Namibian products were either neutral or negative. The three lowest were that Namibians offer quality service (60% disagree), Namibian products are easily available (60% disagree) and Namibian products require little maintenance (66%). One can thus infer that while the respondents have positive perceptions about Namibians, the sentiment towards to the service and product offerings are less positive.

Country of origin and purchase intentions

The third sub-problem of the study was to understand the effect that country of origin had on purchase intentions. Based on the literature review and previous studies, the hypotheses predicted that country of origin would have a positive effect on the purchase intentions of Namibian consumers. The path coefficient estimate of H3 was 0,27 and this confirms a relationship between country of origin and purchase intentions. The P value indicated a 0,01 level of confidence. This confirms that the hypothesis is significant and supported. While the coefficient estimate was greater than zero, it was lower than that of consumer ethnocentrism and country of origin as well as country of origin and perceived quality.

Global brands are generally more exclusive and more expensive than local brands (Batra R. , Ramaswamy, Alden, Steenkamp, & Ramachander, 2000). In the first experiment relating to country of origin, respondents were asked to rate to identical glasses, one that was made in Japan and the other made in the United States of America. Schooler and Wildt found that although the two glasses were undistinguishable in all regards except for the country of origin, the product evaluations were significantly different (1968).

The statements for this construct were mainly structured negatively. A disagree by respondents did not necessarily equate to a negative finding. The most notable hotspot was that Namibians would never buy a foreign product (51%), followed by 47.47% respondents who disagree that they would feel guilty if they purchase a foreign product and 44.73% who disagree that Namibians do not like the idea of owning foreign products. Despite being happy to purchase foreign products with no guilt, a majority of respondents

(57%) would be willing to pay 10% more for Namibian products (Windhoek Lager) and where possible, 35% would avoid buying foreign products where possible.

Perceived quality and purchase intentions

The forth sub-problem of the study was to understand the effect that perceived quality had on purchase intentions. Based on the literature review and previous studies, the hypotheses predicted that perceived quality would have the most significant positive effect on the purchase intentions of Namibian consumers (i.e. the higher the perceived quality, the more likely consumers are to purchase). The path coefficient estimate of H4 was 0,27 and this confirms a relationship between perceived quality and purchase intentions. The P value indicated a 0,01 level of confidence. This confirms that the hypothesis is significant and supported. This coefficient was lower than that of consumer ethnocentrism and country of origin as well as country of origin and perceived quality.

Perceived quality is a product attribute that consumers consider when making product decisions. High level of quality related to a higher level of customer satisfaction (Kotler & Keller, 2016). Consumers in developing nations perceive products from developed nations to be of a higher quality and hold higher perceived value (Batra et al., 2000). Monore (1990) indicates that perceived quality will “positively influence purchase intention through perceived value”. Ho (2007) also advocates that the higher the perceived quality and perceived value of the private brand foods, the higher buying intention to consumers.

5.3.2 Non-local reference

Consumer ethnocentrism and country of origin

The path coefficient estimate of H1 was 0,47 and this confirms a relationship between consumer ethnocentrism and country of origin. The P value indicated a 0,01 level of confidence. This confirms that the hypothesis is significant and supported. This is the strongest relationship in the model relating to non-local products.

Country of origin and perceived quality

The path coefficient estimate of H2 was 0,46 and this confirms a relationship between country of origin and perceived quality. The P value indicated a 0,01 level of confidence. This confirms that the hypothesis is significant and supported.

The overall responses for country of origin, which included non-local Dutch reference, was predominately neutral. The statements relating to Dutch people were neutral with Dutch people are hardworking at 50%, Dutch people take pride in their work at 51% disagree. The statement relating to Dutch people being friendly and likeable is at 71% disagree, in contrast to the same question relating to Namibian consumers.

Country of origin and purchase intentions

The path coefficient estimate of H3 was 0,18 and this confirms a relationship between country of origin and purchase intentions. The P value indicated a 0,01 level of confidence. This confirms that the hypothesis is significant and supported. This relationship is the weakest of all variables.

When asked about purchase intentions in relation to non-local products (Heineken beer), the overall finding is that Namibian consumers do not rule out foreign products from their purchasing basket. The biggest hotspot of 42.3% related to respondents disagreeing that they would never buy a Heineken beer; this was followed by 38% of respondents disagree that they do not like the idea of drinking Heineken beer.

Perceived quality and purchase intentions

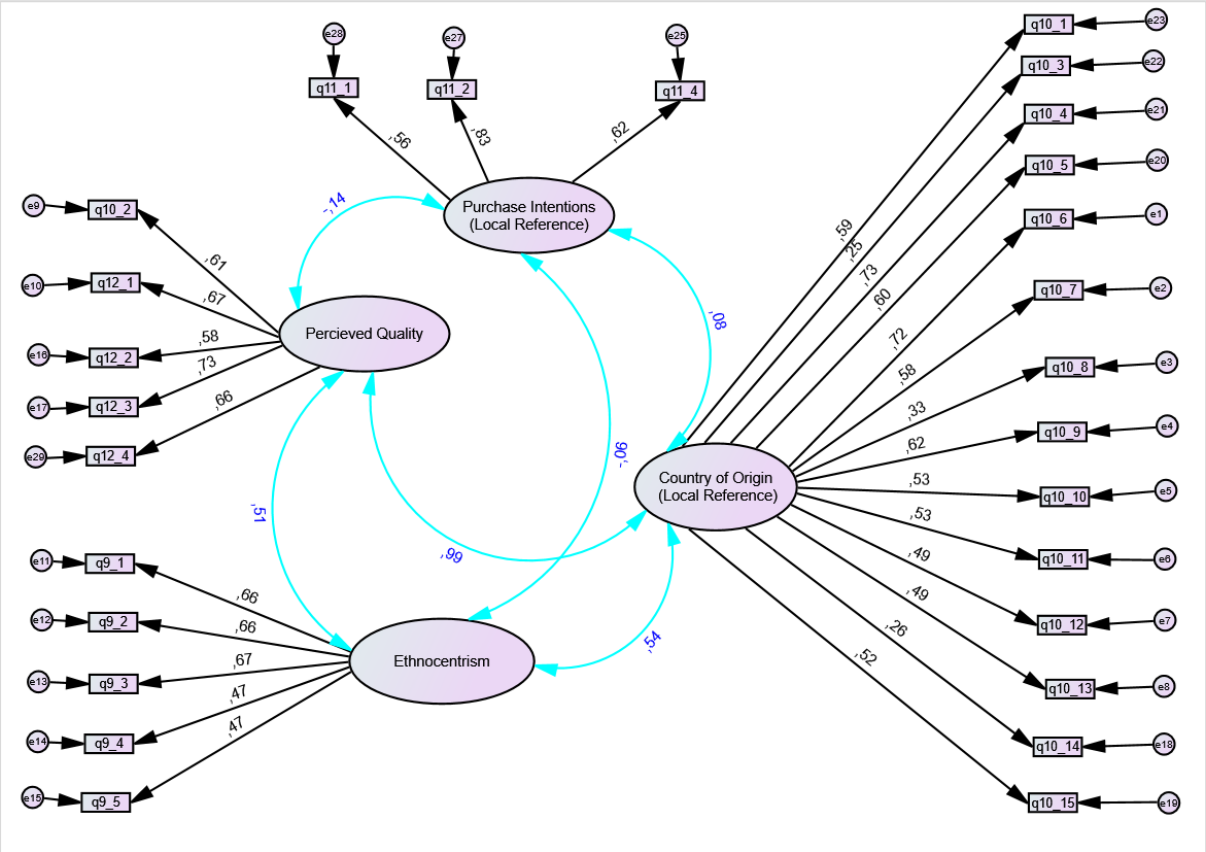
The path coefficient estimate of H4 was 0,22 and this confirms a relationship between perceived quality and purchase intentions. The P value indicated a 0,01 level of confidence. This confirms that the hypothesis is significant and supported.

5.4 Variable correlations

Ethnocentrism was better explained by preference in supporting Namibian products (λ = 0.67, Figure 4.21), followed by putting the Namibian products first and foremost (λ = 0.66) and opting for imports only if the Namibian products were not available (λ = 0.66). As for the country of origin with local reference, the results showed that this was mostly influenced by the understanding of whether the Namibian products were long lasting (λ =

0.73), followed by a closely similar statement that pertains to whether the Namibian products were made to last (λ = 0.72). The other statements that were also found to possess influential effects on the country of origin construct included whether the Namibian products were offering quality (λ = 0.62) and also whether they were prestigious (λ = 0.60). Almost all the indicators of the perceived quality showed fairly high loadings of at least 0.6. However, the outstanding ones tended to be based on reliability and long lasting (λ = 0.73) and whether the Namibian products were produced from fine workmanship (λ = 0.67). Of the three reliable indicators of purchase intentions with reference to the local products, the most influential factor was related to the statement "*Would never buy a foreign product*" with λ = 0.83.

Of the investigated four constructs, a strong positive correlation (r = 0.99) was observed between the country of origin and the perceived quality. That is, the higher the score on the country of origin, so was the score on the perceived quality and vice versa. However, it is important to note that correlation does not imply causation. That is, one of them may not necessarily have a predictive power on the other or that a cause and effect may not necessarily be deduced between their relationship. The other correlations realized were moderate and positive between country of origin and ethnocentrism (r = 0.54) as well as between the ethnocentrism and the perceived quality (r = 0.51). According to the data at hand, the purchase intentions were found to have a weak negative correlation (r = -0.14) with the perceived quality. In other words, the relationship, though weak, revealed an element of no similar behavioural traits in the consumers in the way they perceived the local product and the buying intentions. It is also worth mentioning that there was almost no link between the purchase intentions and both the ethnocentrism (r = -0.06) and the country of origin (r = 0.08).



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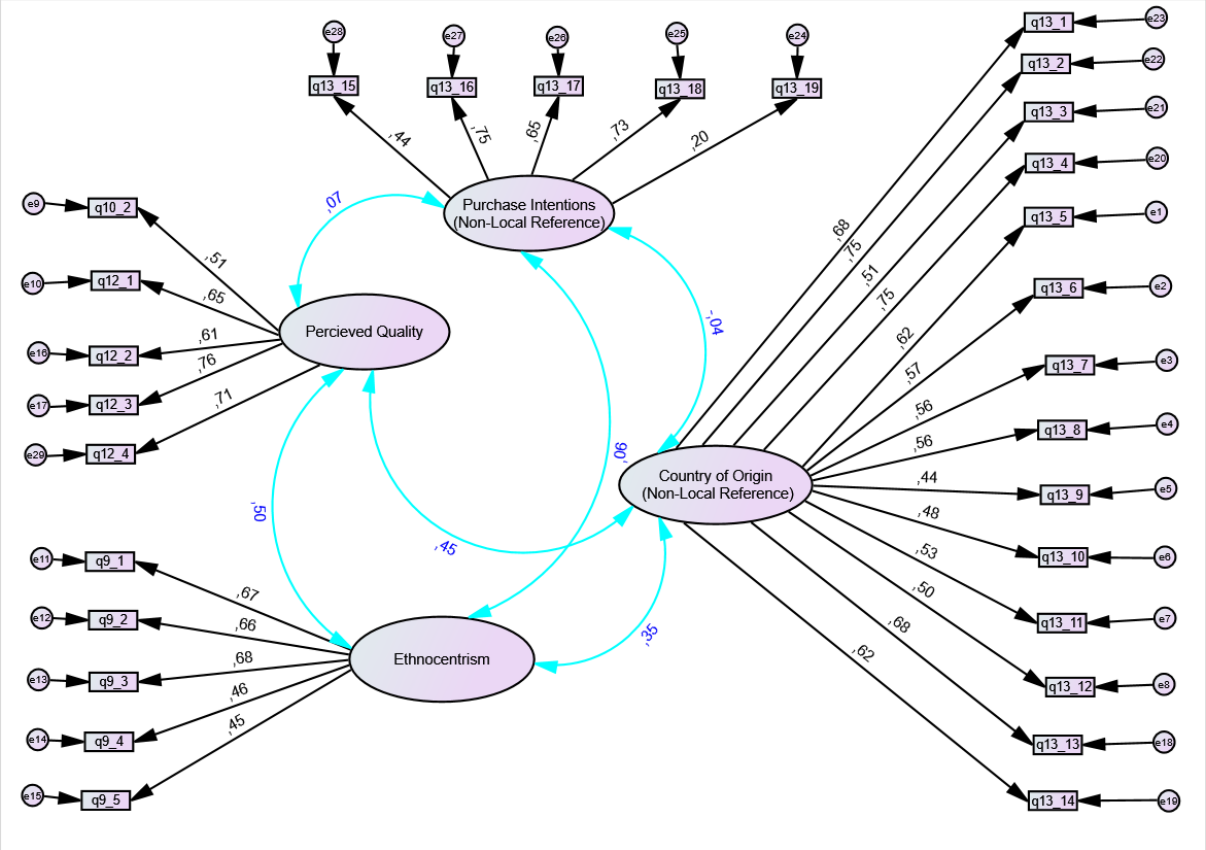
q13_16 = Would never buy a Heineken beer
q13_17 = Whenever possible avoid buying Heineken beer
q13_18 = Do not like idea of drinking Heineken beer
q13_19 = Would pay 10% more for Windhoek Lager beer

With reference to non-local products, the response patterns in the indicators of ethnocentrism remained fairly the same as for the local reference and dominated by preference given to supporting Namibian products (λ = 0.68), opting for imports in the case of unavailability of Namibian products (λ = 0.67) and putting Namibian products first and

foremost (λ = 0.66). Similarly, the perceived quality was better explained by the reliability and long lasting of the Namibian products (λ = 0.76), followed by the fact that the Namibian products were of good value for money λ = 0.71). Recalling that of interest was to understand the consumer behaviour with or without reference to the local product, and as such, the interpretation of the results in the next results closely compare the findings to those of the locally referenced products.

The country of origin with local reference, was mostly influenced by the understanding of whether the Namibian products were long lasting (λ = 0.73), followed by a closely similar statement that pertains to whether the Namibian products were made to last (λ = 0.72). On the other hand, when referring to a foreign product, the results revealed that the country of origin was greatly influenced by the fact that the Dutch products were of good value (λ = 0.75) and that they were log lasting (λ = 0.75). Hence, it emerged that both the local and foreign references had durability as the key factor. The purchase intentions with reference to the local products, showed that the most influential factor was related to the statement "*Would never buy a foreign product*" (λ = 0.83). This was also the most influential factor for the non-local reference as evidenced by λ = 0.75 for the statement "*Would never buy a Heineken beer*". In addition to the non-local reference, the purchase intentions were also found to be influenced by the fact that the Dutch people were setting their standards very high (λ = 0.73).

The pattern remained the same with the purchase intentions not showing correlation with the perceived quality (r = 0.07) and neither with ethnocentrism (r = 0.06) nor with the country of origin (r = -0.04). Only moderate positive correlations were observed between the perceived quality and ethnocentrism (r =0.50); perceived quality and country of origin (r = 0.45) and between the ethnocentrism and the country of origin (r = 0.35).



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q10_6 = Namibian products are made to last
q10_7 = Namibian products exterior styling attractive
q10_8 = Namibian products require little maintenance
q10_9 = Namibian products offer quality service
q10_10 = Namibian people take pride in their work
q10_11 = Namibian people set high standards for themselves
q10_12 = Namibian people offer quality service
q10_13 = Namibians are friendly and likeable
q10_14 = Namibians are well educated
q10_15 = Namibians are hardworking
q11_1 = Feel guilty if I buy a foreign product
q11_2 = Would never buy a foreign product
q11_3 = Whenever possible, avoid buying foreign products
q11_4 = Do not like the idea of owning foreign products
q11_5 = Would pay 10% more for Namibian product
q12_1 = Namibian products produced from fine workmanship
q12_2 = Namibian products show clever use of color and design
q12_3 = Namibian products quite reliable and long lasting
q12_4 = Namibian products of good value for money
q13_1 = Dutch products made with meticulous workmanship
q13_2 = Dutch products are of good value
q13_3 = Dutch products are easily available
q13_4 = Dutch products are long lasting
q13_5 = Dutch products are prestigious products
q13_6 = Dutch products are made to last
q13_7 = Dutch products exterior styling attractive
q13_8 = Dutch products require little maintenance
q13_9 = Dutch people take pride in their work
q13_10 = Dutch people set high standards for themselves
q13_11 = Dutch people offer quality service
q13_12 = Dutch people are friendly and likeable
q13_13 = Dutch people are well educated
q13_14 = Dutch people are hardworking
q13_15 = Feel guilty buying Heineken over Windhoek Lager beer
q13_16 = Would never buy a Heineken beer
q13_17 = Whenever possible avoid buying Heineken beer
q13_18 = Do not like idea of drinking Heineken beer
q13_19 = Would pay 10% more for Windhoek Lager beer

Figure 5.1: Correlation analysis of the framework with non-local reference items

CHAPTER 6: CONCLUSION AND RECOMMENDATIONS

6.1 Introduction

The purpose of this study was to investigate the associative links that ethnocentrism, county of origin and perceived quality have on the purchase intentions of Namibian consumers. Although numerous studies have been conducted on the subject matter, this area of knowledge is still at its infancy in the Sub- Saharan context.

6.2 Conclusion of the study

The research confirms that the four (4) hypotheses tested are supported, and that there is a positive influence between them. As such, the study shows that there is merit in marketers investing quality perceptions of Namibian consumers to positively influence purchasing intentions.

Important to note that the questionnaire was comprised of structured questions. The responses are not absolute and thus are not mutually exclusive.

6.2.1 Consumer ethnocentrism and country of origin

The results presented in Chapter 4 confirm that consumer ethnocentrism has a positive impact on country of origin. This is consistent with previous studies and results. These findings confirm to marketers and managers that Namibians are ethnocentric and that this positively influences their perception of Namibians. The coefficient estimate for consumer ethnocentrism on Namibian country of origin was higher than the coefficient estimate of consumer ethnocentrism on Dutch country of origin.

6.2.2 Country of origin and perceived quality

The results presented in Chapter 4 confirm that country of origin has a positive impact on perceived quality. This is consistent with previous studies and results. This relationship was the strongest one in the local reference model, with a coefficient estimate of one. While the hypothesis for the non-local reference was also supported, the relationship was weaker.

6.2.3 Country of origin and purchase intentions

The results presented in Chapter 4 confirm that country of origin has a positive impact on perceived quality. This is consistent with previous studies and results. For the non-local reference model, this relationship was the weakest.

6.2.4 Perceived quality and purchase intentions

The results presented in Chapter 4 confirm that perceived quality has a positive impact on purchase intentions. This is consistent with previous studies and results. However, the magnitude of the influence is less than expected. The hypothesis stated that this relationship would be the strongest of all the constructs.

6.3 Implications of the study

Implications of the study are discussed in the section below.

6.3.1 Theoretical implications

This study contribute to the literature, and knowledge on the impact of consumer ethnocentrism, country of origin and perceived quality on purchase intentions on Namibian consumers. It also contributes to the theory of consumer decision-making behaviour. The contributions of the study also benefits academia and scholars, who can use the findings in support of their studies.

6.3.2 Managerial implications

It can be realised that ethnocentrism cannot be underrated since it directly affected the country of origin which in turn explains the purchase intentions either directly or indirectly through the perceived quality.

With the reference to the non-local products, the findings showed that the effect of the country of origin on the perceived quality was not as much as observed for the local reference. However, the ethnocentrism and despite the effect also lower proved to be crucial in the understanding of the behavioral patterns in the country of origin. The results

further revealed that when the consumers were asked their intentions to purchase with reference to a foreign product, their responses or decisions were mainly determined by the perceived quality than due to the country of origin.

It emerged that both the local and foreign references had durability as the key factor.

6.4 Recommendations

This section presents the recommendations based on the hypothesis testing results attained in this study

CONSTRUCT	RECOMMENDATION
Consumer ethnocentrism	Namibian consumers are ethnocentric and majority are willing to pay more for Namibian products. However, the quality of the Namibian products should at the bare minimum meet the quality standards of the imported products. Consumers do not believe that purchasing imported products is a contributing factor towards unemployment in the country. Messaging should thus always focus on celebrating and highlighting the positive attributes of Namibian goods and services. Messaging that implies/suggests guilt to Namibian consumers for buying imported products should be avoided as it will not influence purchasing intentions.
Country of origin	Perceptions relating to Namibian people were the highest drivers of country of origin perceptions. Thus, dialling up communication relating to country of origin (in brand communications and packaging) will likely give the highest return compared to the constructs tested in the research.

	Scores relating to quality perceptions of Namibian products and services were low. Marketers need to work on ensuring the quality of goods and services are comparable to imported alternatives and that quality credentials are clearly communicated. The use of Team Namibia logo and similar endorsements (highlighting the country of origin) can be used, in conjunction with focusing on other quality ques. This is further strengthened by the fact that Namibians are ethnocentric.
Perceived quality	Overall quality perceptions are positive. However, perceptions around reliability and duration of products performed the weakest. There is an opportunity to dial up communications relating to durability and reliability. Namibian brand owners should focus on ensuring that the quality of their product and service offerings can compete with the imported counterparts. The quality credentials should also be communicated in brand messaging and on pack, where possible. Quality perceptions are important throughout the entire consumer purchase journey. Brand owners need to ensure that every touchpoint is consistent and it supports the overall quality experience they want to deliver to consumers.
Purchase intentions	The purchase of Namibian products and imported products are not mutually exclusive. While Namibians would prefer to buy local products and are willing to pay more for Namibian products, they do not feel guilty or perceive purchasing imported products as a contributor to unemployment. For marketers, the focus should thus be offering consumers goods and services that are

	comparable to imported alternatives. Where the functional and quality credentials match that of imported products, Namibian brand owners should dial up the country of origin of local products and services.

6.5 Limitations and future research

This section relates to the limitations of the study. Recommendations for future studies are also discussed.

6.5.1 Limitations of the study

The study was conducted online and thus may not reflect the perceptions of all Namibians. While the respondents were from all over Namibia, majority of the respondents were from the Khomas region. The study was a quantitative research method based on previous studies conducted predominately in developed nations.

6.5.2 Future research

Due to the low internet penetration in Namibia, online surveys do not sufficiently mirror the full Namibian landscape across all consumer segments. Future studies can consider mixed methods of data collection to ensure that the full Namibian consumer segments. To enrich quantitative studies, qualitative research can be conducted as a pre-lude to future quantitative studies. Perceived quality is a multidimensional construct and the variable impact of the drivers of quality perceptions may change from market to market. Future studies can consider unpacking quality perceptions of goods and services in developing nations.

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APPENDIX A: RESEARCH QUESTIONNAIRE



Participant Information Sheet

Dear Sir / Madam,

My name is Dandago Nkoshi and I am a Masters student at the University of the Witwatersrand, Johannesburg. As part of my studies, I have to undertake a research project, and I am investigating "***Effect of ethnocentrism, country of origin and perceived quality on the purchase intentions of Namibian consumers***" under the supervision of Dr Y Saini. The aim of this research project is to find out what the drivers of consumer purchase intentions in Namibia.

As part of this project, I would like to invite you to take part by answering a questionnaire. This activity will involve an online questionnaire and will take around 15- 20 minutes.

There will be no personal costs to you if you participate in this project, You will not receive any direct benefits from participation but there are no disadvantages or penalties if you do not choose to participate or if you withdraw from the study. You may withdraw at any time or not answer any question if you do not want to. The questionnaire will be completely confidential and anonymous as I will not be asking for your name or any identifying information, and the information you give to me will be held securely and not disclosed to anyone else.

If you have any questions during or afterwards about this research, feel free to contact me on the details listed below. This study will be written up as a research report which will be available online through the university library website. The data collected from this research project will be stored in secure online drive and will be kept for 5 years. With your permission the data collected from this research project may be used by other researchers. If you have any concerns or complaints regarding the ethical procedures of this study, you are welcome to contact the University Human Research Ethics Committee (Non-Medical), telephone +27(0) 11 717 1408, email hrec-medical.researchoffice@wits.ac.za

Yours sincerely,
Researcher:
Dandago Nkoshi
Email: Dandago.nkoshi@gmail.com | Tel: +264811433312

Supervisor:
Dr Y Saini
Email: yvonne.saini@wits.ac.za | Tel: +27117173586

SECTION 1

GENERAL INFORMATION

The section is asking your background information. Please indicate your answer by ticking (✓) on the appropriate box.

A1 Please indicate your gender

Male
Female
Other

A2 Please indicate your age

18-24
25-34
35-44
45-55
55-64
65 years or older

A3 Please indicate your ethnicity

African
White
Asian
Colored
Other

A4 Please indicate your home language

Afrikaans
English
German
Khoekhoegowab
Oshiwambo
Otjiherero
Portuguese
RuKwangali
siLozi
Other

A5 Please indicate your education level

Primary
Secondary
Bachelors
Post graduate diploma/certificate
Masters
PHD

A6 Please indicate your employment status

Full time employment
Part time employment
Unemployed/ Looking for work
Unemployed/ Not looking for work
Student
Retired
Other

A7 Please indicate your annual household income

N$0- N$50 000
N$50 001- N$100 000
N$100 001- N$300 000
N$300 001- N$500 000
N$500 001- N$800 000
N$800 001- N$1 500 000
Above N$1 500 000

A8 Please indicate the Namibian region you live in

Erongo
Hardap
Karas
Kavango East
Kavango West
Khomas
Kunene
Ohangwena
Omaheke
Omusati
Oshana
Oshikoto
Otjozondjupa
Zambezi

SECTION 2

You can indicate the extent to which you agree or disagree with the statement by ticking the corresponding number in the 5-point scale below:

Strongly Disagree=1 Disagree=2 Neutral=3 Agree=4 Strongly Agree=5

	Strongly Disagree	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
Q2.1 Only those products that are unavailable in Namibia should be imported					
Q2.2 Namibian products first, last, and foremost					
Q2.3 It is not right to purchase foreign products because it puts Namibians out of jobs					
Q2.4 It may cost me in the long-run but I prefer to support Namibian products					
Q2.5 Namibian consumers who purchase products made in other countries are responsible for putting fellow Namibians out of work					
Q2.6 A real Namibian should always buy Namibian made products					

SECTION 3

You can indicate the extent to which you agree or disagree with the statement by ticking the corresponding number in the 5-point scale below:

Strongly Disagree=1 Disagree=2 Neutral=3 Agree=4 Strongly Agree=5

	Strongly Disagree	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
Q3.1 Namibian products are made with meticulous workmanship					
Q3.2 Namibian products are of good value					

Q3.3 Namibian products are easily available					
Q3.4 Namibian products are long lasting					
Q3.5 Namibian products are prestigious products					
Q3.6 Namibian products are made to last					
Q3.7 Exterior styling for Namibian products are attractive					
Q3.8 Namibian products require little maintenance					
Q3.9 Namibian products offer quality service					
Q3.10 Namibian people take pride in their work					
Q3.11 Namibian people set high standards for themselves					
Q3. 12 Namibian people offer quality service					
Q3. 13 Namibians are friendly and likeable					
Q3. 14 Namibians are well educated					
Q3. 15 Namibians are hardworking					

SECTION 4

You can indicate the extent to which you agree or disagree with the statement by ticking the corresponding number in the 5-point scale below:

Strongly Disagree=1 Disagree=2 Neutral=3 Agree=4 Strongly Agree=5

	Strongly Disagree	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
Q4.1 I would feel guilty if I buy a foreign product					
Q4.2 I would never buy a foreign product					
Q4.3 Whenever possible, I avoid buying foreign products					
Q4.4 I don't like the idea of owning foreign products					
Q4.5 If two products were in equal quality, I would 10 % more for the Namibian product					

SECTION 5

You can indicate the extent to which you agree or disagree with the statement by ticking the corresponding number in the 5-point scale below:

Strongly Disagree=1 Disagree=2 Neutral=3 Agree=4 Strongly Agree=5

	Strongly Disagree	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
Q5.1 Namibian products are carefully produced and have fine workmanship.					
Q5.2 Namibian products usually show a very clever use of colour and design					
Q5.3 Namibian products are usually quite reliable and long-lasting					
Q5.4 Namibian products are usually a good value for the money.					

SECTION 6

You can indicate the extent to which you agree or disagree with the statement by ticking the corresponding number in the 5-point scale below:

Strongly Disagree=1 Disagree=2 Neutral=3 Agree=4 Strongly Agree=5

	Strongly Disagree	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
Q6.1 Dutch products are made with meticulous workmanship					
Q6.2 Dutch products are of good value					
Q6.3 Dutch products are easily available					
Q6. 4 Dutch products are long lasting					
Q6.5 Dutch products are prestigious products					
Q6.6 Dutch products are made to last					
Q6.7 Exterior styling for Dutch products are attractive					
Q6.8 Dutch products require little maintenance					
Q6.9 Dutch people take pride in their work					
Q6.10 Dutch people set high standards for themselves					
Q6. 11 Dutch people offer quality service					
Q6. 12 Dutch people are friendly and likeable					

Q6. 13 Dutch people are well educated					
Q6. 14 Dutch people are hardworking					

SECTION 7

You can indicate the extent to which you agree or disagree with the statement by ticking the corresponding number in the 5-point scale below:

Strongly Disagree=1 Disagree=2 Neutral=3 Agree=4 Strongly Agree=5

	Strongly Disagree	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
Q7. 1 I would feel guilty if I buy a Heineken beer over a Windhoek Lager beer					
Q7.2 I would never buy a Heineken beer					
Q7.3 Whenever possible, I avoid buying Heineken beer					
Q7.4 I don't like the idea of owning a Heineken beer					
Q7.5 Heineken beer and Windhoek Lager beer are equal quality, I would 10 % more for the Windhoek Lager beer					

APPENDIX B: PILOT STUDY RESULTS

A1 Please indicate your gender

	GENDER	Percent	Valid Percent	Cumulative Percent
Valid	4	33.3	33.3	33.3
	8	66.7	66.7	100.0
	12	100.0	100.0	

A2 Please indicate your age

	AGE	Percent	Valid Percent	Cumulative Percent
Valid	1	8.3	8.3	8.3
	10	83.3	83.3	91.7
	1	8.3	8.3	100.0
	12	100.0	100.0	

A3 Please indicate your ethnicity

	ETHNICITY	Percent	Valid Percent	Cumulative Percent
Valid	9	75.0	75.0	75.0
	2	16.7	16.7	91.7
	1	8.3	8.3	100.0
	12	100.0	100.0	

A4 Please indicate your home language

	HOME LANGUAGE	Percent	Valid Percent	Cumulative Percent
Valid	3	25.0	25.0	25.0
	3	25.0	25.0	50.0
	4	33.3	33.3	83.3
	1	8.3	8.3	91.7
	1	8.3	8.3	100.0
	12	100.0	100.0	

A5 Please indicate your education level

	EDUCATION LEVEL	Percent	Valid Percent	Cumulative Percent
Valid	1	8.3	8.3	8.3
	2	16.7	16.7	25.0
	4	33.3	33.3	58.3
	5	41.7	41.7	100.0
	12	100.0	100.0	

A6 Please indicate your employment status

	EMPLOYMENT STATUS	Percent	Valid Percent	Cumulative Percent
Valid	10	83.3	83.3	83.3
	1	8.3	8.3	91.7
	1	8.3	8.3	100.0
	12	100.0	100.0	

A7 Please indicate your annual household income

	HOUSEHOLD INCOME	Percent	Valid Percent	Cumulative Percent
Valid	1	8.3	8.3	8.3
	7	58.3	58.3	66.7
	1	8.3	8.3	75.0
	2	16.7	16.7	91.7
	1	8.3	8.3	100.0
	12	100.0	100.0	

A8 Please indicate the Namibian region you live in

	NAMIBIAN REGION	Percent	Valid Percent	Cumulative Percent
Valid	1	8.3	8.3	8.3
	1	8.3	8.3	16.7
	8	66.7	66.7	83.3
	1	8.3	8.3	91.7
	1	8.3	8.3	100.0
	12	100.0	100.0	

SECTION 2								
	Very Strongly Disagree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Very Strongly Agree	Total
Q2.1 Only those products that are unavailable in Namibia should be imported	0.0%	0.0%	25.0%	0.0%	25.0%	8.3%	41.7%	100.0%
Q2.2 Namibian products first, last, and foremost	0.0%	0.0%	16.7%	16.7%	33.3%	25.0%	8.3%	100.0%
Q2.3 It is not right to purchase foreign products because it puts Namibians out of jobs	0.0%	0.0%	66.7%	0.0%	25.0%	8.3%	0.0%	100.0%
Q2.4 It may cost me in the long-run but I prefer to support Namibian products	0.0%	0.0%	8.3%	16.7%	58.3%	16.7%	0.0%	100.0%
Q2.5 Namibian consumers who purchase products made in other countries are responsible for putting fellow	16.7%	16.7%	33.3%	8.3%	25.0%	0.0%	0.0%	100.0%
Q2.6 A real Namibian should always buy Namibian made products	8.3%	8.3%	25.0%	50.0%	8.3%	0.0%	0.0%	100.0%

SECTION 3								
	Very Strongly Disagree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Very Strongly Agree	Total
Q3.1 Friendly and likeable	0.0%	0.0%	0.0%	16.7%	25.0%	41.7%	16.7%	100.0%
Q3.2 Well educated	0.0%	0.0%	8.3%	66.7%	16.7%	8.3%	0.0%	100.0%
Q3.3 Hard working	0.0%	0.0%	25.0%	33.3%	41.7%	0.0%	0.0%	100.0%
Q3.4 Made with metriculous workmanship	0.0%	0.0%	0.0%	58.3%	41.7%	0.0%	0.0%	100.0%
Q3.5 Good value	0.0%	0.0%	0.0%	50.0%	50.0%	0.0%	0.0%	100.0%
Q3.6 Easily available	0.0%	8.3%	33.3%	41.7%	8.3%	8.3%	0.0%	100.0%
Q3.7 Long lasting	0.0%	0.0%	0.0%	83.3%	8.3%	8.3%	0.0%	100.0%
Q3.8 Prestigious products	0.0%	0.0%	25.0%	50.0%	25.0%	0.0%	0.0%	100.0%
Q3.9 Made to last	0.0%	0.0%	8.3%	58.3%	33.3%	0.0%	0.0%	100.0%
Q3.10 Exterior styling is attractive	0.0%	8.3%	0.0%	58.3%	25.0%	8.3%	0.0%	100.0%
Q3.11 Require little maintance	0.0%	8.3%	8.3%	41.7%	33.3%	8.3%	0.0%	100.0%

SECTION 4								
	Very Strongly Disagree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Very Strongly Agree	Total
Q4.1 I would feel guilty if I buy a foreign product	16.7%	0.0%	41.7%	25.0%	16.7%	0.0%	0.0%	100.0%
Q4.2 I would never buy a foreign product	25.0%	8.3%	58.3%	8.3%	0.0%	0.0%	0.0%	100.0%
Q4.3 Whenever possible, I avoid buying foreign products	16.7%	0.0%	16.7%	33.3%	16.7%	16.7%	0.0%	100.0%
Q4.4 I don't like the idea of owning foreign products	16.7%	8.3%	50.0%	16.7%	0.0%	0.0%	8.3%	100.0%
Q4.5 If two products were in equal quality, I would 10 % more for the Namibian product	8.3%	0.0%	8.3%	25.0%	25.0%	16.7%	16.7%	100.0%

SECTION 5								
	Very Strongly Disagree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Very Strongly Agree	Total
Q5.1 Namibian products are carefully produced and have fine workmanship.	0.0%	0.0%	0.0%	41.7%	33.3%	25.0%	0.0%	100.0%
Q5.2 Namibian products usually show a very clever use of colour and design	0.0%	8.3%	16.7%	25.0%	41.7%	8.3%	0.0%	100.0%
Q5.3 Namibian products are usually quite reliable and long-lasting	0.0%	0.0%	8.3%	41.7%	41.7%	8.3%	0.0%	100.0%
Q5.4 Namibian products are usually a good value for the money.	0.0%	8.3%	0.0%	25.0%	50.0%	16.7%	0.0%	100.0%