VALIDATION OF THE CONSUMER ETHNOCENTRISM TENDENCIES SCALE IN MOZAMBIQUE

Abstract

Purpose of the study
The objective of the study is to describe psychometric properties and structure of the CET-scale in Mozambique.

Methodology
A questionnaire-based survey was used to collect data from 273 representatives of different ethnic groups in Mozambique. The instrument included 17 items of the CET-scale (Shimp and Sharma, 1987) and demographic questions. A back translation technique was applied in combination with a pilot study to verify the quality of the instrument in Portuguese language. A series of confirmatory factor analyses were performed to test and improve the fit of the CET model suggested by exploratory analyses.

Findings and recommendations
The psychometric qualities of the CET-scale in Mozambique are satisfactory. We advise researchers and practitioners using the construct as a three-factor scale in Mozambican context.

Keywords: Mozambique, Consumer Ethnocentrism, CET-scale

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1. Introduction

Being a factor of favourable attitudes toward domestic products, consumer ethnocentrism is used as a powerful tool of "Buy-Local" campaigns in Mozambique, the least developed but rapidly growing Southern African economy, to resist the pressure of imports and protect national producers (INE, 2009). In spite of its important role in Mozambican consumption of foreign and domestic goods and services, consumer ethnocentrism remains one of the least researched phenomena in the country and, therefore, deserves greater attention.

A validated instrument for measuring consumer ethnocentrism is a critical precondition for further studies of the phenomenon in Mozambican context. Therefore, our paper is aimed at validating the scale of consumer ethnocentrism tendencies (CET-scale) in Mozambique.

The objective of the study is to describe psychometric properties and structure of the CET-scale in Mozambique. The paper is structured as follows. First, a brief review of the psychometric qualities and validity of the instrument across countries is carried out. Second, a list of hypotheses and methodology are developed. Third, results of the analysis are discussed. The paper ends with conclusions, limitations of the study and recommendations for future research.

2. Literature review

2.1. The concept of consumer ethnocentrism

The concept of consumer ethnocentrism was introduced by Shimp and Sharma (1987). It has its origin in the concept of ethnocentrism that initially was purely sociological but transformed into a psychosocial construct with relevance to both individual-level personality systems and socio-cultural frameworks (Shimp and Sharma, 1987; Campbell and Levine, 1961). Ethnocentrism is defined as a universal proclivity for people to view their own group as the centre of 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 similar (Shimp and Sharma, 1987; Durvasula et al., 1997).

The term consumer ethnocentrism refers to the beliefs held by consumers of a particular country about the appropriateness and morality of purchasing foreign-made products (Shimp and Sharma, 1987). Ethnocentric consumers view purchasing of foreign products as wrong because it hurts domestic economy, causes unemployment and is unpatriotic. Non-ethnocentric consumers have more favourable attitudes toward foreign products (Shimp and Sharma, 1987; Durvasula et al., 1997).

2.2. Measuring consumer ethnocentrism

The consumer ethnocentrism tendencies can be measured by the CET-scale which was created by Shimp and Sharma (1987). The construct consists of seventeen items. The psychometric qualities of the original scale were first tested in four studies in the USA. In all studies, namely, "Carolinas study", "National consumer goods study", "Four areas study" and "Crafted with pride study", the internal consistency of the scale ranged from 0.94 to 0.96 (Shimp and Sharma, 1987).

Although Shimp and Sharma (1987) proved one-dimensionality of the CET-scale in the USA, they suggested that it might be two-dimensional. Hypothesizing on the two-dimensional structure of the construct Shimp and Sharma (1987) proposed to group items into two factors designated as hard and soft ethnocentrism (Chryssochoidis et al, 2007). It is worth noting that the hypothesis of a three factor model was not tested in Shimp and Sharma (1987).

2.3. Dimensionality and psychometric qualities of the CET-scale across countries

The dimensionality of the CET-scale varies across societies (table 1). In some countries the construct was found to be one-dimensional (e.g. USA, Spain, France, Japan and China) while in others it had a multi-factor structure (e.g. Poland, Australia, Ukraine).

The psychometric qualities of the CET-scale have been found to be satisfactory in both advanced and developing societies. Its reliability coefficients have always exceeded the cut-off value of .700, varying from $\alpha = .722$ to $\alpha = .970$ (Wang and Chen, 2004; Klein et al, 2006, Shimp and Sharma, 1987; Durvasula et al, 1997; Balabanis et al, 2001).

Table 1: Dimensionality of the CET-scale across countries

Source	Number of dimensions	Names of the Dimensions	Number of items	Country
Shimp and Sharma (1987)	One dimension	Not applicable	17 items	USA
Luque-Martínez et al (2000)	One dimension	Not applicable	17 items	Spain
Klein et al (2006)	One dimension	Not applicable	6 items	China
Klein et al (2006)	One dimension	Not applicable	6 items	Russia
Jakubanecs et al (2005)	One dimension	Not applicable	8 items	Russia
Bawa (2004)	One dimension	Not applicable	11/11/14 items	India
Netemeyer et al (1991)	One dimension	Not applicable	17 items	USA
Netemeyer et al (1991)	One dimension	Not applicable	17 items	France
Netemeyer et al (1991)	One dimension	Not applicable	17 items	Japan
Netemeyer et al (1991)	One dimension	Not applicable	17 items	West Germany
Saffu and Walker (2005)	One dimension	Not applicable	17 items	Canada
Saffu and Walker (2005)	Two dimensions	No names	17 items	Russia
Chryssochoidis et al (2007)	Two dimensions	Soft CET; Hard CET	17 items	Greece
Mulye et al (1997)	Two dimensions	Emotional; Reasoned	17 items	Australia
Douglas and Nijssen (2003)	Two dimensions	Core items; Domestic availability	11 items	The Netherlands
Saffu and Walker (2006)	Two dimensions	No names	17 items	Ghana
Jakubanecs et al (2005)	Three dimensions	Domestic favouritism; Foreign discrimination; Political protectionism	9 items	Ukraine
Marcoux et al (1997)	Three dimensions	Protectionism; Socio-economic conservatism; Patriotism	14 items	Poland

2.4. Validation of the CET-scale in Africa

To the best of our knowledge the CET-scale was validated only in one African society – Ghana (Saffu and Walker, 2006). The structure of the construct in Ghanaian context was

two-dimensional. Additionally, the CET-scale had satisfactory reliability as the Cronbach's alpha coefficient exceeded the cut-off value 0.700 ($\alpha = 0.746$) (Saffu and Walker, 2006; Weinberg and Abramovitz, 2007).

3. Hypotheses development

Since the structure of the CET-scale had not been previously tested in Mozambique, two hypotheses, null and alternative, were developed. The null hypothesis is opposite to the alternative hypothesis which suggests the one-dimensional structure of the original scale (Shimp and Sharma, 1987).

H_0: The CET-scale is not one-dimensional in Mozambique.
H_1: The CET-scale is one-dimensional in Mozambique.

4. Methodology

4.1. Sample

A questionnaire-based survey was used to collect data in the southern part of Mozambique, namely, the city of Maputo and its adjacent areas. The geographic focus can be justified by the fact that southern Mozambique is relatively more integrated into international trade (INE, 2009). This implies that those, who reside in the south, are likely to confront with the dilemma of buying local versus foreign products more frequently and, thus, are likely to understand the items of the CET-scale better.

The survey involved two hundred seventy three (273) respondents. Of these, 120 (44 percent) were employed in public and private sectors and 121 (44.3 percent) were full-time students from engineering and management specializations. The remaining 32 (11.7 percent) were unemployed.

Of the 273 participants, 264 reported their highest level of education. A number of respondents held a professional training degree (32 percent) and licentiate ("*Licenciatura*")[1] degree (45 percent). The remainder (23 percent) graduated from bachelor and master programmes.

Of the total amount of the respondents, two hundred fifty (250) reported their ethnic origin. Of these, sixty six (66) percent were originally from the southern provinces of Maputo, Gaza and Inhambane and belonged to the ethnic groups of Zulu, Swazi, Ronga, Copi, Tonga, Xangana and Tswa. Twenty four (24) percent of the sample were representatives of the ethnic groups of Shona, Sena, Chwuabo and Lomwe from the central provinces of Sofala, Manica, Tete and Zambezia. The remaining ten (10) percent of the participants were from the northern regions, namely, Nampula, Cabo Delgado and Niassa. They represented Makhuwa and Makonde ethnic groups.

Of the 273 respondents, 260 reported their gender. The sample is dominated by male respondents (76 percent). This disparity can be explained by the fact that the number of men at academic institutions and public and private organizations in Mozambique is higher than the number of women. Of those who reported their age, 164 (66 percent) identified themselves as between the ages of 20 and 30, and 83 participants (33 percent) identified themselves as between 30 and 50.

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[1] "Licenciatura" is an academic degree which precedes bachelor degree but follows master degree in Mozambique.

Personal income provides important information on the economic profile of the respondents. However, this issue is considered a forbidden topic in Mozambique. In our sample only 198 disclosed their monthly earnings. Of these, 148 participants (74 percent) had income below 7,500 Meticais per month. The remaining group (26 percent) reported earnings of between 7,500 and 30,000 Meticais.

4.2. Instrument

4.2.1. Questionnaire development

The process of the questionnaire design consisted of two stages. First, the instrument was translated from English into Portuguese, which is an official language in Mozambique. Back translation technique was employed to verify the quality of the Portuguese version in Mozambique.   Second, a pilot study was carried out to test comprehension of the questionnaire's items by potential respondents.

4.2.2. Structure of the questionnaire

The instrument consisted of two parts. The first part contained 17 items of the original CET-scale (Shimp and Sharma, 1987). The items are shown in table 2. The second part included demographic questions about gender, age, marital status, occupation, ethnic origin, education and personal income. These items were used to describe the sample.

Table 2: The CET-scale*

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

*Source: Shimp and Sharma (1987)

4.2.3. Strategy of the analysis

The analysis of the CET-scale consisted of two stages. First, an exploratory analysis with VARIMAX normalized rotation was employed to develop a preliminary structure of the

scale. Second, a series of confirmatory analyses (LISREL 8.8) were performed to test and improve the fit of the suggested model to the Mozambican sample.

5. Results

5.1. Preliminary analysis of the model

The psychometric qualities of the construct in Mozambique were satisfactory. The internal consistency of the 17 items was (α =.878) in excess of the highest cut-off value .800 and thus acceptable (Weinberg and Abramovitz, 2008).

The exploratory analysis yielded four factors that accounted for 58 percent of the total variance (table 3). The first factor was composed of items 3, 6, 8, 9 and 13. The second factor was designated by items 1, 4, 5, 7, 11 and 17. The third factor included items 2, 10 and 16. The last factor consisted of items 12, 14 and 15.

Table 3: Factor loadings

Items	Factor 1	Factor 2	Factor 3	Factor 4
Item 1	0.200	**0.619**	0.241	0.039
Item 2	-0.020	0.403	**0.744**	-0.153
Item 3	**0.707**	0.134	0.125	-0.021
Item 4	0.370	**0.409**	0.220	0.194
Item 5	0.133	**0.798**	-0.025	0.110
Item 6	**0.566**	0.475	0.136	0.033
Item 7	0.453	**0.621**	0.168	0.208
Item 8	**0.715**	0.296	0.230	0.117
Item 9	**0.716**	0.316	0.324	0.001
Item 10	0.431	-0.112	**0.653**	0.097
Item 11	0.449	**0.449**	0.206	0.061
Item 12	0.087	-0.055	0.104	**0.780**
Item 13	**0.606**	0.038	-0.046	0.412
Item 14	-0.127	0.470	0.006	**0.587**
Item 15	0.145	0.259	0.049	**0.595**
Item 16	0.268	0.115	**0.723**	0.280
Item 17	0.329	**0.508**	0.016	0.279
Total variance explained by the factor	35.31 %	9.14 %	7.23 %	6.20 %
Kaiser-Meyer-Olkin Measure of Sampling Adequacy = 0.893 (Sig. = 0.0001)				

5.2. Tests of the one and multi-dimensional models

Two models of the CET-scale were examined to test the hypotheses. The first model was represented by the one-dimensional CET-scale (Shimp and Sharma, 1987). The conceptual diagram of this model is depicted in figure 1 where a circle represents a latent variable of consumer ethnocentrism and rectangles represent measured variables, or items.
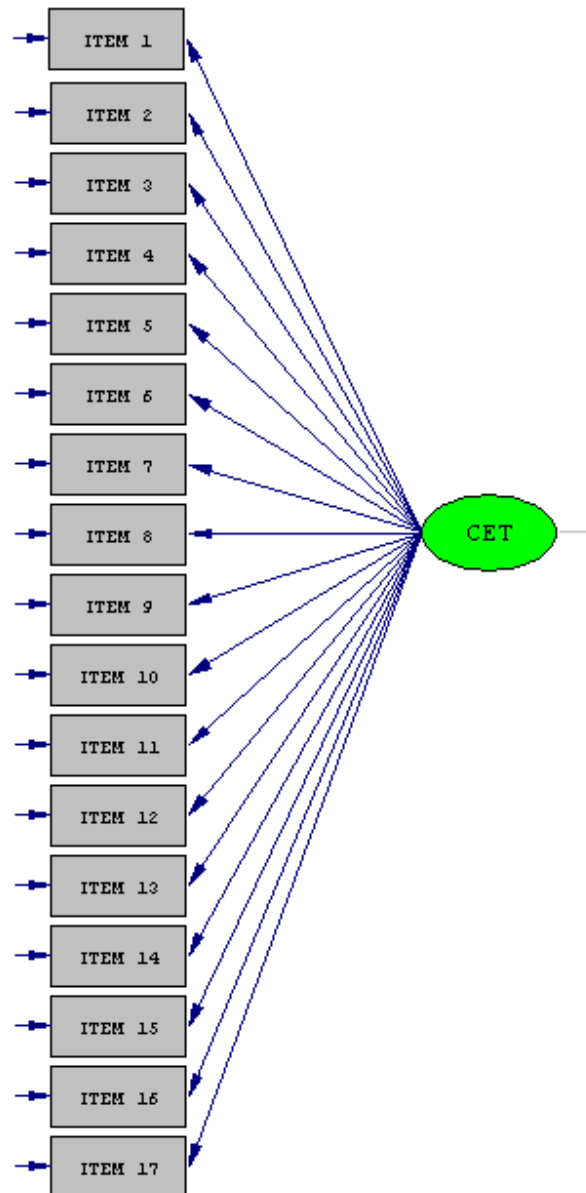
Figure 1: Conceptual diagram of the one-dimensional model of the CET construct

The second model was a four–factor CET –scale suggested by our exploratory analysis. Its conceptual diagram is illustrated in figure 2. The latent variables were designated as CET-1, CET-2, CET-3 and CET-4 which were measured by corresponding items.
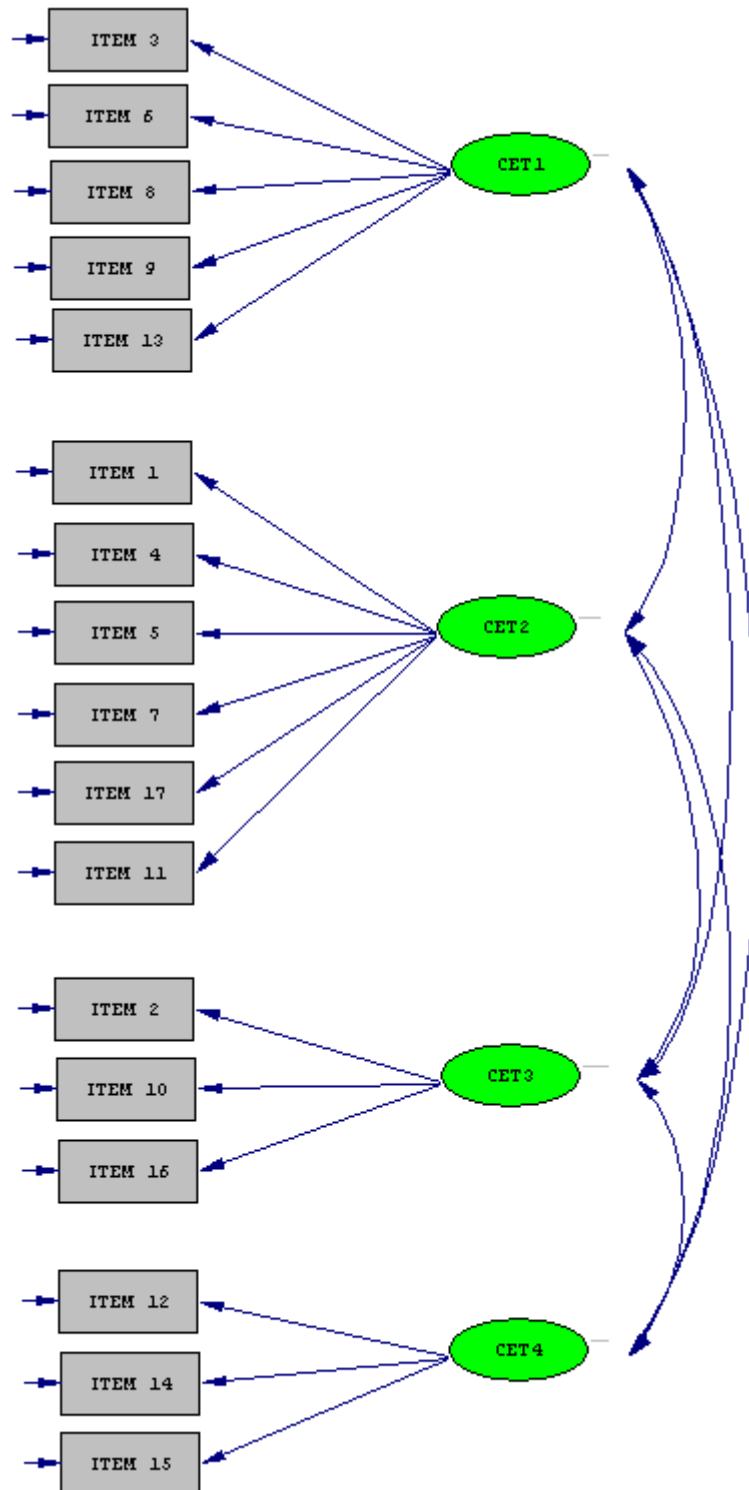
Figure 2: Conceptual diagram of the four-dimensional model of the CET construct

5.3. One and four-dimensional CET-scales

The confirmatory factor analyses revealed that the one-dimensional model had poor fit to the empirical data as its absolute fit measures were not satisfactory. For example, the ratio of chi-square to degrees of freedom exceeded the recommended maximum of 3 (Schreiber, 2008). Root mean square error of approximation (RMSEA) was above the recommended upper bound of 0.080 (Schreiber, 2008). Additionally, goodness-of-fit index (GFI) was significantly below the cut-off value of 0.95.

The four-dimensional model had relatively better fit than the first model. Although the ratio of chi-square to degrees of freedom (X^2/df = 2.12) was slightly higher than 2, which is recommended for very good fit, it was lower than 3, which is advised for good fit (Schreiber, 2008). RMSEA (0.064) was within the confidence interval (0.060 – 0.080) (Schreiber, 2008). Similarly Goodness-of-fit index (GFI = 0.91) substantially increased compared to the GFI index of the one-factor model. The absolute fit measures for the two models are shown in table 4. Since the one-dimensional model did not fit to the empirical data and the four-dimensional model showed a satisfactory fit, we retained the second model for further analysis and improvement. The hypotheses H_0 was true while H_1 was rejected.

Table 4: Fit indices for the preliminary and modified models

Fit indices (abbreviations)	Original one-dimensional model (17 items)	Initial four-dimensional model (17 items)	Modified three-dimensional model (12 items)	Modified two-dimensional model (12 items)
Absolute fit measures				
Ratio of Chi-square to degrees of freedom (X^2/df)	3.07	2.12	1.60	2.17
Non-centrality parameter (NCP)	283.49	127.55	30.96	64.56
Goodness-of-fit index (GFI)	0.85	0.91	0.95	0.93
Root mean square residual (RMSR)	0.24	0.20	.16	0.18
Root mean square error of approximation (RMSEA)	0.094	0.064	0.047	0.067
90 percent confident interval for RMSEA	0.084-0.10	0.040-0.082	0.027-0.066	0.051-0.083
Expected cross-validation index (ECVI)	1.73	1.18	0.50	0.62
Incremental fit measures				
Adjusted goodness-of-fit index (AGFI)	0.81	0.87	0.93	0.90
Normed fit index (NFI)	0.89	0.93	0.96	0.94
Comparative fit index (CFI)	0.92	0.96	0.98	0.96
Relative fit index (RFI)	0.87	0.92	0.94	0.92
Incremental fit index (IFI)	0.92	0.96	0.98	0.96
Parsimonious fit measures				
Parsimonious goodness-of-fit index (PGFI)	0.66	0.77	0.62	0.63
Akaike information criterion (AIC)	470.49	320.50	135.96	167.56
Consistent AIC (CAIC)	627.21	504.93	260.42	282.79

5.4. Modified versions of the CET models

The analysis of the modification indices from the output file of the four-dimensional model suggested assigning items 2, 5, 10, 11 and 16 to two factors. This implies that the five items load on two rather than one factor. As our objective was to refine the factors, the five items were removed from the construct. Since all items of the third factor were excluded, the model transformed from four-dimensional into three dimensional (figure 3).
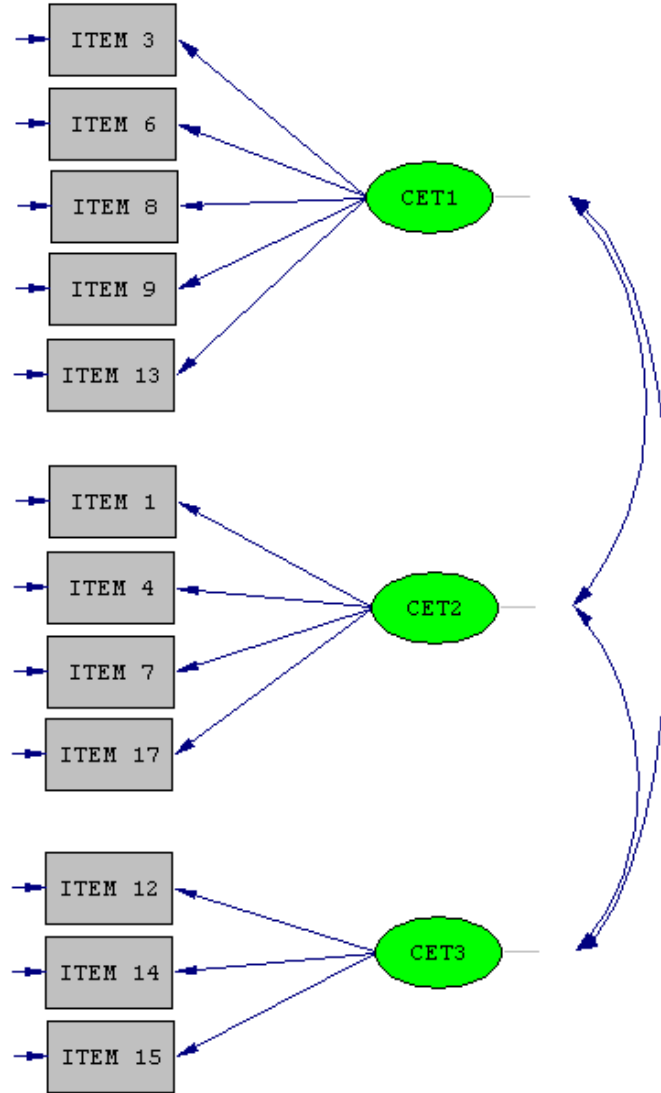

Figure 3: Conceptual diagram of the three-dimensional model of the CET construct

The three-dimensional model had a better fit than its initial version as all indices significantly improved. The ratio of chi-square to degrees of freedom and RMSEA significantly dropped (X^2/df = 1.60 < 2 – 3; RMSEA = 0.047 < 0.027 – 0.066). Goodness-of-fit index (GFI = 0.95) was acceptable as it reached the recommended value of 0.95. With the exception of Adjusted GFI (AGFI = 0.93), all comparative indices (NFI = 0.96, IFI = 0.98 and CFI = 0.98) exceeded the recommended minimum of 0.95 (Schreiber, 2008). The indices are shown in table 4.

Although the modified three-dimensional model demonstrated a very good fit to our sample, a strong correlation (r = 0.840) between the first two factors suggested a possibility of combining them into one factor and, therefore, transforming the construct from three- into two-dimensional. The suggested two-factor model was tested and compared to the three-dimensional CET-scale (figure 4).
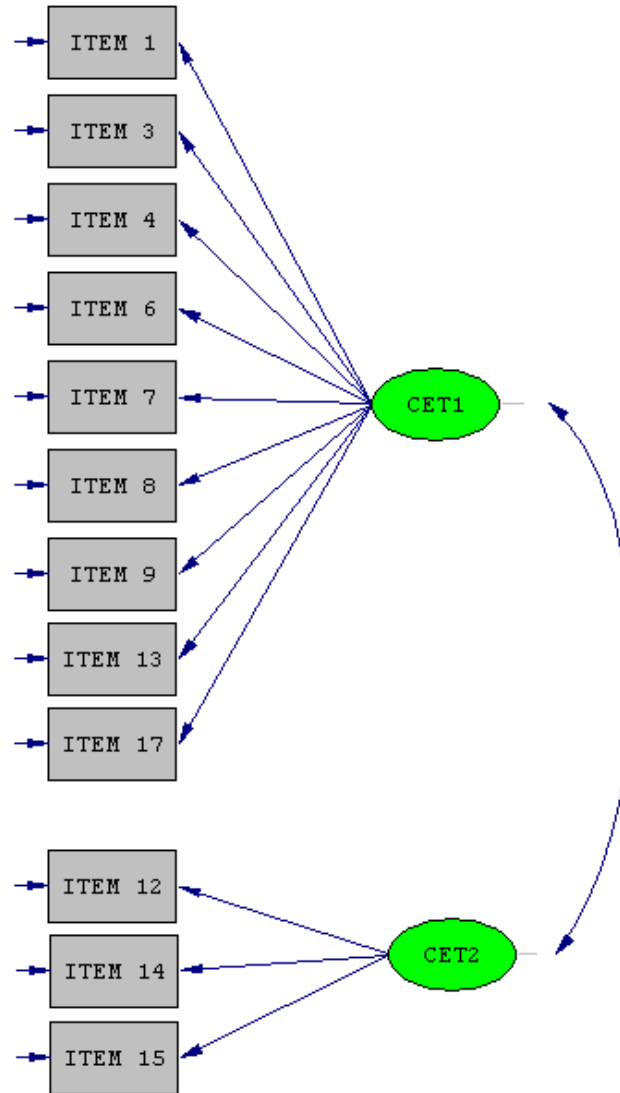

Figure 4: Conceptual diagram of the two-dimensional model of the CET-scale

The results of the confirmatory analysis showed that the two-dimensional model had worse fit than the three-dimensional model (table 4). For example, the ratio of Chi-square to degrees of freedom increased from 1.60 to 2.17 exceeding the recommended maximum of 2. Root mean square error of approximation (RMSEA) rose from 0.047 to 0.067 exceeding the lower recommended bound of 0.060. Additionally, lower incremental fit indices of the two-factor CET-construct indicated its relatively poor fit (table 4). Since the three-factor model performed better than the two-dimensional scale, it was retained for further analysis.

5.5. Three-factor CET-scale in Mozambique

Since Mozambican CET-scale was three-dimensional, we compared it with other three-factor constructs in Ukraine (Jakubanecs et al, 2005) and Poland (Marcoux et al, 1997). Although

Mozambican and Ukrainian CET-scales had common items, the composition of the factors in these two constructs was dissimilar.

Having compared Mozambican and Polish scales we found resemblance in the structure of their dimensions. For example, with the exception of item 9, all items of factor 1 in the CET-scale in Mozambique were found in the factor of socio-economic conservatism in the construct in Poland (Marcoux et al, 1997) (table 5). Although item 4 was excluded from the Polish version and item 17 was ascribed to socio-economic conservatism, the two other items of the second factor in Mozambican construct (items 1 and 7) belonged to the patriotism dimension (Marcoux et al, 1997). Finally, the last factor had the same composition as the protectionism dimension in the CET-scale in Poland (Marcoux et al, 1997). Since the two constructs had similar structure, factors 1, 2 and 3 of the CET-scale in Mozambique were named as socio-economic conservatism, patriotism and protectionism respectively (table 5).

Table 5: Comparison of the three-dimensional CET-scales in Mozambique and Poland

Factor	Item N	Items	Reliability (α)		Factor name in the CET-scale in Marcoux et al (1997)
			Factor	Scale	
Factor 1	3	Buy Mozambican-made products. Keep Mozambique working!	$\alpha_1 = 0.811$	$\alpha = 0.838$	Socio-economic conservatism
	6	It is not right to purchase foreign products because it puts Mozambicans out of jobs.			
	8	We should purchase products manufactured in Mozambique instead of letting other countries get rich off us.			
	9	It is always best to purchase Mozambican products.			
	13	It may cost me in the long run but I prefer to support Mozambican products.			
Factor 2	1	Mozambicans should always buy Mozambican-made products instead of imports.	$\alpha_2 = 0.677$		Patriotism
	4	Mozambican products first, last and foremost.			
	7	A real Mozambican should always buy Mozambican –made products.			
	17	Mozambican consumers who purchase products made in other countries are responsible for putting their fellow Mozambicans out of work.			
Factor 3	12	Curbs should be put on all imports.	$\alpha_3 = 0.552$		Protectionism
	14	Foreigners should not be allowed to put their products on our markets.			
	15	Foreign products should be taxed heavily to reduce their entry into Mozambique.			

The findings from our study are not consistent with the results from prior research of the CET-scale in African context. Indeed, the construct was not comprised of two factors as it was suggested in previous studies in Ghana (Saffu and Walker, 2006). A possible reason for this might lie in differences in conceptualization of the items of the CET-scale in western

(Ghana) and south-eastern (Mozambique) Africa. It is possible that the construct has a three-dimensional structure in other societies of south-eastern Africa.

It is clear from table 5 that the internal consistency of the first factor (socio-economic conservatism) was rather high ($\alpha_1 = 0.811 > 0.700$) while the reliability of the two other dimensions, namely, patriotism and protectionism, was not satisfactory ($\alpha_2 = 0.677 < 0.700$ and $\alpha_3 = 0.552 < 0.700$) (Weinberg and Abramowitz, 2007). The Cronbach's alpha of the 12 items of the CET-scale was 0.838. This implies that the overall internal consistency of the instrument in Mozambique was better than in another African society, Ghana, where Cronbach's alpha coefficient reached 0.746 (Saffu and Walker, 2006).

6. Conclusions

We advise researchers and practitioners using the CET-scale as a three-dimensional construct in Mozambican context. The 12-item scale in Mozambique consists of the factors of socio-economic conservatism, patriotism and protectionism proposed in Marcoux et al (1997).

The study has some limitations that might be overcome in further research. For example, participants from southern ethnic groups outnumbered respondents from central and northern ethnic groups as the survey took place in the southern provinces of the country. An extension of the sample to the central and northern regions, which are less developed and culturally different from the south of the country, might affect our findings.

Additionally, it would be worth to embark on micro-cultural approach, as it was suggested by Bawa (2004), and analyse the structure and psychometric qualities of the CET-scale across provinces and ethnic clusters of Mozambique.

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