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探討影響越南消費者使用國內產品之因素：

檢驗國家驕傲、民族優越感及自我覺察之角色

ASSESSING THE FACTORS DRIVING CUSTOMERS TO PURCHASE DOMESTIC
PRODUCTS IN VIETNAM: EXAMINING THE ROLES OF NATIONAL PRIDE,
ETHNOCENTRISM AND SELF-AWARENESS

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1、在修業課程方面：Phung Thi Thu Thuy君已修滿 39 學分，其中必修科目：研究方法、決策專題、管理科學、經營專題等科目，成績及格(請查閱碩士班歷年成績)。

2、在論文研究方面：Phung Thi Thu Thuy君在學期間已完成下列論文：

(1)碩士論文：Assessing the Factors Driving Customers to Purchase Domestic Products in Vietnam : Examining the Roles of National Pride, Ethnocentrism and Self-awareness

(2)期刊論文：

本人認為 Phung Thi Thu Thuy 君已完成南華大學企業管理學系管理科學碩士班之碩士養成教育，符合訓練水準，並具備本校碩士學位考試之申請資格，特向碩士資格審查小組推薦其初稿，名稱：Assessing the Factors Driving Customers to Purchase Domestic Products in Vietnam : Examining the Roles of National Pride, Ethnocentrism and Self-awareness，以參加碩士論文口試。

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ABSTRACT

Economists believe that the behavior of consumers in one country in relation to the commodity and services produced in the country is the main factor affecting the economic development of that country. With the opening of the economic integration into the region and the world, on the Vietnam market today, consumers can easily learn and choose goods with multiple quality levels of products, prices, types, different code samples, which are produced from many different countries. Choose domestic or foreign goods? Perhaps this is a question often posed to consumers when purchasing.

This thesis "Assessing the Factors Driving Customers to Purchase Domestic Products in Vietnam: Examining the roles of national pride, ethnocentrism, self-awareness" was performed for the purpose of examining the role the concept of national pride, ethnocentrism, self-awareness, assess the value of domestic goods and willingness to purchase consumer internal market in Vietnam.

Furthermore, to discuss the moderating effect of marketing strategy and self-efficacy on the proposed relationships. These relationships are proposed at Vietnam market to test the integrated model. After collect and analysis data, the result show that 13 hypothesis is significant and 1 hypothesis is rejected.

These findings provide an important implication for the companies which intend to develop its products in the domestic market. This study also points out that to achieve the best result, domestic companies should focus on seven factors when building marketing strategies for their products in the domestic market. Furthermore, some directions for possible future research are also identified.

Keyword: Domestic Product, Consumer Decision-Making Style, National Culture, National Pride, Marketing Strategy, Self-Awareness, Ethnocentrism, Self-Efficacy



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CHAPTER ONE

INTRODUCTION

1.1 Research Motivation

Vietnam is a developing country in Asia with per capita income level are relatively low and there are disparities between the regions. Vietnam aims to promote economic growth, improve living standards of the people and strive to become developed countries in 2025. In the process of pursuing this goal, the government recognized that sustainable growth that Vietnam wants can't depend too much on imported goods to serve the needs of the country. The business needs to be supported to develop production, Vietnamese consumers need to trust and willing to buy domestic goods, such should be able to compete with goods of the countries in the region and the world. However, this is a difficult problem and needs more time as well as efforts to change because the majority of consumers in Vietnam prefer foreign products more than local goods.

Since opening the door to development towards a market economy, competition in the market of Vietnam is becoming fierce. It is not just a war between enterprises in the country, which also is the race between the products, the services of the different countries of the world. Globalization is a concept that was mentioned a lot since Vietnam joined the WTO. The integration brings many benefits, but also lead to many downsides. Domestic enterprises will have to put more effort to survive in competition market, with the great wall appearance of foreign rivals. The import goods join in the market which no facing rigid intervention of tariffs. During the war between "domestic goods" and "foreign goods", besides the positive signs showed the domestic goods still has a foothold in the consumer mind and are gradually affirmed on the market, such as the " Vietnamese people use the free goods " campaign, the awards honor Vietnam Goods" high quality", still many domestic businesses have to face many difficult when foreign goods are dominant in home country. Even in recent times, some Vietnam enterprise must go abroad to order produce their own products and importing as exclusive distributors that aim to make their goods become "foreign product" to attract customers.

So, once embarks on global integration, Vietnam businesses necessarily need to understand domestic market, including finding out about consumer trends of Vietnamese: What factors impact the consumer propensity use domestic goods? The particular answer is more useful for Vietnam enterprises in the fierce competition with foreign brands in the

domestic market. With these reasons, I decided to choose research topics “Assessing the Factors Driving Customers to Purchase Domestic Products in Vietnam: Examining the roles of National pride, Ethnocentrism, Self-awareness”.

1.2 Research Background

Purchase intention has been affected by decision-making style of consumers that a mental orientation characterizing approach of consumers to making the decision. Therefore, in order to develop a marketing strategy we need to analyze this concept, through which can better understand consumer behavior and market segmentation of the product (Sproles and Kendall. 1986; Walsh et.al. 2001). Understanding the style decision-making of consumer is essential for businesses both in and outside the country in creating business strategy and build product marketing plans. Pan (2012) and Chung, Chen, and Lin (2012) suggested that purchase intention is used to measure customers' level of transformation into purchase behavior towards a product, and it also as an index to forecasting consumers' purchase decision making. Purchase intention has attracted an interest of many researchers. Many previous research finding provide rich information about the style decision-making of consumer, but studies only focus on the relationship between local brand biases of the customers and consumer behavior.

The tendency choosing to purchase domestic or foreign goods will be affected by perceiving product quality (Wang & Chen, 2004). The objectivity quality is exceptional characteristics of the product that can be measured and appraised based on criteria predefined ideal (Zeithaml & CTG 1991). While perceive is opinion or the rating of the customer for the excellence of product (Dawar, 1999, quoted in Alhabeeb 2007). Perceived quality, therefore, as a subjective concept, and value and scope of it can change depending on the subject and the type of product.

The previous studies had given the correlation between the evaluation of domestic goods with the economic development of that country (Wang & Lamb 1983; Gaedeke 1973; Toyne & Walters 1989; quoted in Wang & Chen 2004). In which, consumers tend to buy products that are produced by countries with advanced technical and they judge that the quality of production of that country better than a country with a lower technical skill (Wang & Chen 2004). The studies also show that producing countries have an impact on the perception of product attributes (Kaynak & Kara 2002)

Nowadays, with the rapid globalization, the world market will homogenization soon and multinational companies will rapidly mark their presence in most countries in the world to internationalize their brands (Bandara, 2014). With the advantage of modern technology and the large capital resources, as well as professional skill and many year experiences in the business, the multinational company easily occupied the market in the host countries. This makes the domestic companies compete in fierce competition. Maintaining and growing market share in the country have become a lot more difficult. To combat that, domestic companies should analyze factors that can promote consumers to respond positively to the domestic products, and then they need have a better understanding of the influence of four major key factors: the national cultural, national pride, ethnocentrism and personal awareness in promoting consumer purchasing and loyalty to domestic products.

National Culture has significant impact on value and Self-awareness, and also have a significant impact on consumer behaviour (Leo, Bennet, & Hartel, 2005). National pride is an aspect of national identity. It is a positive feeling that people feel for their country (Smith & Kim, 2006). According to Quin (2011), national identity is the most characteristic trait of a country through which people feel positive and proud of their country. Ethnocentrism is included in the framework of national identity (Keillor & Hult, 1999), and national pride as an important aspect of national identity, tied Ethnocentrism consumer used (De Mooij, 2010). The concept of Ethnocentrism consumers reflect consumers' attitudes, feelings and behavior towards domestic product is the object of pride and identity (Shimp & Sharma, 1987). Further, some researchers indicated that consumers decide to choice domestic goods or foreign goods based on level ethnocentrism of them (Shimp and Sharma, 1987)

1.3 Research Objectives

As introduced, this study will contribute additional for answers to two major questions: What are the factors affecting the trend of domestic consumption? How do these factors impact on this trend? The answer to these questions as clearly will more helpful to consolidate domestic market of Vietnam's businesses during the period of fierce competition with import goods.

Based on the above discussions, the research objectives of this research are as follows:

1. To investigate the effects of six factors: National Cultural, National Pride, Ethnocentrism, Self-Awareness, Marketing Strategy and Self-Efficacy to consumer preference for domestic products. Specifically, this study focuses on the role of

National Pride, Self-awareness and Ethnocentrism of consumers to understand the consumer reviews of the product from the perspective of the host country or not.

2. To provide the guideline to local marketers identify the right audience of potential customers and having the clearly understanding about factors promote consumer to purchase domestic products such as Ethnocentrism and national pride and base on that to build marketing strategies

1.4 Research Flow

This study began with choosing a research topic which is the effect of ethnocentrism to willing customers to purchase domestic products but after reviewed and explored literature that has many other factors relevant to ethnocentrism and purchase intention such as: national pride, national culture, marketing strategy, self-awareness, self-efficacy. And identify conceptual framework and hypotheses of this study, then the interrelationships between the constructs are also made up.

The research methodology used mainly quantitative. Survey area in Ho Chi Minh city and Hanoi city are the largest cities in Vietnam. The respondents are the consumer that over 18 years old and living and working in Vietnam. They were surveyed via email and direct surveys.

Data analysis and hypotheses testing are analyzed with following techniques:

1. Factor Analysis
2. CFA
3. SEM
4. Hierarchical Regression

After analyzing data, results obtained from this study will provide suggestions for future research. The flow chart of this research is shown in Figure 1-1

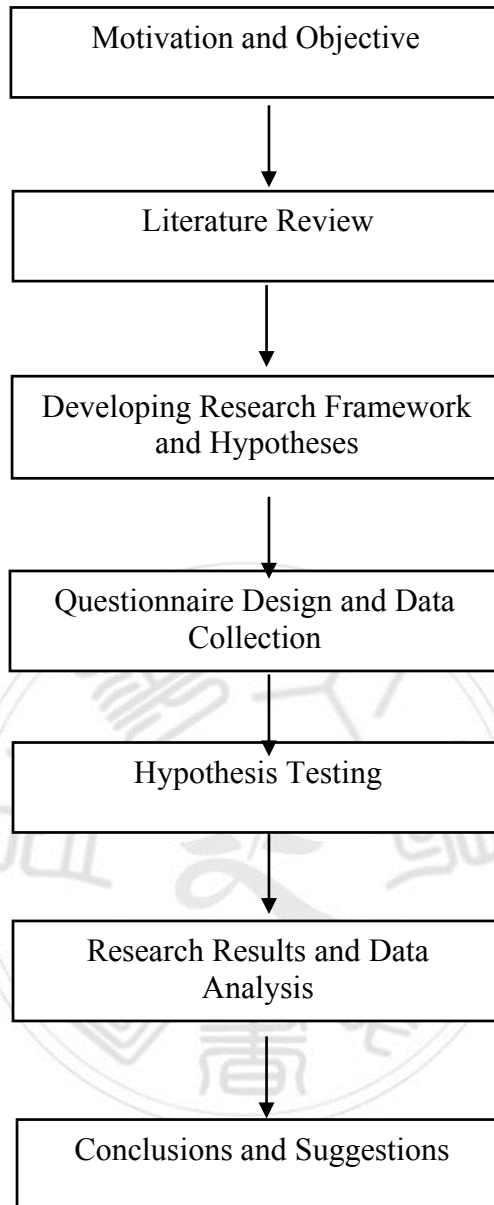


Figure 1-1 Research flow

1.5 Structure of Research

The content of this study has five chapter. The summary of each chapter are as follow:
Chapter one: Introduction

This is overview chapter on the research topic, introducing about research motivation, research background, research objectives, research flow and research structure.

Chapter two: Literature Review

This chapter will explain previous literature that related to national pride, ethnocentrism, self-awareness, national culture, marketing strategy, self-efficacy and purchase intentions are also explained. And then, it presents the theory basis and model of proposed research, research hypothesis, as the basis for the following chapter.

Chapter three: Methodology

This chapter is presenting interrelationship between constructs, research on the measurement methods and also discuss the experimental design, plan collect sample, plan collect data, and data analysis method.

Chapter four: Result and Data analysis

Chapter four is presenting the results of statistical and analytical research. After analyzing the data obtained by methods such as descriptive statistics, factor analysis, reliability test, CFA, SEM and hierarchical regression, the results will be showed and specific analysis. The results of data analysis associated with each research hypotheses are also presented in this chapter.

Chapter five: Conclusion and Suggestion

Chapter five is presenting a summary of the significant findings and conclusions of this study. It also summary the content of the research, managerial implications of the results, through which mentions contributions research as well as the limitations research and oriented the studies in future.

CHAPTER TWO

LITERATURE REVIEW

Chapter 2 will introduce the theoretical basis of the study. Through which the research model and hypothesis about the relationship between the concepts in the research are proposed. The content of this chapter will include the following sections:

1. The theoretical foundations
2. Definition of Constructs
3. Interrelationship among Research Constructs and Hypotheses Development

2.1 Theoretical Foundations

Many of the previous research have taken the doctrine prove culture have a huge impact the behavior of consumers. According to Hofstede (1991) culture is the soul of a country, it is the factor affecting to thinking and behaviour of people. Moreover, it helps to distinguish the members of one group, community or country from those of another. Although globalization has changed in part the way thinking and behave of people but the people from different countries will always have different routine and tastes that are considered characteristic standard rooted in their national cultures. National culture had strong impact on personal awareness, raising national pride of every people in that nation. In addition, culture is the source of ethnocentrism in each nation. Many marketers have become convinced that the human role and the culture of individuals and ethnic are main factors affect the consumer decision-making. So, how do these factors impact on consumer decision-making? And how do we apply them to driving customers to purchase domestic products? In the framework of research, we will consider two theoretical foundation to build this models goal.

2.1.1 Ethnocentrism Theory

The term "ethnocentrism" was first used by William Graham Summer in 1906. It was defined as a sociological phenomenon and it also been specific analysis in the article by Shimp and Sharma (1987). It shows the view of a person about all things, which their community is the center, is characteristic, is the measure of all things around. Until now it has become an important factor and is used in many sociological studies and consumer behavior. Ethnocentrism is a multidimensional construct that encompasses five dimensions: prosociality, cognition, insecurity, reflexiveness, and habituation (Siamagka and Balabanis, 2015). Overall, in sociology and psychology, the ethnocentric concept is understood as self-

conception tendencies, self-assessment of the individual about their race, their community that has higher quality than other communities. It is a common phenomenon can affect every interaction between different communities (Sinkovics & Holzmuller 1994). According to the broader view, ethnocentrism makes people thinks their community, their group is the center of everything and they rely on their community's standards to evaluate everything (Sumner 1906, p. 13)

In marketing activities, ethnocentric known by the term "consumer ethnocentrism" (Shimp & Sharma 1987), as a unique form of ethnocentric, and is a concept that characterizes consumer behavior research. Consumer ethnocentrism mention to the belief of consumer about morality and appropriate of buying foreign products (Shimp and Sharma 1987). Some previous studies had also mentioned that consumers think the purchase of foreign goods is not right, even as unpatriotic because it could hurt the economy of country (Klein, 2002; Netemeyer et al., 1991; Sharma, Shimp, & Shin, 1995; Shimp & Sharma, 1987) Consumer ethnocentrism is a form of Ethnocentrism in economic aspect. People will prioritize domestic consumer goods because they fear that buying imported products will hurt the economy and cause unemployment (Verlegh 2007). Consumers have high ethnocentrism tend to prefer to use domestic goods. The ethnocentric trend makes consumers buy domestic goods although product quality lower than import goods (Wall & Heslop 1986, quoted in Wang & Chen 2004); ethnocentric have the important role when it is believed that the interests of countries and individual are threatened by imports (Sharma & CTG 1995; Shimp & Sharma 1987). Some researchers have suggested that consumer ethnocentrism is a type of prosocial behavior because consumers may need to ignore concerns about the quality and price to purchase the domestic products (Powers and Hopkins 2006). Consumer ethnocentrism is very important factor in building a global brand (Alden et al. 2013). In marketing activities, ethnocentrism has known by the term "consumer ethnocentrism" (Shimp & Sharma 1987), as a unique form of ethnocentrism, and that is a concept that characterizes for consumer behavior research. Besides, it is also important to global positioning (Westjohn, Singh, and Magnusson 2012) and market entry mode decisions (Fong, Lee, and Du 2014).

Consumer ethnocentrism has been measured using the CETSCALE (consumer ethnocentrism tendencies scale), a reliable scale with proven predictive validity. CETSCALE focuses on the purchase domestic goods trends and measures the economic manifestation of national identity (Lanz & Loeb, 1996). Consumers choose to buy domestic

products for various reasons such as the familiar, the belief that they are helping the country's economy, create more jobs and bolster national pride (Pecotich & Ward, 2007). Leverage this theory, modern marketers usually create campaign messages that encourage consumers to buy domestic products as a way to show national pride and loyalty to the country.

Ethnocentrism has also been mentioned in some previous studies in Vietnam. Accordingly, the results of this study have concluded that consumer ethnocentrism has a role in impacting consumer trends internal or foreign goods. In particular, research on factors affecting domestic consumer trends has concluded that ethnocentric consumers have a positive impact on domestic consumption trend of Vietnam; when a person has high ethnocentrism, they tend to glorify goods are manufactured in their own country, then they tend to internal consumption (Nguyen Dinh Tho and Nguyen Thi Mai Trang 2008, page 221).

Although ethnocentrism term might seem strange in Vietnam, but the application of ethnocentrism, in fact, has been used in the advocacy program "Vietnamese people use Vietnamese goods". A survey of Vina-research company in May 2013 on the impact of the program "Vietnamese people use Vietnamese goods" implemented in the period 2009-2012, showed that the most majority reason of respondents group that said "yes" with Vietnam products is an attempt to "Express patriotism" and "to promote economic development".

2.1.2 Self-awareness Theory

Shelley Duval and Robert Wicklund had published the first critical Self-awareness theory in the early 1970s, they said that self-awareness is the ability to look inside yourself, to think deeply about your behavior, and connected to the ethical standards and human values (Shelley Duval and Robert Wicklund's 1972). People are not only capable of perception, feeling about the world and the things around. People also have the ability to be aware of thoughts, beliefs, attitudes, feelings and their inner state. That is self-awareness. The researchers also pointed out that a person can focus on themselves or on the external environment in the same moment. When they self-focused, they will compare themselves with the proper standards and based on this to feel, think and behave. This is the process helping people change behavioral and awareness through self-compare yourself with proper standards. So might say self-awareness is an important aspect of self-control.

The researchers do this by placing a large mirror in front of subjects, filming them, having someone to hear their voice recordings. The degree of self-awareness is then

measured using people's self-referential themselves and recognize themselves about relevant information. Research has shown that when human behavior is not consistent with the standards of the individual, they feel discomfort, dissatisfaction, and other negative feelings. Conversely, when the behavior and their values are linked, they feel more confident and positive. Self-awareness also helps individuals deepen understanding of attitudes, opinions, and their own understanding.

Self-awareness theory was strongly supported by many studies from the 1970s (Dual and Silvia 2001). Self-awareness is essential for people, it helps to reduce the gap between their actions and their ideals. Many previous studies have shown that a person's actions will not involve their personal standards when they are not self-focused. When people self-focused, they will tend to compare ourselves with the standards and try to achieve it, and they will feel disappointed if they do not meet those standards. When people recognize having the difference between their behaviour and standard, they should enhance self-focused to reduce the gap of difference (Gibbons 1990). Self-awareness has a direct consequent impact on consumer decision-making and the ease of preference formation accompanying private self-awareness makes people more willing and able to rely on their personal preference weights (Goukens, Dewitte & Warlop, 2010).

Besides that, the self-awareness theory divided into two types: public self-awareness and private self-awareness (Buss 1980; Carver and Scheier 1981; Froming, Walker, and Lopyan 1982). Private self-awareness refers to the perception of an individual person from the perspective of their own as looking in the mirror and self-recognition, whereas public self-awareness refers the perception of an individual person from the perspective of others as standing in front of the audience (Fejfar and Hoyle 2000). This research will focus on private self-awareness.

2.2 Definition of Constructs

2.2.1 National Culture

Consumers' views with regards to any product are strongly influenced by culture. Consumption choice of the people can be understood based on culture backgrounds. Culture is the traditional values and morals of a community, a nation. Culture is the basis to form beliefs, behavior, and priorities of the people. At the same time, it has the certain influence on people's perception of an object, event or product. Kotler & Armstrong said that culture

will constantly development values, attitudes and thus the social system will change and develop with time. This is really good (Kotler & Armstrong 2010; Solomon 1996)

According to Laroche, national culture is the lifestyle, behavior, communication that is rooted in common values and the conventions of society (Laroche et al, 2004). Within the national culture, has many different small subcultures but all towards a common cultural value of the entire nation. National culture is a factor that leads to differences in the implementation of promotional marketing programs in each country (Tse et al. 1988). Considering the values and needs of specific groups create advantages in the application of appropriate marketing strategy for each company. Sometimes, customers switched to purchase other products because it has the equilibrium with the interests, values, and their cultural norms.

Many previous studies have given the specific evidence on the differences of the strategy to build brand image (Roth 1995) and the effectively of emotional advertising based on national culture (Aaker and Williams 1998). Kahle (1983) have found relationships between individual values and cultural values while studying consumer behavior across countries. Kahle (1983) argues that trust is determinant of consumer behavior that been influenced by national culture. So may say the nation's cultural factors have a strong impact on consumer behavior and marketing strategy of the business. National culture has five aspects such as uncertainty avoidance, individualism-collectivism, power distance, masculinity-femininity and long-term orientation (Hofstede, 1980). But this study, national culture will be divided into four dimensions: (1) individualism/collectivism, (2) uncertainty avoidance, (3) masculinity and (4) power distance because long-term orientation doesn't fit the context of this research.

2.2.2 National Pride

National pride is formed and developed base on ethnic identity in which each person considers themselves a member of a nation that shares the same culture, politics, and economy. Smith & Kim (2006) confirmed that national pride is the positive sentiment of people toward their country.

According to (Evans & Kelly, 2002), national pride and national identity strengthen each other. Besides, De Mooij also pointed out that national pride is an aspect of national identity which tied consumer Ethnocentrism (De Mooij, 2010). Therefore, in a certain degree, national pride will spur individuals to choose domestic products.

2.2.3 Ethnocentrism

The term "ethnocentrism" was first used by William Graham Sumner in 1906. It was defined as a sociological phenomenon and it also been specific analysis in the article by Shimp and Sharma (1987). It shows the view of a person about all things, which their community is the center, is characteristic, is the measure of all things around. Until now it has become an important factor and is used in many sociological studies and consumer behavior. Consumers' local bias is an important factor of domestic product purchase behavior. Consumer ethnocentrism directly affects willingness to buy products (Alexander Josiassen, 2011). According to the broader concept, ethnocentrism makes people thinks their community, their group is the center of everything and they rely on their community's standards to evaluate everything (Sumner 1906, p. 13). Furthermore, Ethnocentrism makes individuals tend to evaluate every issue from the viewpoint of one's own culture. Under this study, ethnocentrism will be divided into five dimensions: (1) prosociality, (2) cognition, (3) insecurity, (4) reflexiveness, and (5) habituation (Siamagka and Balabanis, 2015).

2.2.4 Self-awareness

Shelley Duval and Robert Wicklund had published the first critical Self-awareness theory in the early 1970s, they said that self-awareness is the ability to look inside yourself, to think deeply about your behavior, and connect to the ethical standards and human values (Shelley Duval and Robert Wicklund's 1972).

Individuals been influenced by national culture should bring a lot of standards which called cultural standards derived such as loyalty, selflessness, conservative... The research shows that standards remain hidden until an individual self-awareness, the ability to self-reflection, individuals will pay attention to the difference between behavior and their standards. In this article, we focus on individual self-awareness and analyzing its influence on customer behavior. Finally, we discuss the significance of individual self-awareness in the decision-making process of consumers. And then given management tactics to promote self-awareness to affects buying decisions.

2.2.5 Self-efficacy

Self-efficacy refers to the impact of the actions can affect a person's life. It is a very important aspect of human behavior developed by Albert Bandura (1995). Bandura said that self-efficacy is the belief in one's self that they can control and solve situations happening in the future. A number of previous studies have also mentioned this term. According to

(Snyder & Lopez, 2007), self-efficacy is the ability and believe of each person that they can solve certain situations in future. Self-efficiency is an important factor, it can affect motivation, behavior, performance and the determination of an individual. If a person believes that they have the ability to succeed, they will make every effort to achieve that. Lunenburg (2011) suggested that self-efficacy is an aspect or consequence of self-esteem

2.2.6 Marketing Strategy

Before going to learn about the marketing strategy, we need review "What is the marketing?". Marketing term was first launched in the US in the early twentieth century. It spread to Europe, Asia, and Vietnam in the 1980 Marketing word derived from "market" and then addition tail "ing" meaning approach. Marketing is a form of human activity in order to satisfy the needs and wants of them through exchanges. Marketing is a science research on the business activities related directly to the transportation flow of goods or services from the producer to the consumer to find out the effective measures to protect, maintain and develop the market. Marketing also applied in many areas of society.

Strategic Marketing is the way that businesses take to achieve marketing objectives and typically involves 4P. The goal that companies want to achieve on the market as product volume, market share target is called marketing goal. A good marketing strategy will help companies increase revenue and profits from the limited resources and thus achieve a sustainable competitive advantage in the market.

In the framework of this study, we will analyze the effects of the marketing mix to consumer behavior. Marketing mix is tool that combines many activities and various marketing techniques for purpose of marketing a product or service. The marketing mix term was used for the first time in 1953 by Neil Borden. Then, a famous marketer, E. Jerome McCarthy, proposed classification 4P in 1960 including Product, Price, Place and Promotion (McCarthy, Jerome E, 1964). According to Kotler and Armstrong (2012), marketing mix is a set of marketing tools including product, price, distribution and promotion. Marketing mix strategies are used to achieve the marketing goals in target markets. Marketing mix needs to focus on the end customer to develop a strategy. Note that the four Ps represent the views of the seller and it is designed to influence buyers. This can be seen in Figure 2-1.

1. Product

The first element in the marketing mix is the product. In any industry, the product is a core element in every company and each business has their own products. Product is a

tangible object or an intangible service is produced or provided on a large scale with a specific weight of the unit. According to Ennew and Binks (1999), product is what you have to offer in order to satisfy market demand and customer satisfaction. Customers purchase a product because of many factors including partially impact of marketing strategy. Normally, the marketer emphasis on product quality. But different individual perceives will have different quality standard. So in addition to product quality, they also invest in packaging, design...and other associated services to attract customer

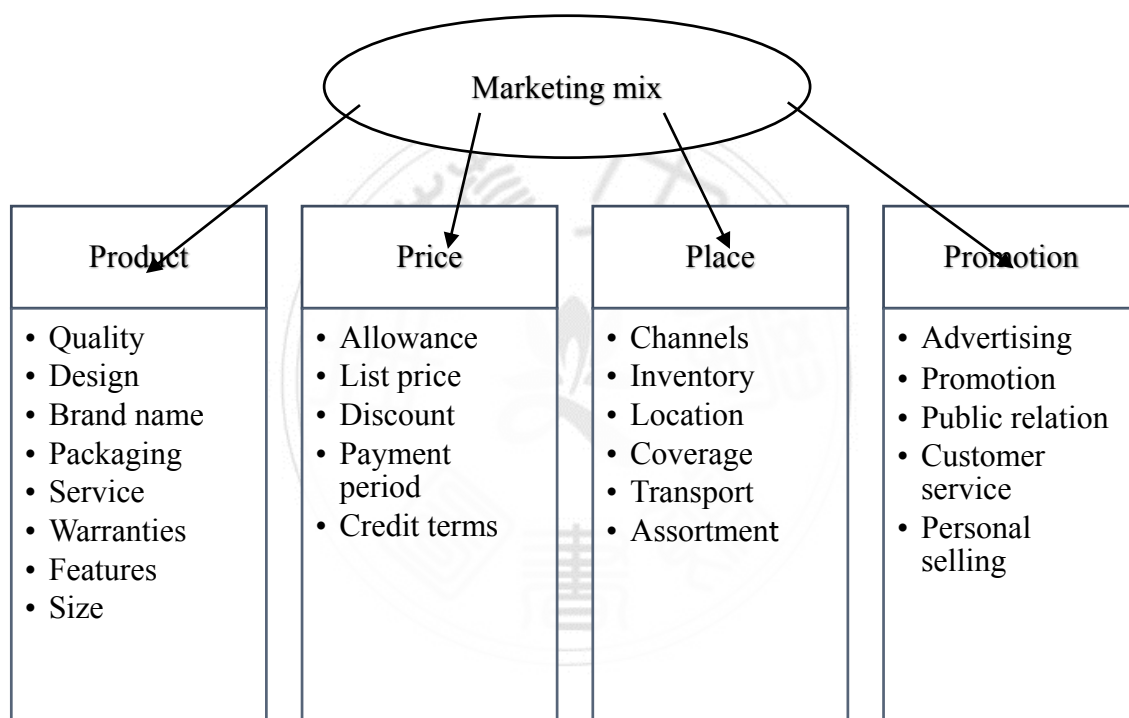


Figure 2-1 The Marketing Mix (Kotler 1990)

2. Price

Price, 2nd letter P in the marketing mix strategy, it is the cost that consumer must pay to get the product or service of the provider. It is determined by several factors such as the cost of raw materials, brands, competitive products and value perceived by the customer to the product. The pricing in a competitive environment is not only important but also extremely challenging. According to Lindsay, and Evans (2011), providers must find ways to meet the needs of consumers with lower prices to improve competitive advantage in a competitive market. This is a very important element in the marketing mix.

3. Place

Place, 3rd letter P in the marketing mix strategy, that is how to target customers of the enterprise have access to the products quickly, convenience, through building the distribution systems. The distribution channel can include any physical stores and virtual stores on the Internet. The supply of the product to the place and at a time when customer requirements are one of the most important sides of any marketing plan.

4. Promotion

Promotion is simply how to target customers know your products and services. It's all work to ensure that customers get to know about the product or service of the company, have a good impression on them and execute real transactions. Promotion includes factors such as advertising on television, radio, newspapers, billboards, public relations, sales organization and sales promotion...

This is the important factor in marketing campaign. Ennew and Binks (1999) said that promotion as part of the marketing mix elements is an instrument which firms uses to communicate with their potential consumer. This helps product further spread and more widely known.

2.3 Interrelationship among Research Constructs and Hypotheses Development

Brand awareness is increasingly becoming an important factor for consumers. Consumers evaluate other domestic products with the products are manufactured overseas (Herche, 1992). Depending on each country, consumers evaluate domestic products differently than products made in foreign country. Toyne and Walters (1989) said that, there is a positive correlation in the evaluation of the product in the country and the economy of the country of origin. In developing countries, consumer prefer the imported products more (Agbonifoh & Elimimian 1999; Wang et al. 2000). While in the developed countries, the picture quality of the imported product is lower than domestic products (Agbonifoh & Elimimian 1999; Wang et al. 2000). To find more in-depth explanation on the causal relationship of these important factors significantly impact the perceptions and behavior of consumers towards domestic products, we offer following assumptions:

2.3.1 The Effect of National Culture

This study proposes that national culture has a positive effect on national pride, self-awareness, ethnocentrism and intention to buy. According to Hofstede (1980), culture is the common mental foundation of people in a certain environment and it can be transferred from

generation to next generation through socialization (Hofstede 2001). National culture has five aspects such as uncertainty avoidance, power distance, individualism /collectivism, masculinity-femininity and long-term orientation (Hofstede, 1980).

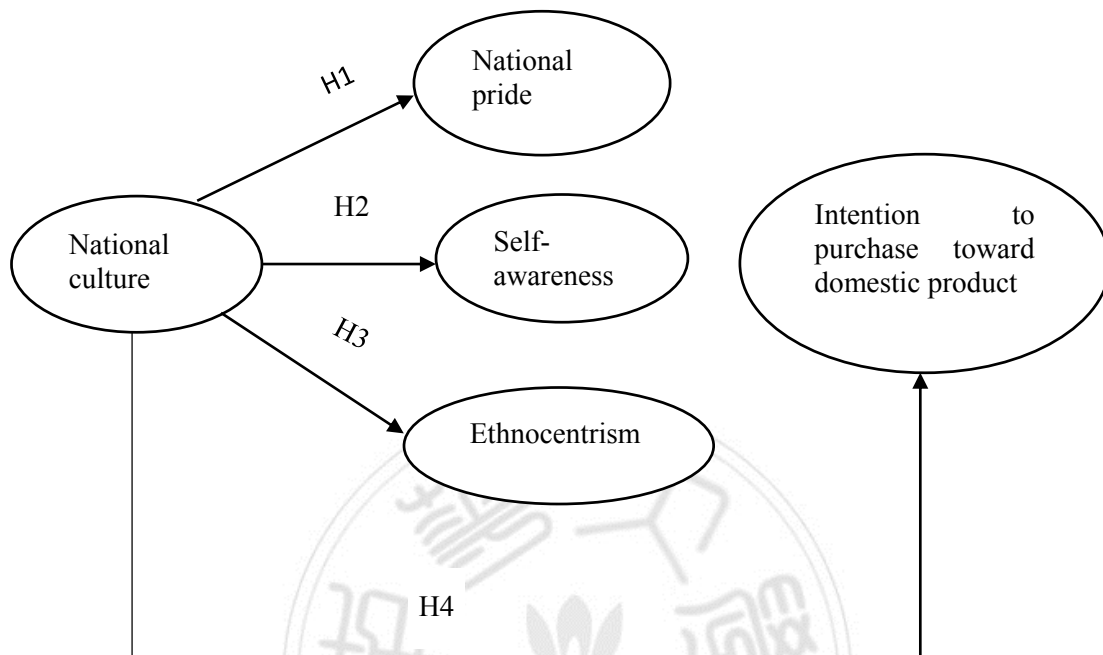


Figure 2-2 The effect of national culture

These are factors that distinguish a nation specific from other countries. In this study, national culture is divided into four aspects: uncertainty avoidance, individualism/collectivism, power distance and masculinity-femininity. Tim Adensor has questioned the link between national culture and national identity: How do cultural icons reproduce and transform a sense of national identity? Tim said that the culture and daily life are important components of national identity that the recent study on national identity was ignored. At the same time, he added that the strong interaction between the culture of self-consciousness and national identity and social habits are grounded ("National identity, culture and everyday life Cool", Tim Adensor, p. 17). Consequently, the national culture is the foundation for the construction and development of national identity in which national pride, ethnocentrism and cultural self-awareness as an important aspect.

Culture is a system of values, beliefs, traditions and behavioral norms are formed, developed, inherited through generations. Culture is absorbed within family life, then being in school and in society. Culture is the underlying cause and also the first factor leads the human behavior in general and in particular consumer behavior. It is the consumer culture.

Style dress, consumer perception of the value of goods and express themselves through the consumer ... are strongly influenced by culture. People with different cultures will have different consumer behavior.

In society, personal consumer style will express their's own personality and social relationships are built based on their cultural foundations. Culture plays a really important role directly impacts on belief, behavior of an individual as well as consumer behavior.

According to (Mooij & Hofstede, 2011), there is a growing interest among researcher in cultural understanding to bind the consumer behavior. Many companies ignore the influence of culture in building marketing strategies and results in reduced profits rather than increasing efficiency (Mooij and Hofstede, 2002, p. 61). National culture directly affects consumer financial decision making (J. A. Petersen, T. Kushwaha, & V. Kumar, 2015). According to Mooij and Hofstede (2002), the impact of national culture leads to consumer behavior inconsistent with each other. In the study of cross-national consumer behavior, Kahle (1983) have shown the relationship between personal values and cultural values. Kahle said that consumer value is the global belief, as a key factor of consumer behavior. So we can say the nation's cultural factors have a strong impact on consumer behavior. Hence, it is reasonable to expect that the culture will affect national pride, self-awareness and Ethnocentrism:

H₁: National culture will be positively related to National pride

H₂: National culture will be positively related to Self-awareness

H₃: National culture will be positively related to Ethnocentrism

H₄: National culture will be positively related to intention to purchase domestic products.

2.3.2 The Effect of National Pride

This study proposes that national pride has a positive effect on ethnocentrism, self-awareness and intention to buy. Some recent studies have shown the national identity and ethnocentrism of consumers have a positive relationship with each other (Dmitrovic, Vida, and Reardon, 2009; Vida, Dmitrovic, & Obadia, 2008). Therefore, national pride, as an important aspect of national identity, will also affect ethnocentrism of consumer. Besides, individuals are often affected by the national culture and national identity should bring a lot of standards called cultural standards are derived. These standards always exist in the minds of every individual until they realize it affect their behavior. National pride is not only

emotion but also it is pride, recognition of specific national achievements and symbol (Quin, 2011). According to Müller-Peters (1998), people through cultural-historical pride and political-economic pride to express national pride.

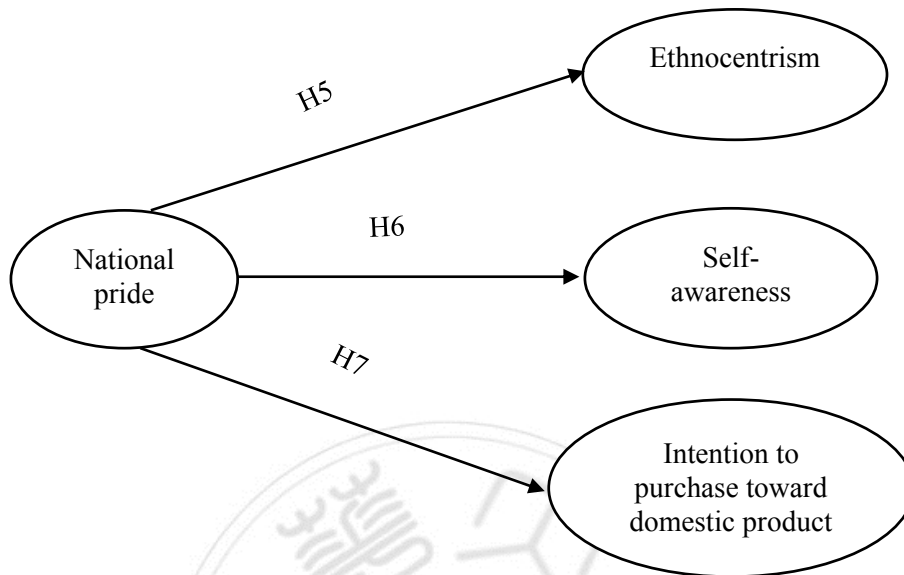


Figure 2-3 The Effect of National pride

National achievements are seen as the image of the country that show the country's capability can produce good quality products. Consumers choose to buy domestic products for various reasons such as the familiar, the belief that they are helping the country's economy, create more jobs and bolster national pride (Pecotich & Ward, 2007). Base on describe reasoning and previously discussed theoretical basis, the following hypotheses are proposed:

H5: National pride will be positively related to Ethnocentrism of consumer.

H6: National pride will be positively related to Self-Awareness.

H7: National pride will be positively related to intention to purchase domestic products.

2.3.3 The Effect of Ethnocentrism

This study proposes that ethnocentrism has a positive effect on self-awareness and intention to purchase domestic product. According to Shimp & Sharma (1987), based on ethnocentrism, consumers evaluate the product category from the perspective of domestic origin, regarded them as an object of pride and attachment (Shimp & Sharma, 1987). Hence, home country image, as well as domestic products, have emotional and symbolic value for ethnocentric consumers. Besides, individuals are often affected by the national culture and national identity should bring a lot of standards called cultural standards are derived. These

standards always existed in the minds of every individual until they realize it affect their behavior. Therefore, ethnocentrism, as an important aspect of national identity, will also affect self-awareness as well as consumer behavior.

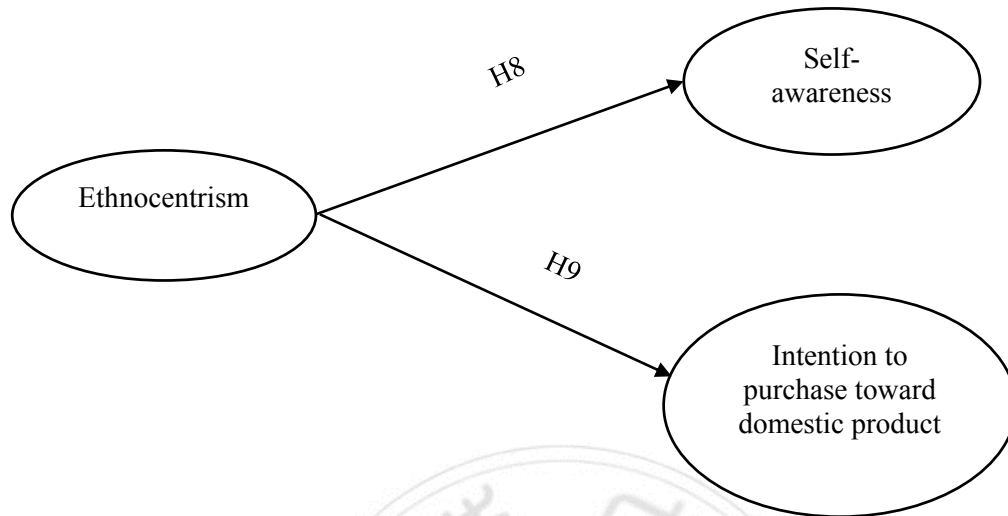


Figure 2-4 The Effect of Ethnocentrism

Base on ethnocentrism theory in literature and arguments above, we offer following assumptions:

H₈: Ethnocentrism will be positively related to Self-Awareness

H₉: Ethnocentrism will be positively related to intention to purchase domestic products.

2.3.4 The Effect of Self-awareness

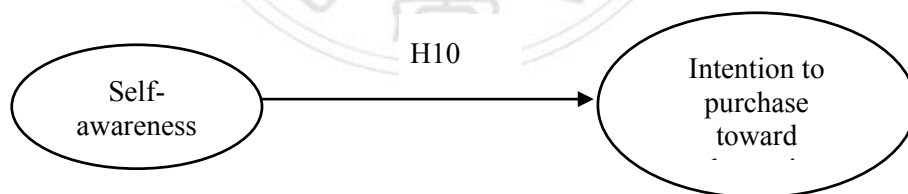


Figure 2-5 The Effect of Self-awareness

This study proposes that Self-awareness has a positive effect on intention to buy. When people self-focused, they more aware of their attitudes and beliefs, so the self-awareness so very important for buyers and sellers (Duval and Wicklund 1972). Base on self-awareness theory in literature, the core value of self-awareness is help people to reduce the gap between their actions and their standards. Many previous studies have shown that a person's actions will not involve their personal standards when they are not self-focused. The research of

Caroline Goukens (2010) showed that self-awareness trend has a direct effect on consumer decision making. Thus, we can propose hypothesis:

H₁₀: Self-awareness will be positively related to intention to purchase domestic products.

2.3.5 The Moderating Effect of Marketing Strategy

This research proposes that marketing strategy will strengthen the effect of national pride and self-awareness on intention to buy. Sales promotion and advertising as 2 types of marketing that can result in increasing sales volume with less profit (Pickton and Broderick, 2005). Others also agreed that sales promotions' is aiming to influence consumer buying behavior by introducing new brand product which is going to be targeted the customers who have no previous experience with it (Solomon, Marshall and Stuart, 2008; Kotler and Armstrong, 2004).

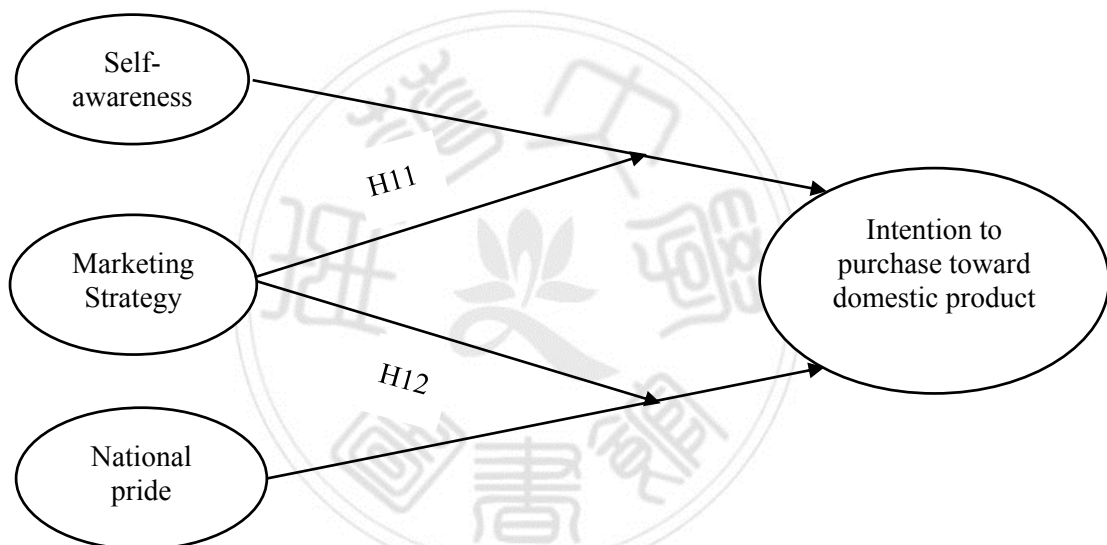


Figure 2-6 The moderating effect of marketing strategy

Base on national pride and self-awareness theory as well as assumptions about them, modern marketers usually create campaign messages that encourage consumers to purchase domestic products as a way to show national pride and loyalty to the country.

The campaign messages can impact on self-awareness of customer, evoking national pride and that can be shown in product advertising content or creative expression on the product packaging or combination of both. The marketing campaign will be based on four marketing tools of the marketing mix as product, price, place and promotion. The challenge for marketers is to build effective marketing strategies to support for national pride and self-awareness elements to promote consumers choose to buy domestic products. Thus, the following hypotheses are proposed:

H11: Marketing Strategy will strengthen the effect of Self-awareness on the intention to purchase domestic products.

H12: Marketing Strategy will strengthen the effect of National pride on the intention to purchase domestic products.

2.3.6 The Moderating Effect of Self-Efficacy

This study proposes that self-efficacy will strengthen the effect of self-awareness and ethnocentrism on intention to buy. For consumer behavior, routine behavior does not induce self-reminder of capacity. But when there is a change to the task demands in the situation, self-efficacy belief will be re-evaluated. The impact of self-efficacy on the consumer reaction has been conducting research on a variety of experimental research in marketing such as the different marketing communication operations (Block & Keller 1997; Rummel, Goodwin, & Shepherd 1990), and assessment and behavioral responses to new technology (Ellen, Bearden, & Sharma 1991).

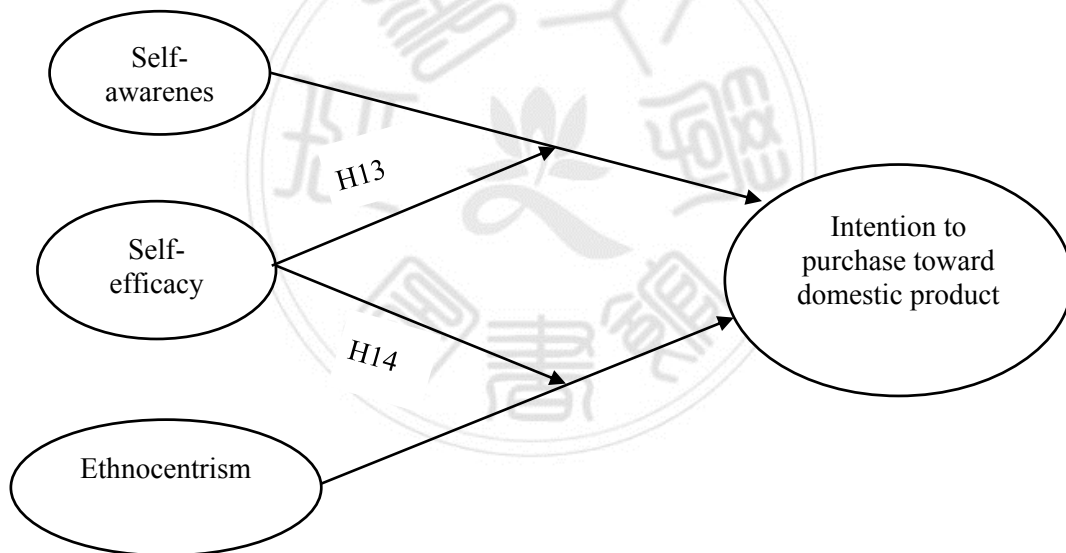


Figure 2-7 The moderating effect of self-efficacy

Theo Lawson (2001), the effects of self-efficacy on consumers need to be concerned more attention because of both theoretical and empirical evidence suggests that self-efficacy influential in many important areas, such as the activities of the consumer to pursue and avoid (Bagozzi & Lee, 1999; Lawson 2001). According to Duhan (1997), it may affect how to consumers plan and implement the different stages of decision making, and information processing. Self-efficacy can be combined with the level to which consumer manage and pass challenges or obstacles to their target consumers and market interactions. Finally, self-

efficacy may affect the level of consumer satisfaction (Bozoian, Rejeski & McAuley 1994) and has the positive reviews for a product (Ellen, Bearden & Sharma 1991). Based on the Ethnocentrism and self-awareness theory in literature and this described reasoning, the following hypotheses are proposed:

H₁₃: Self-efficacy will strengthen the effect of Self-awareness on the intention to purchase domestic products.

H₁₄: Self-efficacy will strengthen the effect of Ethnocentrism on the intention to purchase domestic products.



CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

This chapter will introduce the research methods used to develop and evaluate measurement scale and check the hypothesis and models that be proposed. Chapter 3 includes parts: Research framework, Research hypotheses, Research design, Constructs measurement and questionnaire designs and Data analysis procedures.

3.1 Research Framework

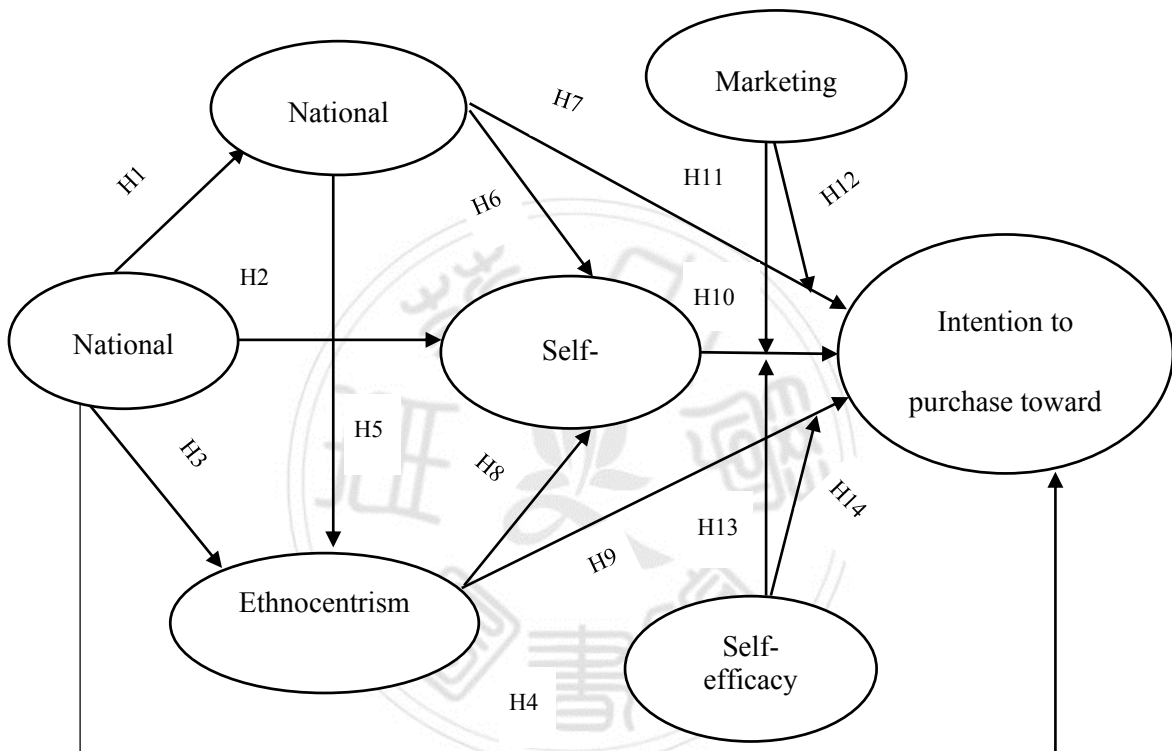


Figure 3-1 Research framework

This study focuses on investigating consumer behavior toward domestic products that provide important practical implications for brand managers who market their brands. Most previous studies just focus on a specific aspect as the culture, ethnocentrism, national identity and they have not given the overall pattern of the factors that influence the customer choices to buy domestic products. This study based on the proven theory as Ethnocentrism and Self-awareness. At the same time combined them with the results of previous research to build up a model (fig. 3). Six factors suggested in this model include: national culture, ethnocentrism, national pride, self-awareness, self-efficacy and marketing strategies. In

which we focus on analyzing the impact of ethnocentrism, national pride and self-awareness to behavior purchase domestic products by consumers.

3.2 Research Hypothesis

Based on the literature review that has been mentioned in chapter 2, fourteen hypotheses are developed in this study. First, H1, H2, H3 and H4 tested the effect of national culture on national pride, ethnocentrism, self-awareness and intention to purchase domestic products. Second, H5, H6 and H7 tested the effect of national pride, self-awareness and intention to purchase domestic products. Third, H8 and H9 tested the effect of ethnocentrism on self-awareness and intention to purchase domestic products. Fourth, H10 tested the effect of self-awareness on intention to purchase domestic products. Fifth, H11 and H12 tested the interaction effect between marketing strategy, self-awareness and national pride on intention to purchase domestic products. Sixth, H13 and H14 tested the interaction effect between self-efficacy, self-awareness and ethnocentrism on intention to purchase domestic products. Thus, the hypotheses are as follows:

H1: National culture will be positively related to National pride

H2: National culture will be positively related to Self-awareness

H3: National culture will be positively related to Ethnocentrism

H4: National culture will be positively related to choosing Domestic Products of Consumer

H5: National pride will be positively related to Ethnocentrism of consumer.

H6: National pride will be positively related to Self-awareness.

H7: National pride will be positively related to choosing Domestic Products of Consumer.

H8: Ethnocentrism will be positively related to Self-awareness

H9: Ethnocentrism will be positively related to choosing Domestic Products of Consumer.

H10: Self-awareness will be positively related to choosing Domestic Products of Consumer.

H11: Marketing Strategy will strengthen the effect of Self-awareness on the Intention to Purchase Domestic Products

H12: Marketing Strategy will strengthen the effect of National pride on the Intention to Purchase Domestic Products.

H13: Self-efficacy will strengthen the effect of Self-awareness on the Intention to Purchase Domestic Products.

H14: Self-efficacy will strengthen the effect of Ethnocentrism on the Intention to Purchase Domestic Products.

3.3 Research Design

This study was conducted by quantitative method. Quantitative research is the method includes the surveys opinions of customers through questionnaires, which help companies to improve their products and service and provide the information to help them giving decision better. (Edmunds 1996)

Quantitative research is to ask people to give their opinions logically. For a reliable data and results, the sample must be large enough and drawn from the target market. Quantitative studies need have statistical values for a clear purpose and quantitative results. The research will be conducted according to the following steps:

- (1) Questionnaire design
- (2) Preliminary research
- (3) Formal research

3.3.1 Questionnaire Design

The designing questionnaire is to identify the necessary information from the respondents and how to collect it the easiest (Green Tull and Albaum, 1988). Indeed, many important factors to be decided at this stage. The main matter is the development of an instrument that is clear and easy to understand and manage (Craig and Douglas, 2000). These questions need to be consistent with the culture of the respondents. And it is important to build the question of how to obtain the necessary information and misunderstandings are avoided. This research questionnaire uses 5 points strongly agree to strongly disagree of Likert scales.

3.3.2 Preliminary Research

Preliminary studies were conducted in Vietnam focused on two biggest cities is Hanoi and Ho Chi Minh City by the draft questionnaire designed. The draft questionnaire was composed following the format of the services survey form created by Google Documents. Then, this questionnaire was shared via email to 130 peoples. The result was obtained 100/130 feedback after about 2 weeks. 100 original samples will be used to assess preliminary the scale and research concepts before proceeding with formal study.

For a preliminary assessment of the scale draft, 100 samples will be analyzed with SPSS 20 to considering reliability coefficient Cronbach's alpha and analysis discovered factor EFA (Exploratory Factor Analysis, referred to as the method EFA):

- (1) The draft scale was assessed reliability through Cronbach's alpha coefficient. In addition, by observing column "the correlation coefficient variables - total" (Corrected Item-Total Correlation) of table "the Statistics table variables-total" (Item-Total Statistics), the bad variable will be removed if the variable correlation coefficient variations-total < 0.3 (Nunnally & Bernstein 1994). Scale is considered good if Cronbach's alpha is 0.7-0.8. In this research, measurement items with factor loadings greater than 0.6 were selected as members for a specific factor.
- (2) Next, EFA method is used to test the convergence of the component variable of the concept. The variable have factor loading < 0.5 will be disqualified (Nunnally & Bernstein 1994), thus helping shortened a set of observed variables to a set of factors. In addition, Total Variance Cumulative will also be tested if achieving $\geq 50\%$ (Gerbing & Anderson 1988). This method can help assess preliminarily the draft scale. After the type of the variable is not satisfactory, the remaining variables will be taken into the complete scale of the official questionnaire that used for formal quantitative research.

After conducting a preliminary research, four items of self-awareness construct and 6 items of self-efficacy construct were excluded because they did not fit the context of this study. The last scale used for formal study included 71 items.

3.3.3 Formal Research

Formal Research is done by quantitative methods through questionnaire surveys with the measurement scales after considering the type of unsatisfactory variations. This research step is used to re-test the official scale and model research (discussed in chapter 2)

(1) Sampling Plan

This study used convenience sampling because it helps to obtain basic data related to the study without complications as the use of a random sample. Although it has disadvantage as not representative of the entire population, but can accept in hypothesis test, so convenience sampling was selected by the limits of time and cost. Regarding sample size,

research uses methods: EFA, CFA, MANOVA and SEM model, so the sample size must ensure fit to use the above method.

The determination of sample size when using EFA method based on two factors: first, the minimum size; second, the number of measurement variables included in the analysis. Using linear structural model SEM requires large sample sizes follow reason large sample distribution theory (Raykov & Widaman 1995). But how the sample size was called large? It still has not been clearly defined. Some research indicates that the sample size should be at least 50, preferably at the rate of 100 and ratio of observations/items is 5: 1, preferably 10: 1 (Hair & CTG 2010). Other researchers argue that the sample size should be 200 (Hoetler 1983).



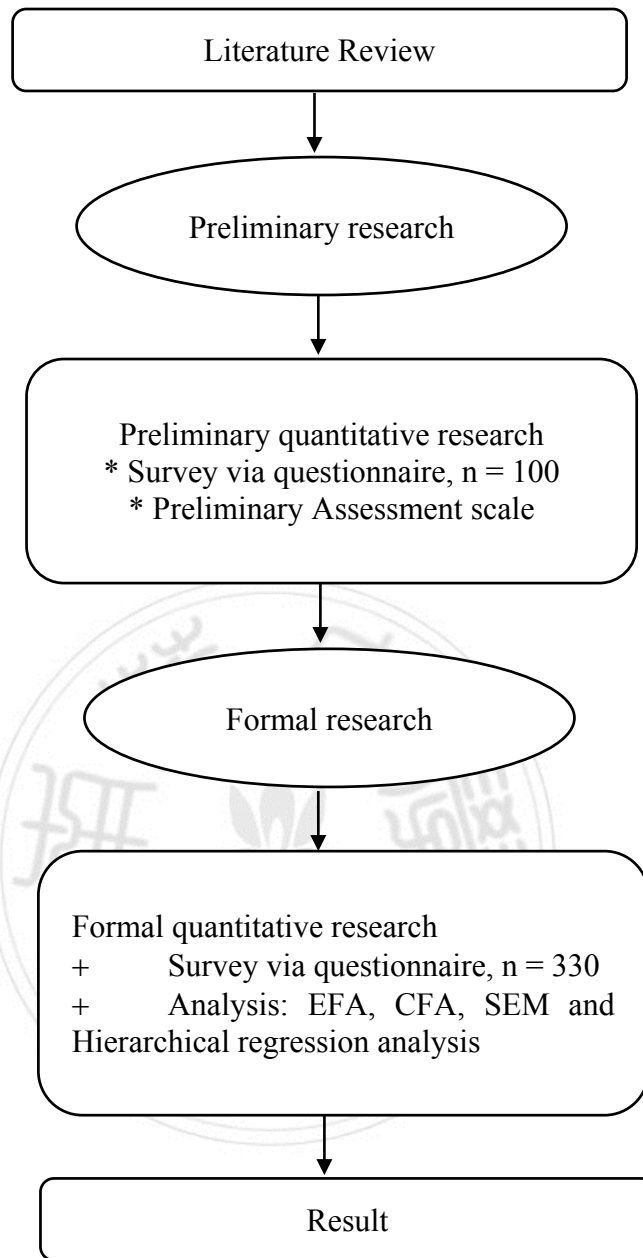


Figure 3-2 The process research

This research intends to collect 300 samples. In order to exclude case the answer unsatisfactory and ensure minimum sample size of 300, the questionnaire was prepared as 450 (estimated greater than minimum limit as 50%, including the questionnaire unsatisfactory). Data collection methods include:

- (1) Survey via email with the questionnaire drafted following the format of the services survey form created by Google

(2) Survey directly with consumers mainly in Ho Chi Minh city (convenience sampling).

After one month, data was collected with 380 valid responses. After using Excel and SPSS 20 to clean and process data, the actual sample for this study size was 330. The sample size of more than 300 elements are said to be suitable (Comrey & Lee, 1992) and can be applied to multivariate study in this case. Process research is summarized by Figure 3-8 above.

3.4 Constructs Measurement and Questionnaire Design

In this research, eight major constructs were operationalized: (1) national culture, (2) national pride, (3) ethnocentrism, (4) marketing strategy, (5) self-awareness, (6) self-efficacy, (7) intention to purchase domestic products and (8) personal demographic information. Descriptions for other research constructs were adapted for the cause-related marketing context based on previous literature. The measurement scales were developed based on a review of previous researches that consistent with the definitions of the constructs used in this research. Each construct will be measured by five point Likert scale (1-Strongly Disagree; 2-Disagree; 3-neutral; 4-agree, 5-Strongly agree). The previous items were found valid and reliable by other researchers will be applied in this study.

3.4.1 National Culture

National culture is a fundamental construct in this study. Consumers' views with regards to any product are strongly influenced by culture. Consumption choice of the people can be understood based on culture backgrounds. Culture is the traditional values and morals of a community, a nation. Culture is the basis to form beliefs, behavior, and priorities of the people. Kahle (1983) argues that trust is determinant of consumer behavior that been influenced by national culture. So may say the nation's cultural factors have a strong impact on consumer behavior and marketing strategy of the business. In this study, the effect of national culture will be evaluated at the individual level and which is measured by the culture value scale (CVSCALE) developed by Yoo, Donthu and Lenartowics (2001).

The culture value scale includes 26 items divided into five factors: Power distance (PDI), Collectivism (COL), Uncertainty avoidance (UAI), Masculinity (MAS) and Long-term Orientation (LTO). But this research just applies 20 items grouped into 4 groups: Power distance (PDI), Collectivism (COL), Uncertainty avoidance (UAI), Masculinity (MAS). The question items as follows:

1. Group welfare is more important than individual rewards.
2. Group success is more important than individual success.
3. Individuals should sacrifice self-interest for the group (either at school or the work place).
4. Individuals should stick with the group even through difficulties.
5. Individuals should only pursue their goals after considering the welfare of the group.
6. Rules and regulations are important because they inform me of what is expected of me.
7. Standard operating procedures are helpful to those on the job.
8. Instructions for operations are important for those on the job.
9. It is important to closely follow instructions and procedures.
10. It is important to have instructions spelled out in detail so that I always know what I'm expected to do.
11. It is more important for men to have a professional career than it is for women.
12. Men usually solve problems with logical analysis; women usually solve problems with intuition.
13. Solving difficult problems usually requires an active, forcible approach, which is typical of men.
14. There are some jobs that a man can always do better than a woman.
15. Meetings are usually run more effectively when they are chaired by a man
16. People in higher positions should make most decisions without consulting people in lower positions.
17. People in higher positions should not ask the opinions of people in lower positions too frequently.
18. People in higher positions should avoid social interaction with people in lower positions.
19. People in lower positions should not disagree with decisions by people in higher positions.
20. People in higher positions should not delegate important tasks to people in lower positions.

3.4.2 National Pride

As mentioned in literature review chapter 2, national pride as important factors in this research. And to evaluate its effects we used the results from the principal components analysis of patriotism and ethic Scale (Kosterman and Feshbach, 1989). The question items were adopted from Kosterman and Feshbach (1989) as follows:

1. I love my country.
2. I am proud to be Vietnamese.
3. I feel a great pride in that land that is our Vietnamese.
4. Although at times I may not agree with the government but my commitment to Viet Nam always remain strong.
5. In a sense. I am emotionally attached to my country and emotionally affected by its actions.

3.4.3 Ethnocentrism

Consumer ethnocentrism was mentioned in Chapter 2 is the belief, the concept of the consumer availability of the right, morally fit to buy imported goods for its domestic economy (Shimp & Sharma 1987). Therefore, the scale of consumer ethnocentrism will include measurement variables that have the same views above. This study measured consumer ethnocentrism based on CETSCALE scale developed by Shimp & Sharma (1987). It have 17 variables and divided into five factors: prosociality, cognition, insecurity, reflexiveness and habituation. These question items as follow:

1. Buying domestic goods helps me maintain my Vietnam identity.
2. I believe that purchasing domestic goods should be a moral duty of every citizen.
3. It always makes me feel good to support our products.
4. A real Vietnamese should always back Vietnam products.
5. Viet Nam people should always consider Vietnam workers when making their purchase decisions.
6. When it comes to Vietnam products, I do not need further information to assess their quality; the country of origin is sufficient signal of high quality for me.
7. Vietnam goods are better than imported goods
8. Vietnam products are made to high standards and no other country can exceed them
9. Increased imports result in greater levels of unemployment in Vietnam
10. Buying foreign products is a threat to the domestic economy.

11. Job losses in Vietnam are the result of increased importation of foreign goods
12. I would be convinced to buy domestic goods if a campaign was launched in the mass media promoting Vietnam goods.
13. If Vietnam people are made aware of the impact on the economy of foreign product consumption, they will be more willing to purchase domestic goods.
14. I would stop buying foreign products if the Vietnam government launched campaigns to make people aware of the positive impact of domestic goods consumption on the Vietnam economy.
15. I am buying Vietnam products out of habit.
16. I prefer buying the Vietnam products because I am more familiar with them.
17. I am buying Vietnam products because I am following the consumption patterns as these were passed to me by my older family members.

3.4.4 Self-awareness

According to Shelley Duval and Robert Wicklund (1972), self-awareness is the ability to look inside yourself, to think deeply about your behavior, and connected to the ethical standards and human values (Shelley Duval & Robert Wicklund's 1972). Based on the private self-consciousness scale (Fenigstein, Scheier, & Buss, 1975) and self-awareness theory (Shelley Duval & Robert Wicklund's 1972), question items were designed as follow:

1. I'm generally attentive to my inner feelings.
2. I'm constantly examining my motives.
3. I'm alert to changes in my mood.
4. I'm aware of the way my mind works when I work through a problem

3.4.5 Self-efficacy

Self-efficacy refers to the impact of the actions can affect a person's life. It is a very important aspect of human behavior developed by Albert Bandura (1995). Bandura said that self-efficacy is the belief in one's self that they can control and solve situations happening in the future. This study measured Self-efficacy based on General Self-efficacy Scale (GSE). The question items were designed as follow:

1. I can always manage to solve difficult problems if I try hard enough.
2. If someone opposes me, I can find the means and ways to get what I want.
3. It is easy for me to stick to my aims and accomplish my goals.
4. I am confident that I could deal efficiently with unexpected events.

3.4.6 Marketing Strategy

Marketing is a science research on the business activities related directly to the transportation flow of goods or services from the producer to the consumer to find out the effective measures to protect, maintain and develop the market. Marketing also applied in many areas of society. Marketing strategy is the processor model that businesses apply in limited resources to achieve marketing objectives. The scale of this constructs developed based on Product Judgments scale (Klein & CTG, 1998) and Marketing mix theory (Philip Kotler, 1960). This scale includes statements that measure customer perception of the goods value through factors: quality, price, design, package... and also measure customer perception for distribution systems as well as the promotion campaign of domestic products. The questions were designed as follows:

1. Vietnam products are carefully produced and have fine workmanship.
2. Vietnam products usually show a very clever use of color and design.
3. Vietnam products are usually quite reliable and long-wearing.
4. Vietnam products are usually a good value for the money.
5. Price of Vietnam products is cheaper than import products.
6. Price of Vietnam products is right with the quality of products
7. Price of Vietnam products is consistent with Vietnam's living standards
8. I am satisfied with the price of Vietnam products
9. I can find Vietnam products easily in supermarkets.
10. Vietnam products are distributed through various channels that consumer easily access.
11. Locations distributors of the domestic products are very favorable.
12. The channels coverage of domestic products is effective
13. Domestic products have more promotions to consumers.
14. I have known domestic brands through advertising or promotional.
15. I am very impressed with the advertising campaigns of domestic products.
16. The sales campaigns of domestic products have influenced my buying decision.

3.4.7 Intention to Purchase Domestic Product

Purchase intention said on the trend of consumption or not consumption of a commodity. This study used the scale of Klein & CTG (1998), developed from the study of Darling & Arnold (1988), Darling & Wood (1993). To measure intention to buy domestic products, the

total correlation and internal consistency analysis (Cronbach's alpha) were applied to confirm the reliability of each research factor.

(1) Factor analysis

Factor analysis is the generic name for a group of procedures that are used mainly to zoom out and summarize the data. In the study, we can collect a relatively large number of variables, and most of these variables are related to each other and their numbers have been reduced down to a number that we can use. In this research, measurement items with factor loadings greater than 0.6 were selected as members for a specific factor. Factor analysis was calculated for each research construct in this study.

(2) Item-to-total Correlation

The calculation of the Item-to-total correlation coefficient will help to eliminate observed variables that not contributing to the description of the concept be measured. The observed variables with a low correlation coefficient (less than 0.5) were deleted from further analysis.

(3) Internal Consistency Analysis (Cronbach's alpha)

Using Cronbach's alpha coefficient before analyze EFA factor to eliminate inappropriate variables because it could create dummy variables. Cronbach's coefficient test the internal consistency of each factor alpha. It show that the measurement has linked together or not; but didn't show items need to be eliminated and items that need to be retained.

Cronbach's alpha is higher than 0.7, the factor has high reliability and if α is smaller than 0.3, the factor is low reliability (Robinson and Shaver, 1973). However, in this research, 0.6 was applied as the cutoff criterion. Cronbach's alpha (α) was calculated for all factors of each research constructs in this research.

3.5.3 Confirmatory Factor Analysis and Structural Equation Modeling

(1) Factor analysis confirmed (CFA) in linear structural analysis SEM allows testing of the theoretical structure of measurement scales as the relationship between a concept study with other concepts without being biased by measurement error (Hoang Trong & Chu Nguyen Mong Ngoc 2008), therefore, the CFA has many advantages than EFA in testing the scales. CFA can be seen as the next step of

the EFA to check whether there is a pre-existing theoretical models that underlie for collective observations.

- (2) Structural Equation Modeling (SEM) is an extension of the generalized linear model (GLM) allows researchers tested a set of regression equations simultaneously. Measurement model specifies the relationship between latent variables and observed variables. SEM model coordinate all techniques like regression, factor analysis and analysis of mutual relations.

3.5.4 Hierarchical Regression Analysis

The hierarchical regression analysis is used to examine two moderator variables is marketing strategy and self-efficacy. Marketing strategy variable is examined in the relationship between independent variable as National pride, self-awareness and intention to purchase toward domestic product. Self-efficacy variable is examined in the relationship between independent variable as ethnocentrism, self-awareness and intention to purchase toward domestic product. The criteria to measure of hierarchical regression analysis include:

- (1) $R^2 > 0$.
- (2) $F\text{-value} \geq 4$
- (3) $t\text{-value} > 1.96, p < 0.05$
- (4) Durbin-Watson between 1.5 - 2.5
- (5) Tolerance > 0.5
- (6) VIF < 2

CHAPTER FOUR

RESULT & DATA ANALYSIS

Chapter 4 presents the analysis result of formal studies. The purpose of this chapter is to assess the official scale and check the appropriate of research model (using the method of structural equation modeling SEM) as well as the testing of research hypotheses. The contents of this chapter includes sections:

- (1) Descriptive analysis of the respondents
- (2) Evaluate the scales (factor analysis and reliability of measurement scales)
- (3) Testing the conceptual framework and hypotheses

4.1 Descriptive Analysis

4.1.1 Characteristics of Respondents

As mentioned in Chapter 3, 380 surveys were sent through two ways: via email and direct surveys started in 08/2016. Accordingly, there are 358 valid questionnaires were collected. The number of questionnaires collected via email is 190. The rest is collected through direct surveys. Because the missing data, 28 questionnaires were drop off. Therefore, 330 questionnaires were usable for further analysis.

For the convenient sampling, direct survey area was in Ho Chi Minh City and focus in the region near universities, because that region has young respondents, easily accessible to survey (such as Economics University, Vietnam National University Ho Chi Minh City and RMIT University). In addition, to diversify consumer, the survey also was taken to the area of shopping (such as Coop supermarket, Diamond Plaza, and Vincom Plaza) and office staff of HSBC bank working at Centre Point Building. Results obtained 330 valid responses table. However, the respondent at the shopping mall was more difficult to access, so the respondents in this survey concentrated between the ages of 18-25 (over 46%).

Table 4-1 Profiles of Samples

Classification	Respondents	
	Frequency	Percentage (%)
Gender		
Female	205	62.1%
Male	125	37.9%
Age		
Lower than 18 years old	49	14.8%
18-25 years old	152	46.1%
26-35 years old	90	27.3%
Higher than 35 years old	39	11.8%
Relationship		
Single	192	58.2%
Married	138	42.8%
Income		
Lower than 5 million VND	135	40.9%
5-10 million VND	126	38.2%
Higher than 10 million VND	69	20.9%
Working experience		
Lower than 5 years	139	42.1%
5-10 years	119	36.1%
Higher than 10 years	72	21.8%

About income, nearly 21% respondents surveyed have income above 10 million/month and nearly 41% have incomes of less than 5 million/month. Women make up the majority of respondents (over 62%). The reason for the sex differences in the survey is female are interested in shopping than male. Access to women to examine personal issues as self-awareness or ethnocentric also easier than men. The detail characteristics are presented in table 4-1

Therefore, convenient sampling proved effective when large samples need to be collected in a short time and low cost, but has the disadvantage of leading to differences in the proportion of sex, age, working experience, and income. Therefore, this study would not have the technique to test the impact of qualitative variables (gender, age, relationship, working experience and income).

4.1.2 Measurement Results of Relevant Variables

This section shows the descriptive statistics of questionnaire variables including twenty items of national culture, five items of national pride, seventeen items of ethnocentrism, and sixteen items of marketing strategy, four items of self-awareness, four items of self-efficacy and five items of Intention to purchase toward domestic product.

As shown in Table 4-2, national culture divided into 4 factor include individualism/collectivism, Uncertainty Avoidance, Masculinity, Power Distance. The sample cases show a range from 3.494 to 3.785 in the 5-point Likert scales.

Table 4-2 *Descriptive Analysis for National Culture Questionnaire Items*

National culture		Total	
		Mean	Standard Deviation
1. Individualism/collectivism			
ID1	Group welfare is more important than individual rewards	3.555	0.982
ID2	Group success is more important than individual success	3.564	0.905
ID3	Individuals should sacrifice self-interest for the group (either at school or the work place)	3.494	0.975
ID4	Individuals should stick with the group even through difficulties	3.673	1.006
ID5	Individuals should only pursue their goals after considering the welfare of the group	3.682	0.948
2. Uncertainty Avoidance			
UA1	Rules and regulations are important because they inform me of what is expected of me	3.785	1.091
UA2	Standard operating procedures are helpful to those on the job	3.721	1.138
UA3	Instructions for operations are important for those on the job	3.730	1.090
UA4	It is important to closely follow instructions and procedures	3.682	0.992
UA5	It is important to closely follow instructions and procedures	3.670	1.056
3. Masculinity			
MS1	It is more important for men to have a professional career than it is for women.	3.521	1.081
MS2	Men usually solve problems with logical analysis; women usually solve problems with intuition.	3.594	0.867
MS3	Solving difficult problems usually requires an active, forcible approach, which is typical of men.	3.527	1.089
MS4	There are some jobs that a man can always do better than a woman.	3.685	1.132
MS5	Meetings are usually run more effectively when they are chaired by a man	3.730	1.207
4. Power Distance			
PD1	People in higher positions should make most decisions without consulting people in lower positions.	3.679	1.052
PD2	People in higher positions should not ask the opinions of people in lower positions too frequently.	3.676	0.993
PD3	People in higher positions should avoid social interaction with people in lower positions.	3.536	0.936
PD4	People in lower positions should not disagree with decisions by people in higher positions.	3.721	1.058
PD5	People in higher positions should not delegate important tasks to people in lower positions.	3.552	0.961

As shown in Table 4-3, for national pride, the sample cases show a range from 3.785 to 3.930 in the 5-point Likert scales.

Table 4-3 *Descriptive Analysis for National Pride Questionnaire Items*

National pride		Total	
		Mean	Standard Deviation
NP1	I love my country.	3.785	1.113
NP2	I am proud to be Vietnamese.	3.852	1.049
NP3	I feel a great pride in that land that is our Vietnamese.	3.858	1.084
NP4	Although at times I may not agree with the government but my commitment to Viet Nam always remain strong.	3.876	1.140
NP5	In a sense. I am emotionally attached to my country and emotionally affected by its actions.	3.930	1.177

As shown in Table 4-4, Ethnocentrism divided into 5 factors include prosociality, cognition, insecurity, reflexiveness, habituation. The sample cases show a range from 2.449 to 4.027 in the 5-point Likert scales.

Table 4-4 *Descriptive Analysis for Ethnocentrism Questionnaire Items*

Ethnocentrism		Total	
		Mean	Standard Deviation
1. Prosociality			
PS31	Buying domestic goods helps me maintain my Vietnam identity.	3.624	1.054
PS2	I believe that purchasing domestic goods should be a moral duty of every citizen.	3.385	0.882
PS3	It always makes me feel good to support our products.	3.288	1.153
PS4	A real Vietnamese should always back Vietnam products.	3.309	1.078
PS5	Vietnam people should always consider Vietnam workers when making their purchase decisions.	3.621	0.905
2. Cognition			
CN1	When it comes to Vietnam products, I do not need further information to assess their quality; the country of origin is sufficient signal of high quality for me.	3.746	0.893
CN2	Vietnam goods are better than imported goods.	3.482	0.879
CN3	Vietnam products are made to high standards and no other country can exceed them	3.539	0.814
3. Insecurity			
IS1	Increased imports result in greater levels of unemployment in Vietnam	3.721	0.946
IS2	Buying foreign products is a threat to the domestic economy.	4.027	0.917
IS3	Job losses in Vietnam are the result of increased importation of foreign goods	3.485	1.008
4. Reflexiveness			
RF1	I would be convinced to buy domestic goods if a campaign was launched in the mass media promoting Vietnam goods.	3.688	1.044
RF2	If Vietnam people are made aware of the impact on the economy of foreign product consumption, they will be more willing to purchase domestic goods.	2.449	0.871
RF3	I would stop buying foreign products if the Vietnam government launched campaigns to make people aware of the positive impact of domestic goods consumption on the Vietnam economy.	3.261	1.010
5. Habituation			
HB1	I am buying Vietnam products out of habit.	3.576	0.808
HB2	I prefer buying the Vietnam products because I am more familiar with them.	3.306	0.977
HB3	I am buying Vietnam products because I am following the consumption patterns as these were passed to me by my older family members.	3.503	1.020

As shown in Table 4-5, Marketing Strategy divided into 4 factors include product, price, place, promotion. The sample cases show a range from 3.373 to 4.033 in the 5-point Likert scales.

Table 4-5 *Descriptive Analysis for Marketing Strategy Questionnaire Items*

Marketing strategy		Total	
		Mean	Standard Deviation
1. Product			
PR1	Vietnam products are carefully produced and have fine workmanship.	3.591	0.995
PR2	Vietnam products are usually a good value for the money	3.652	0.907
PR3	Vietnam products are usually quite reliable and long-wearing.	3.946	0.934
PR4	Vietnam products usually show a very clever use of color and design.	4.033	0.953
2. Price			
PI1	Price of Vietnam products is cheaper than import products.	3.482	0.761
PI2	Price of Vietnam products is right with the quality of products	3.618	0.776
PI3	Price of Vietnam products is consistent with Vietnam's living standards	3.681	0.973
PI4	I am satisfied with the price of Vietnam products	3.646	0.932
3. Place			
PL1	I can find Vietnam products easily in supermarkets.	3.582	0.826
PL2	Vietnam products are distributed through various channels that consumer easily access.	3.727	0.935
PL3	Locations distributors of the domestic products are very favorable.	3.636	0.761
PL4	The channels coverage of domestic products is effective	3.600	0.778
4. Promotion			
PM1	Domestic products have more promotions to consumers.	3.509	0.724
PM2	I have known domestic brands through advertising or promotional.	3.664	0.623
PM3	I am very impressed with the advertising campaigns of domestic products.	3.373	0.762
PM4	The sales campaigns of domestic products have influenced my buying decision.	3.473	0.796

As shown in Table 4-6, for Self-awareness, the sample cases show a range from 3.846 to 3.894 in the 5-point Likert scales.

Table 4-6 *Descriptive Analysis for Self-awareness Questionnaire Items*

Self-awareness		Total	
		Mean	Standard Deviation
SA1	I'm generally attentive to my inner feelings.	3.894	1.071
SA2	I'm constantly examining my motives.	3.885	1.037
SA3	I'm alert to changes in my mood.	3.846	1.045
SA4	I'm aware of the way my mind works when I work through a problem	3.888	0.991

As shown in Table 4-7, for Self-efficacy, the sample cases show a range from 3.588 to 3.864 in the 5-point Likert scales.

Table 4-7 *Descriptive Analysis for Self-efficacy Questionnaire Items*

Self-efficacy		Total	
		Mean	Standard Deviation
SE1	I can always manage to solve difficult problems if I try hard enough.	3.864	0.911
SE2	If someone opposes me, I can find the means and ways to get what I want.	3.642	0.779
SE3	It is easy for me to stick to my aims and accomplish my goals.	3.618	0.926
SE4	I am confident that I could deal efficiently with unexpected events.	3.588	0.945

As shown in Table 4-8, for Intention to purchase toward domestic product, the sample cases show a range from 3.688 to 4.006 in the 5-point Likert scales.

Table 4-8 *Descriptive Analysis for Intention to Purchase toward Domestic Product Questionnaire Items*

Intention to purchase toward domestic product		Total	
		Mean	Standard Deviation
IPDP1	It is very likely that I will buy products from Vietnam	3.688	1.076
IPDP2	I will purchase products from Vietnam the next time I need products	3.973	1.160
IPDP3	I will definitely try products from Vietnam	3.815	1.007
IPDP4	If two products were in equal quality, I will choice the Vietnam product.	3.733	1.098
IPDP5	I would feel guilty if I buy a foreign product	4.006	1.092

4.2 Factor Analysis and Reliability Test

There are 7 variables that must be constructed such as national culture, national pride, ethnocentrism, self-awareness, self-efficacy, marketing strategy, intention to purchase toward domestic product.

For each research construct, factor analysis is adopted first to select the items with higher factor loading, and then to compare with the theoretically suggested items. After factor analysis, reliability test is measured. Item-to-total correlation, coefficient alpha, and correlation matrix are calculated to provide the internal consistency measurements to each constructs. There are several criteria which must be followed in factor analysis and reliability test such as:

- (1) Kaiser Meyer Olkin Measure of Sampling Adequacy, $KMO > 0.5$ and Bartlett's test
Sig $p < 0.05$
- (2) Communality > 0.5
- (3) Explained Variance (Accumulative) > 0.6
- (4) Eigen Value > 1
- (5) Difference Between Loading > 0.3
- (6) Factor Loading > 0.6
- (7) Cronbach's $\alpha > 0.7$
- (8) Item to Total Correlation > 0.5

The results of the factor analysis and reliability for each variable are shown in Table 4-9 to 4-15.

4.2.1 National Culture

This construct has total of 20 items that used to explain national culture construct. This construct is divided into 4 factors as individualism/collectivism, uncertainty avoidance, masculinity, power distance for further analysis purposes and items of each factor are listed in table below, five items in each factor. KMO value for national culture construct is 0.776 (over 0.7), hence it represents data in each factor are well suitable to perform factor analysis. Bartlett test values are less than 0.001, indicate correlations between the variables are significant.

Factor loadings of all the variables are higher than 0.6. Item MS3 "Solving difficult problems usually require an active, forcible approach, which is typical of men" had the highest factor loading of 0.875, indicating this item had the highest relation to National

culture factor 3. A high internal consistency within national culture of this factor is represented by all item to total correlation are greater than 0.5.

Factor 1 has the item to total correlations are above 0.5, Cronbach's $\alpha = 0.864$ and eigen value= 3.244. Factor 2 has the item to total correlations are above 0.5 and Cronbach's $\alpha = 0.879$ and eigen value= 3.385. Factor 3 has high internal consistency with contributing high value of the item to total correlations are above 0.5, Cronbach's $\alpha = 0.903$ and eigen value= 3.646. Factor 4 has the item to total correlations are above 0.5, Cronbach's $\alpha = 0.814$ and eigen value= 3.895.

Table 4-9 Results of Factor Analysis and Reliability Check on National Culture

Research Construct	Research Item	Factor Loading	Eigen Value	Accumulative Explained	Item to Total Correlation	Cronbach's α
National culture KMO = 0.776	Individualism		3.244	64.871		0.864
	ID5	0.823			0.707	
	ID1	0.821			0.704	
	ID2	0.815			0.694	
	ID3	0.802			0.681	
	ID4	0.765			0.636	
	Uncertainty Avoidance		3.385	67.706		0.879
	UA2	0.856			0.757	
	UA4	0.848			0.749	
	UA5	0.830			0.724	
	UA1	0.806			0.688	
	UA3	0.772			0.647	
	Masculinity		3.646	72.922		0.903
	MS3	0.875			0.802	
	MS5	0.874			0.785	
	MS4	0.871			0.795	
	MS1	0.858			0.776	
	MS2	0.788			0.680	
	Power Distance		3.895	57.908		0.814
	PD1	0.812			0.676	
PD4	0.791			0.654		
PD2	0.760			0.612		
PD5	0.739			0.581		
PD3	0.698			0.529		

The four components had accumulated a total 72.922% of explained variance which show these are important underlying factors for this construct. Based on all criteria, we can conclude that the reliability and internal consistency of this factor are acceptable.

4.2.2 National Pride

There are 4 items used to explain National pride construct. For further analysis purposes, this construct divided into 1 factors and factor has four items. KMO value for national pride construct is 0.860 (over 0.7), hence it represents data in each factor are well suitable to perform factor analysis. Bartlett test values are less than 0.001, indicate correlations between the variables are significant.

Table 4-10 *Results of Factor Analysis and Reliability Check on National Pride*

Research Construct	Research Item	Factor Loading	Eigen Value	Accumulative Explained	Item to Total Correlation	Cronbach's α
National pride KMO = 0.860			3.982	79.644		0.935
	NP1	0.920			0.867	
	NP2	0.908			0.853	
	NP4	0.889			0.825	
	NP3	0.873			0.802	
	NP5	0.872			0.798	

All items have factor loading greater than 0.6 and the highest is “NP1: I love my country” with the factor loading of 0.920 indicating this item had highest relation to national pride. All of the item to total correlation are greater than 0.5. Cronbach's $\alpha = 0.935$ greater than 0.6 and eigen value = 3.982 greater than 1. Components had accumulated a total 79.644% of explained variance which show these are important underlying factors for this construct. Based on all criteria, we can conclude that the reliability and internal consistency of this factor are acceptable.

4.2.3 Ethnocentrism

This construct has total of 17 items that used to explain Ethnocentrism construct. This construct is divided into 5 factors as prosociality, cognition, insecurity, reflexiveness for further analysis purposes and items of each factor are listed in table below, five items in factor 1, three items in factor 2, three items in factor 3, three items in factor 4, 3 items in factor 5. KMO value for ethnocentrism construct is 0.753 (over 0.7), hence it represents data in each factor are well suitable to perform factor analysis. Bartlett test values are less than 0.001, indicate correlations between the variables are significant.

Factor loadings of all the variables are higher than 0.6. Item CN3 “Vietnam products are made to high standards and no other country can exceed them” had the highest factor loading of 0.926, indicating this item had the highest relation to Ethnocentrism factor 2. A high

internal consistency within ethnocentrism of this factor is represented by all item to total correlation are greater than 0.5.

Factor 1 has the item to total correlations are above 0.5, Cronbach's $\alpha= 0.877$ and eigen value= 3.356. Factor 2 has the item to total correlations are above 0.5 and Cronbach's $\alpha= 0.883$ and eigen value= 2.451. Factor 3 has high internal consistency with contributing high value of the item to total correlations are above 0.5, Cronbach's $\alpha= 0.830$ and eigen value= 2.240. Factor 4 has the item to total correlations are above 0.5, Cronbach's $\alpha= 0.838$ and eigen value= 2.268. Factor 5 has the item to total correlations are above 0.5, Cronbach's $\alpha= 0.845$ and eigen value= 2.318.

Table 4-11 *Results of Factor Analysis and Reliability Check on Ethnocentrism*

Research Construct	Research Item	Factor Loading	Eigen Value	Accumulative Explained	Item to Total Correlation	Cronbach's α
Ethnocentrism, KMO = 0.753	Prosociality		3.356	67.120		0.877
	PS3	0.861			0.767	
	PS1	0.859			0.761	
	PS4	0.805			0.689	
	PS2	0.803			0.686	
	PS5	0.765			0.640	
	Cognition		2.451	81.702		0.883
	CN3	0.926			0.827	
	CN1	0.909			0.795	
	CN2	0.876			0.731	
	Insecurity		2.240	74.665		0.830
	IS3	0.881			0.717	
	IS2	0.874			0.704	
	IS1	0.837			0.646	
	Reflexiveness		2.268	75.612		0.838
	RF1	0.909			0.771	
	RF2	0.886			0.729	
	RF3	0.810			0.612	
	Habituation		2.318	77.262		0.845
	HB3	0.906			0.760	
HB2	0.895			0.747		
HB1	0.835			0.654		

The five components had accumulated a total 81.702% of explained variance which show these are important underlying factors for this construct. Based on all criteria, we can conclude that the reliability and internal consistency of this factor are acceptable.

4.2.4 Marketing Strategy

This construct has total of 16 items that used to explain Marketing strategy construct. This construct is divided into 4 factors for further analysis purposes and items of each factor are listed in table below, four items in each factor. KMO value for marketing strategy construct is 0.810 (over 0.7), hence it represents data in each factor are well suitable to perform factor analysis. Bartlett test values are less than 0.001, indicate correlations between the variables are significant.

Factor loadings of all the variables are higher than 0.6. Item PR2 “Vietnam products are usually a good value for the money” had the highest factor loading of 0.905, indicating this item had the highest relation to Marketing strategy factor 1. A high internal consistency within marketing strategy of this factor is represented by all item to total correlation are greater than 0.5.

Factor 1 has the item to total correlations are above 0.5, Cronbach's $\alpha= 0.884$ and eigen value= 2.978. Factor 2 has the item to total correlations are above 0.5 and Cronbach's $\alpha= 0.867$ and eigen value= 2.884. Factor 3 has high internal consistency with contributing high value of the item to total correlations are above 0.5, Cronbach's $\alpha= 0.831$ and eigen value= 2.667. Factor 4 has the item to total correlations are above 0.5, Cronbach's $\alpha= 0.782$ and eigen value= 2.421.

Table 4-12 Results of Factor Analysis and Reliability Check on Marketing Strategy

Research Construct	Research Item	Factor Loading	Eigen Value	Accumulative Explained	Item to Total Correlation	Cronbach's α
Marketing strategy KMO = 0.810	Product		2.978	74.454		0.884
	PR2	0.905			0.813	
	PR1	0.904			0.812	
	PR3	0.848			0.723	
	PR4	0.790			0.650	
	Price		2.884	72.093		0.867
	PI3	0.874			0.762	
	PI1	0.864			0.745	
	PI4	0.839			0.714	
	PI2	0.818			0.677	
	Place		2.667	66.683		0.831
	PL1	0.844			0.701	
	PL3	0.820			0.667	
	PL2	0.820			0.666	
	PL4	0.781			0.614	
	Promotion		2.421	60.532		0.782
	PM4	0.823			0.650	
	PM1	0.793			0.607	
	PM3	0.784			0.599	
	PM2	0.707			0.505	

The four components had accumulated a total 74.454% of explained variance which show these are important underlying factors for this construct. Based on all criteria, we can conclude that the reliability and internal consistency of this factor are acceptable.

4.2.5 Self-awareness

There are four items used to explain Self-awareness construct. For further analysis purposes, this construct divided into 1 factors and factor has four items. KMO value for Self-awareness construct is 0.815 (over 0.7), hence it represents data in each factor are well suitable to perform factor analysis. Bartlett test values are less than 0.001, indicate correlations between the variables are significant.

Table 4-13 *Results of Factor Analysis and Reliability Check on Self-awareness*

Research Construct	Research Item	Factor Loading	Eigen Value	Accumulative Explained	Item to Total Correlation	Cronbach's α
Self-awareness, KMO = 0.815			2.813	70.328		0.857
	SA4	0.872			0.754	
	SA3	0.855			0.728	
	SA2	0.813			0.666	
	SA1	0.812			0.664	

All items have factor loading greater than 0.6 and the highest is “SA4: I’m aware of the way my mind works when I work through a problem” with the factor loading of 0.872 indicating this item had highest relation to self-awareness. All of the item to total correlation are greater than 0.5. Cronbach’s $\alpha = 0.857$ greater than 0.6 and eigen value = 2.813 greater than 1. Components had accumulated a total 70.328% of explained variance which show these are important underlying factors for this construct. Based on all criteria, we can conclude that the reliability and internal consistency of this factor are acceptable.

4.2.6 Self-efficacy

There are 4 items used to explain Self-efficacy construct. For further analysis purposes, this construct divided into 1 factors and factor has four items. KMO value for Self-efficacy construct is 0.790 (over 0.7), hence it represents data in each factor are well suitable to perform factor analysis. Bartlett test values are less than 0.001, indicate correlations between the variables are significant.

Table 4-14 *Results of Factor Analysis and Reliability Check on Self-efficacy*

Research Construct	Research Item	Factor Loading	Eigen Value	Accumulative Explained	Item to Total Correlation	Cronbach's α
Self-efficacy, KMO = 0.790			2.703	67.564		0.835
	SE1	0.884			0.758	
	SE4	0.842			0.696	
	SE2	0.838			0.685	
	SE3	0.713			0.542	

All items have factor loading greater than 0.6 and the highest is “SE1: I can always manage to solve difficult problems if I try hard enough” with the factor loading of 0.884 indicating this item had highest relation to self-efficacy. All of the item to total correlation

are greater than 0.5. Cronbach's $\alpha = 0.835$ greater than 0.6 and eigen value = 2.703 greater than 1. Components had accumulated a total 67.564% of explained variance which show these are important underlying factors for this construct. Based on all criteria, we can conclude that the reliability and internal consistency of this factor are acceptable.

4.2.7 Intention to Purchase toward Domestic Product

There are 5 items used to explain Intention to purchase toward domestic product construct. For further analysis purposes, this construct divided into 1 factors and factor has five items. KMO value for Intention to purchase toward domestic product construct is 0.882 (over 0.7), hence it represents data in each factor are well suitable to perform factor analysis. Bartlett test values are less than 0.001, indicate correlations between the variables are significant

Table 4-15 Results of Factor Analysis and Reliability Check on Intention to Purchase toward Domestic Product

Research Construct	Research Item	Factor Loading	Eigen Value	Accumulative Explained	Item to Total Correlation	Cronbach's α
IPDP			4.006	80.123		0.934
KMO = 0.882	IPDP4	0.925			0.883	
	IPDP1	0.913			0.858	
	IPDP2	0.909			0.804	
	IPDP3	0.875			0.771	
	IPDP5	0.862			0.857	

All items have factor loading greater than 0.6 and the highest is "IPDP4: If two products were in equal quality, I will choice the Viet Nam product" with the factor loading of 0.925 indicating this item had highest relation to intention to purchase toward domestic product. All of the item to total correlation are greater than 0.5. Cronbach's $\alpha = 0.934$ greater than 0.6 and eigen value = 4.006 greater than 1. Components had accumulated a total 80.123% of explained variance which show these are important underlying factors for this construct. Based on all criteria, we can conclude that the reliability and internal consistency of this factor are acceptable.

4.3 Confirmatory Factor Analysis (CFA)

Factor analysis confirmed (CFA) in linear structural analysis SEM allows testing of the theoretical structure of measurement scales as the relationship between a concept study with other concepts without being biased by measurement error (Hoang Trong & Chu Nguyen

Mong Ngoc 2008), therefore, the CFA has many advantages than EFA in testing the scales. CFA can be seen as the next step of the EFA to check whether there is a pre-existing theoretical models that underlie for collective observations.

To measure the degree of fit of the model with market information, also need to consider indicators as Chi-squared (CMIN), Cmin / df, CFI - comparative fit index, GFI - goodness of fit index, index Tucker & Lewis (TLI - Tucker & Lewis index), index RMSEA (Root mean square error approximation). The model is considered suitable for market data when Chi-squared test has P-value > 0.05, however, Chi-squared drawback is dependent on sample size (Nguyen Khanh Duy 2009), so can consider other criteria when evaluating the model. If a model to get the value of GFI, TLI, CFI ≥ 0.9 (Bentler & Bonett 1980, Nguyen Khanh Duy quoted in 2009); Cmin / df ≤ 2 , some cases can ≤ 3 (Carmines & McIver 198); RMSEA ≤ 0.08 , RMSEA ≤ 0.05 was considered very good (Steiger 1990, quoted in Nguyen Khanh Duy 2009).

The result shows the model with 214 degrees of freedom, Chi-squared = 326 060 and p-value = .000. This result is totally good, however, because of the Chi-squared downside is dependent on sample size. When the value of n high, the Chi-squared statistic is also high, this reduces the fit of the model (Nguyen Dinh Tho and Nguyen Thi Mai Trang 2008). Besides, can consider other criteria such as GFI, TLI, CFI and RMSEA. Here, the indicators GFI, TLI, CFI are greater than 0.9, RMR = 0.04 (less than 0.05) and RMSEA = 0.04 (less than 0.08), so this model is fit with the market data.

4.4 Structural Equation Model SEM

Methods of analysis of linear structural model (SEM) was used to test the theoretical model proposed in Chapter 2. There are several criteria which must be followed in linear structural model (SEM) to assess overall Model Fit such as:

- (1) χ^2 (chi-square) small is better $p > 0.05$; $\chi^2 / d.f. < 3$
- (2) Goodness of Fit (GFI) > 0.90
- (3) Adjust of Goodness of Fit (AGFI) > 0.90
- (4) Root Mean Square Residual Error (RMR) < 0.05
- (5) RMSEA < 0.08 Or NFI, CFI, TI > 0.90

If the CR value is over 1.96 it means the relationship is significant because it implies a p-value of under 0.05. If it is under 1.96 it means the relationship is not significant because the p-value is higher than 0.05.

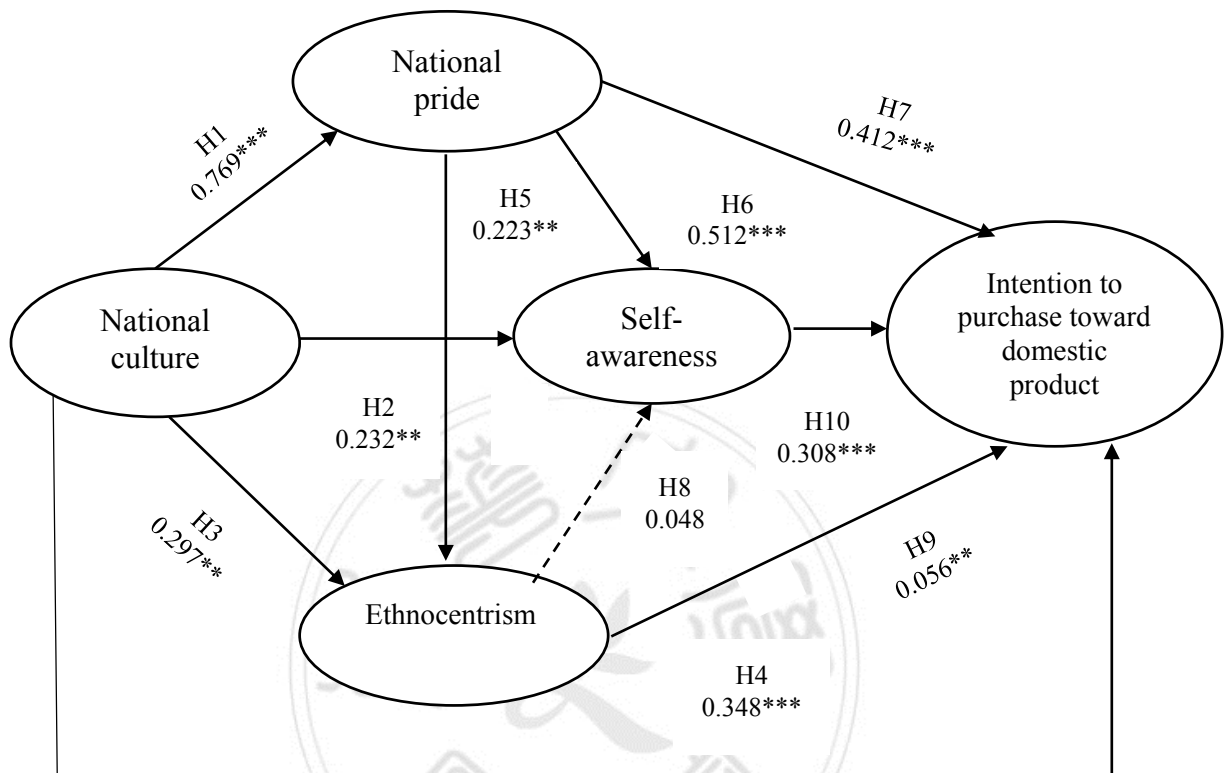


Figure 4-1 Result from SEM

Table 4-16 Result of Structural Equation Modeling

Relations	Standardized Coefficients	C. R.	P value
Variables			
National culture → National pride (H1)	0.769	14.552	***
National culture → Ethnocentrism (H3)	0.297	2.806	0.005 (**)
National pride → ethnocentrism (H5)	0.223	2.148	0.032 (**)
National culture → Self-awareness (H2)	0.232	2.835	0.005 (**)
National pride → Self-awareness (H6)	0.512	6.238	***
Ethnocentrism → Self-awareness (H8)	0.048	1.026	0.305
Ethnocentrism → IPDP (H9)	0.056	2.260	0.024 (**)
National culture → IPDP (H4)	0.348	7.582	***
National pride → IPDP (H7)	0.412	8.436	***
Self-awareness → IPDP (H10)	0.308	8.090	***
Chi-Square (p-value)	487.185 (.000)		
Degree of freedom (d. f)	220		
Chi-Square/ d. f.	2.214		
GFI	0.888		
AGFI	0.860		
RMR	0.044		

Note: 1. *** p -value < 0.001 , ** p -value < 0.05 , * p -value < 0.1 ; using a significance level of 0.05, critical ratios (t -value) that exceed 1.96 would be called significant.

Through the result of inspection theoretical model SEM, the analysis the theoretical models showed that $\chi^2 / df = 2.214 (< 3)$; GFI= 0.88 (nearly 0.9); AGFI= 0.860 (nearly 0.9); TLI= 0.953 (> 0.9); CFI= 0.959 (> 0.9); RMSEA= 0.061 (< 0.08) and RMR= 0.044 (< 0.05). That is model good fit and hence, it certainly provides substantial support to the fit between this research model and the real data.

- (1) Hypothesis H1: “National culture will be positively related to National pride” is accepted at the level of significance $p = 0.000$ (Standardized Coefficients = 0.769, CR = 14.552). That shows national culture has significant with national pride. The national pride of the people has been formed and developed based on national culture. In other words through culture can enhance national pride of people.
- (2) Hypothesis H2: “National culture will be positively related to Self-awareness” is accepted at the level of significance $p = 0.005$ (Standardized Coefficients = 0.232, CR = 2.835). That shows national culture has significant with self-awareness. Self-awareness of the people has been formed and developed based on national culture. In other words through national culture can enhance self-awareness of people.

- (3) Hypothesis H3: “National culture will be positively related to Ethnocentrism” is accepted at the level of significance $p = 0.005$ (Standardized Coefficients = 0.297, CR = 2.806). That shows national culture has significant with ethnocentrism. Ethnocentrism has been formed and developed based on national culture. In other words through national culture can enhance ethnocentrism of people.
- (4) Hypothesis H4: “National culture will be positively related to intention to purchase domestic products of consumer” is accepted at the level of significance $p = 0.000$ (Standardized Coefficients = 0.348, CR = 7.582). That shows national culture has significant with intention to purchase toward domestic product. In previous studies have also shown this relationship such as according to Petersen, Kushwaha, & Kumar (2015) national culture directly affects decision-making style of consumer. Therefore want to enhance intention to purchase domestic products of people, national cultural factor need to be considered
- (5) Hypothesis H5: “National pride will be positively related to Ethnocentrism of consumer” is accepted at the level of significance $p = 0.032$ (Standardized Coefficients = 0.223, CR = 2.148). That shows national pride has significant with ethnocentrism. When the national pride of consumer is high, their Ethnocentrism trend is also high, and conversely. In other words through national pride can enhance ethnocentrism of people.
- (6) Hypothesis H6: “National pride will be positively related to Self-Awareness” is accepted at the level of significance $p = 0.000$ (Standardized Coefficients = 0.512, CR = 6.238). That shows national pride has significant with self-awareness. When the national pride of consumer is high, their self-awareness trend is also high, and conversely. In other words through national pride can enhance self-awareness of people.
- (7) Hypothesis H7: “National pride will be positively related to intention to purchase domestic products of consumer” is accepted at the level of significance $p = 0.000$ (Standardized Coefficients = 0.412, CR = 8.436). That shows national pride has significant with intention to purchase toward domestic product. This study has obtained results that if consumers have high national pride, they would be willing to buy domestic goods higher than consumers had lower national pride. In other words through national pride can enhance intention to purchase domestic product of people.

- (8) Hypothesis H8: “Ethnocentrism will be positively related to Self-Awareness” has not been accepted because there is no statistically significant, with $p = 0.305 > 0.05$. Thus, this relationship needs to be reviewed, consumers have high ethnocentrism trend not mean to have high self-awareness trend.
- (9) Hypothesis H9: “Ethnocentrism will be positively related to intention to purchase domestic products of consumer” is accepted at the level of significance $p = 0.024$ (Standardized Coefficients = 0.056, CR = 2.260). That shows ethnocentrism has significant with intention to purchase toward domestic product. This study has obtained results that if consumers have high ethnocentrism, they would be willing to buy domestic goods higher than consumers had lower ethnocentrism. The co-dimensional impact of ethnocentrism tendency for domestic consumption has also been confirmed earlier in the study by Nguyen Thanh Long (2004), Nguyen Dinh Tho and Nguyen Thi Mai Trang (2008) as well as Cao Quoc Viet (2012) for Vietnam market (with other product groups).
- (10) Hypothesis H10: “Self-awareness will be positively related to intention to purchase domestic products of consumer” is accepted at the level of significance $p = 0.000$ (Standardized Coefficients = 0.308, CR = 8.090). That shows self-awareness has significant with intention to purchase toward domestic product. This study has obtained results that if consumers have high self-awareness, they would be willing to buy domestic goods higher than consumers had lower self-awareness. In other words through self-awareness can enhance intention to purchase domestic product of people.

4.5 The Moderating Effect of Marketing Strategy

4.5.1 Moderating Test of Marketing Strategy among Self-awareness and Intention to Purchase toward Domestic Product

The research also uses hierarchical regression analysis to test the research hypothesis which is focusing on the moderating effects of marketing strategy in the relationship between self-awareness and intention to purchase toward domestic product (see Fig 4-2)

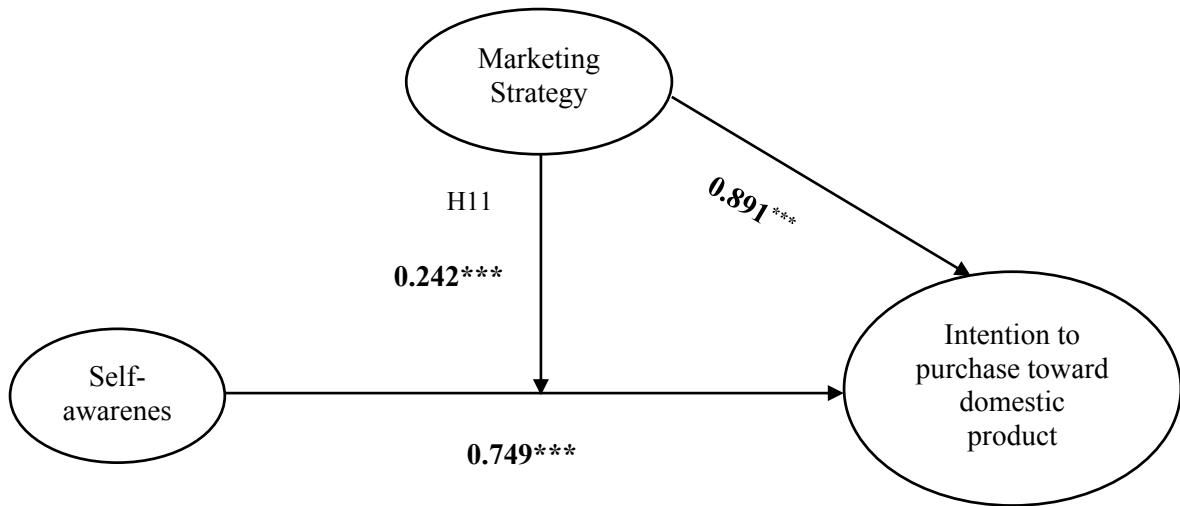


Figure 4-2 Moderating effect of marketing strategy

The result shown in table 4-17 indicate that self-awareness ($\beta=0.749$, $p<0.001$) is positively and significantly affected to intention to purchase toward domestic product (H10 is supported). Model 2 shows that marketing strategy ($\beta=0.891$, $p<0.001$) is positively and significantly affected to intention to purchase toward domestic product.

Table 4-17 Moderating Test of Marketing Strategy among Self-awareness and Intention to Purchase toward Domestic Product

	Model 1	Model 2	Model 3	Model 4
	IPDP	IDPD	IPDP	IPDP
Independent variable				
Self-awareness (SA)	0.749***		0.265***	0.398***
Moderating variables				
Marketing strategy (MS)		0.891***	0.711***	0.839***
Interaction variable				
NP*MS				0.242***
N	330	330	330	330
R²	0.561	0.794	0.832	0.833
Adj-R²	0.560	0.794	0.831	0.832
F-value	419.774	1266.927	809.950	543.009
Max VIF	1.000	1.000	1.866	2.086

Note: *** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$, + $p < 0.1$

As shown in Table 4-17, this research uses hierarchical regression analysis checking the moderating effect of marketing strategy. The result in Model 3 shows that both independent variable (self-awareness, $\beta=0.265$, $p<0.001$) and moderating variables (marketing strategy, $\beta=0.711$, $p<0.001$) are significantly affected to dependent variable (intention to purchase toward domestic product) respectively. In addition, Model 4 shows the interaction effect ($R^2=0.833$, $\beta=0.242$, $p<0.001$) of self-awareness and marketing strategy is also significant to intention to purchase toward domestic product. Therefore, all hypotheses are supported.

4.5.2 Moderating Test of Marketing Strategy among National Pride and Intention to Purchase toward Domestic Product

The research also uses hierarchical regression analysis to test the research hypothesis which is focusing on the moderating effects of marketing strategy in the relationship between national pride and intention to purchase toward domestic product (see Fig 4-3)

The result shown in table 4-18 indicate that national pride ($\beta=0.803$, $p<0.001$) is positively and significantly affected to intention to purchase toward domestic product. Model 2 shows that marketing strategy ($\beta=0.891$, $p<0.001$) is positively and significantly affected to intention to purchase toward domestic product.

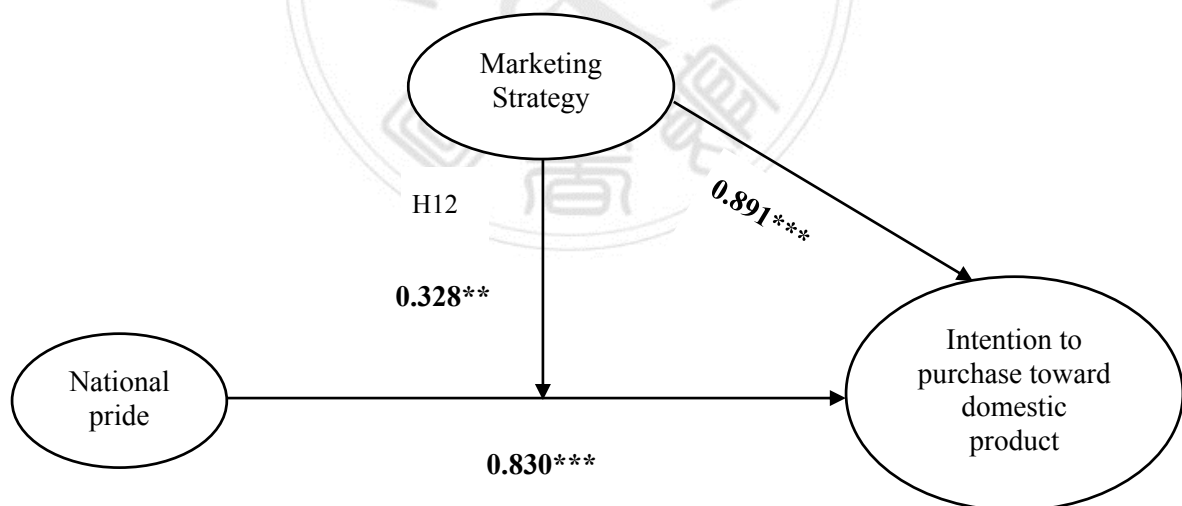


Figure 4-3 Moderating effect of marketing strategy

As shown in Table 4-18, this research uses hierarchical regression analysis checking the moderating effect of marketing strategy. The result in Model 3 shows that both independent variable (national pride, $\beta=0.342$, $p<0.001$) and moderating variables (marketing strategy,

$\beta=0.624$, $p<0.001$) are significantly affected to dependent variable (intention to purchase toward domestic product) respectively. In addition, Model 4 shows the interaction effect ($R^2=0.842$, $\beta=0.328$, $p<0.001$) of national pride and marketing strategy is also significant to intention to purchase toward domestic product. Therefore, all hypotheses are supported.

Table 4-18 *Moderating Test of Marketing Strategy among National Pride and Intention to Purchase toward Domestic Product*

	Model 1	Model 2	Model 3	Model 4
	IPDP	IDPD	IPDP	IPDP
Independent variable				
National pride (NP)	0.830***		0.342***	0.525***
Moderating variables				
Marketing strategy (MS)		0.891***	0.624***	0.785***
Interaction variable				
NP*MS				0.328**
N	330	330	330	330
R²	0.688	0.794	0.840	0.842
Adj-R²	0.687	0.794	0.839	0.840
F-value	724.624	1266.927	856.770	577.334
Max VIF	1.000	1.000	2.373	2.495

Note: *** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$, + $p < 0.1$

4.6 The Moderating Effect of Self-efficacy

4.6.1 Moderating Test of Self-efficacy among Self-awareness and Intention to Purchase toward Domestic Product

The research also uses hierarchical regression analysis to test the research hypothesis which is focusing on the moderating effects of self-efficacy in the relationship between self-awareness and intention to purchase toward domestic product (see Fig 4-4)

The result shown in table 4-19 indicate that self-awareness ($\beta=0.749$, $p<0.001$) is positively and significantly affected to intention to purchase toward domestic product (H10 is supported). Model 2 shows that self-efficacy ($\beta=0.725$, $p<0.001$) is positively and significantly affected to intention to purchase toward domestic product.

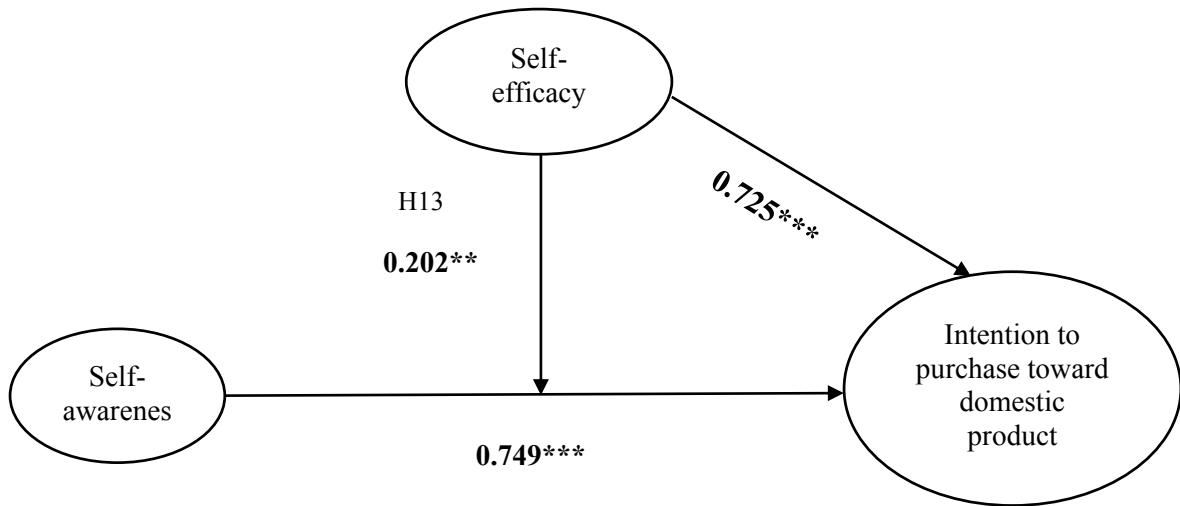


Figure 4-4 Moderating effect of self-efficacy

As shown in Table 4-19, this research uses hierarchical regression analysis checking the moderating effect of self-efficacy. The result in Model 3 shows that both independent variable (self-awareness, $\beta=0.456$, $p<0.001$) and moderating variables (self-efficacy, $\beta=0.362$, $p<0.001$) are significantly affected to dependent variable (intention to purchase toward domestic product) respectively. In addition, Model 4 shows the interaction effect ($R^2=0.674$, $\beta=0.202$, $p<0.01$) of self-awareness and self-efficacy is also significant to intention to purchase toward domestic product. Therefore, all hypotheses are supported.

Table 4-19 *Moderating Test of Self-efficacy among Self-awareness and Intention to Purchase toward Domestic Product*

	Model 1	Model 2	Model 3	Model 4
	IPDP	IDPD	IPDP	IPDP
Independent variable				
Self-awareness (SA)	0.749***		0.456***	0.486***
Moderating variables				
Self-efficacy		0.725***	0.362***	0.394***
Interaction variable				
NP*MS				0.202**
N	330	330	330	330
R²	0.561	0.532	0.673	0.674
Adj-R²	0.560	0.530	0.671	0.670
F-value	419.774	322.153	269.568	196.558
Max VIF	1.000	1000	1.039	1.367

Note: *** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$, + $p < 0.1$

4.6.2 *Moderating test of Self-efficacy among ethnocentrism and Intention to purchase toward domestic product*

The research also uses hierarchical regression analysis to test the research hypothesis which is focusing on the moderating effects of self-efficacy in the relationship between self-awareness and intention to purchase toward domestic product (see Fig 4-5)

The result shown in table 4-20 indicate that ethnocentrism ($\beta=0.737$, $p<0.001$) is positively and significantly affected to intention to purchase toward domestic product (H10 is supported). Model 2 shows that self-efficacy ($\beta=0.725$, $p<0.001$) is positively and significantly affected to intention to purchase toward domestic product.

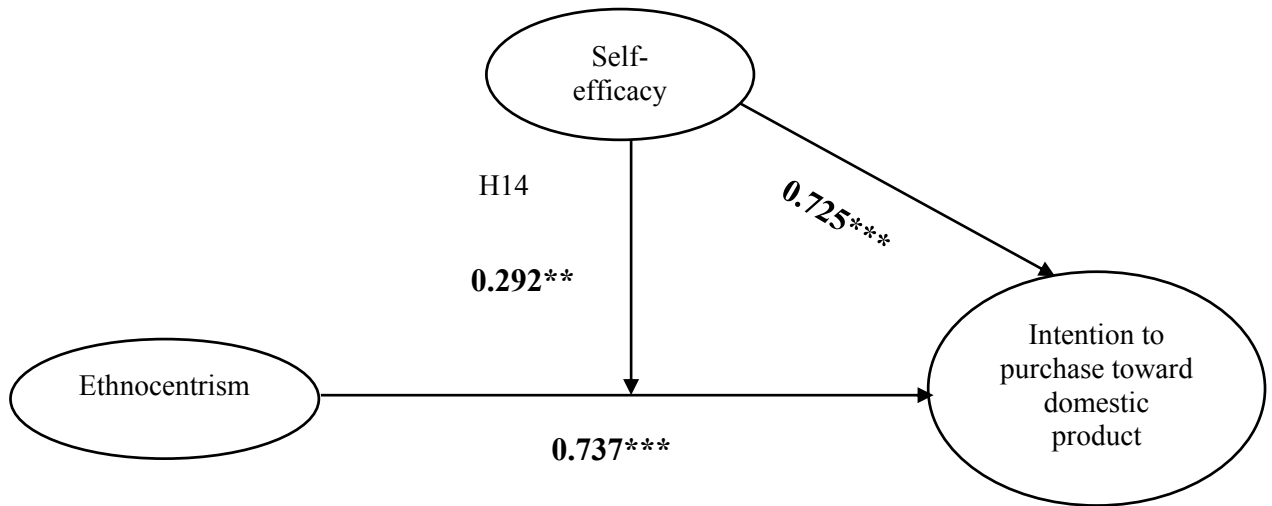


Figure 4-5 Moderating effect of self-efficacy

As shown in Table 4-20, this research uses hierarchical regression analysis checking the moderating effect of self-efficacy. The result in Model 3 shows that both independent variable (ethnocentrism, $\beta=0.468$, $p<0.001$) and moderating variables (self-efficacy, $\beta=0.353$, $p<0.001$) are significantly affected to dependent variable (intention to purchase toward domestic product) respectively. In addition, Model 4 shows the interaction effect ($R^2=0.616$, $\beta=0.292$, $p<0.01$) of ethnocentrism and self-efficacy is also significant to intention to purchase toward domestic product. Therefore, all hypotheses are supported.

Table 4-20 *Moderating Test of Self-efficacy among Ethnocentrism and Intention to Purchase toward Domestic Product*

	Model 1	Model 2	Model 3	Model 4
	IPDP	IDPD	IPDP	IPDP
Independent variable				
Ethnocentrism (EC)	0.737***		0.468***	0.485***
Moderating variables				
Self-efficacy		0.725***	0.353***	0.379***
Interaction variable				
NP*MS				0.292**
N	330	330	330	330
R²	0.554	0.532	0.613	0.616
Adj-R²	0.553	0.530	0.611	0.613
F-value	642.205	322.153	452.693	415.334
Max VIF	1.000	1000	1.026	1.165

Note: *** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$, + $p < 0.1$

CHAPTER FIVE

CONCLUSION AND SUGGESTIONS

As mentioned in Chapter 1, the primary objective of this study is to explore the factors affecting willingness to purchase domestic consumers in Vietnam. Based on the theoretical basis in Chapter 2, a theoretical research model is proposed with the research hypothesis about the relationship between the concepts in the model.

Chapter 3 presented specific research methods, whereby, research was conducted two major steps: (1) preliminary study; (2) formal study. The scales are also draft a preliminary assessment before putting them into formal research.

Chapter 4 presented the results of research. In addition to the results of inspection and assessment official scale through Cronbach's alpha analysis, EFA, this chapter also provides conclusions based on the results of testing theoretical models (model by analyzing SEM)

Chapter 5 will be the chapter summarizes the results of the research were obtained, the main contributions and the surface are limited. In addition, Chapter 5 will give some implications in terms of governance from the results of research, and suggests future research.

This chapter covers the main parts:

- (1) Research conclusion
- (2) Research contribution
- (3) Limitations and Future Research Directions

5.1 Research Conclusion

The major objectives of this research are to investigate the effects of six factors: national cultural, national pride, ethnocentrism, self-awareness, marketing strategy and self-efficacy to consumer preference for domestic products. Specifically, this study focuses on the role of national pride, self-awareness and ethnocentrism of consumers to understand the consumer reviews of the product from the perspective of the host country or not. Based on the analyses discussed in the chapter 4, the results of hypotheses testing are summarized in Table 5-1: hypothesis H1, H2, H3, H4, H5, H6, H7, H9, H10, H11, H12, H13 and H14 are supported while H8 is reject.

Table 5-1 *The Results of Empirical Test*

	Research Hypotheses	Results
H1	National culture will be positively related to National pride	Support
H2	National culture will be positively related to Self-awareness	Support
H3	National culture will be positively related to Ethnocentrism	Support
H4	National culture will be positively related to choosing domestic products of consumer	Support
H5	National pride will be positively related to Ethnocentrism of consumer	Support
H6	National pride will be positively related to Self-Awareness	Support
H7	National pride will be positively related to choosing domestic products of consumer	Support
H8	Ethnocentrism will be positively related to Self-Awareness	Not support
H9	Ethnocentrism will be positively related to choosing domestic products of consumer	Support
H10	Self-awareness will be positively related to choosing domestic products of consumer	Support
H11	Marketing Strategy will strengthen the effect of Self-awareness on the intention to purchase domestic products	Support
H12	Marketing Strategy will strengthen the effect of National pride on the intention to purchase domestic products	Support
H13	Self-efficacy will strengthen the effect of Self-awareness on the intention to purchase domestic products	Support
H14	Self-efficacy will strengthen the effect of Ethnocentrism on the intention to purchase domestic products	Support

The result show that ethnocentrism and national pride interacted together and influenced by national culture. At the same times, all of them have positive impact on intention to purchase domestic product. If the national or the government builds the good country image, have achievements to be proud, then the ethnocentrism and national pride as powerful catalysts that make consumer willing to purchase domestic products as a way to express patriotism. Typically, a number of countries such as Japan and South Korea, Japanese and Korean whether they are working or living abroad but always choose to buy the products

that made in their country. Conversely, if the national or government losing the belief of the people, these factors will negatively impact consumer behavior.

Besides, this study also indicate the true power of self-awareness for consumer behavior. Self-awareness is influenced by national culture and it also have positive impact on intention to purchase domestic product. We have cited a number of previous studies demonstrate self-awareness has a direct impact on decision-making by consumers (Caroline Goukens, 2010). This study suggests the ease to preferences formation accompanying self-awareness makes consumers are willing and able to rely on their personal preferences to buy products. Therefore, marketers should focus on individual perceptions of target customers of products to build effective marketing campaigns. We hope that this study will encourage researchers to conduct empirical work in this sector to validate the suggested causal relationships.

The results of testing this research model again confirms the relationship between ethnocentrism and intention domestic consumption in the market of Vietnam. Accordingly, ethnocentrism has positive effects on the willingness to buy domestic products. It also been confirmed earlier in the study by Nguyen Thanh Long (2004), Nguyen Dinh Tho and Nguyen Thi Mai Trang (2008) as well as Cao Quoc Viet (2012) for Vietnam market (with other product groups). So, ethnocentric consumers has an important role for willingness to purchase domestic products of consumers in Vietnam market. That means, with a consumer has ethnocentric higher, they tend to be more willing to buy domestic products. On the other hand, the analysis also concluded the relationship between ethnocentrism and self-awareness don't have significant in this research context. So we need to look at this relationship in the context of other research in future.

In this study, marketing strategies and self-effective are two moderator variables. Marketing strategies affect the relationship between self-awareness, national pride, and intention to purchase domestic products of consumers Vietnam. This research showed that marketing strategy has an important role, it is a positive impact on this relationships. The previous studies have shown marketing strategies that positive affect on purchase intent of consumers (Pickton and Broderick, 2005). This study also confirmed again that outcome. About self-efficacy, this is new construct in the context of this study, it is positive impact on the relationship between self-awareness, ethnocentrism and intention to purchase domestic product. Besides, the result indicate it also impact on intention to purchase domestic product of consumer Vietnam.

5.2 Research Contribution

5.2.1 Academic Implication

The analytical results of the study have explored and build scale for 7 concept study: national culture, national pride, ethnocentrism, self-name awareness, self-efficacy, marketing strategy, intention purchase toward domestic product for Vietnam market. This scale has been designed and tested in previous studies, however, it is designed and tested in other contexts, with other markets. After adjusting for the Vietnam market with data from consumer surveys, scale measurement is achieved reliability. Thus, this study contributes to the scale system additional seven concept scale in Vietnam market, providing more reference materials for researchers and enterprises.

Through research, the results of testing the research model again confirm the relationship between consumer ethnocentric and self-awareness to internal consumption trends in Vietnam market.

5.2.2 Managerial Implication

In a certain extent, this study provides conclusions that national pride, ethnocentrism and self-awareness in specific domain could be a very useful instrument in enveloping some of the political and economic factors that makes customer willing to purchase domestic products. However, it also depends on the different cultures. Countries with culture imbued with national identity, these factors will have impact stronger but also need marketing campaigns to elicit, promote more of these factors.

When developing the marketing campaign for the product, the marketers should pay attention in the choice of images representing the product, it must conform to the culture and beliefs of consumers. Above all marketers need to study the preferences and perceptions of target customers, because this is the main object for product consumption. The messages in the marketing campaign should be given base on factors that have been analyzed above in order to achieve maximum efficiency in communications. However, managers should also understand that these are external factors as catalyst, the main factors making consumers loyal to local products is the quality of the product. Products is the heart of marketing campaign. Investment in production of good quality products and build effective marketing campaign are the key to the successful of any company. Managers can consider various factors and our relationships suggested in this paper before making any decision about product launching in home country. We also suggest managers and marketers should conduct

a pilot study and analysis based on our model to evaluate the possibility successful of domestic products.

5.3 Limitations and Future Research Directions

Due to the limitations of time and cost, as well as knowledge and experience, this research inevitably limitation.

First, this study used convenience sampling method, as discussed in chapter 3, this method has proved effective when large samples need to be collected in a short time and low cost, but has the disadvantage of leading to much difference in the proportion of gender, age, income and working experience. If you can extend the survey area, as well as access to many more respondents, the ability to generalize the study will be higher.

This restriction also leads to research hard to analysis in-deep of whether having difference of analysis models for each variables gender, age, income, working experience or not. The next research can enhance the scope of the survey: expanded survey area, looking to add more channels to the survey reach more respondents.

Second, this study has not studied, analyzed each specific product group, so when applying the results of this research into practice will have the difference

Third, language barrier makes the translation and adjustment of scale is not accurate, the significance of the observed variation in scale unclear. Hence, the future research needs to establish discussions with the experts to be able to build scale more clear and easy to understand for consumers Vietnam when polled.

Finally, this study has to review all the factors that may affect domestic consumer trends. In addition to inheriting the results collected from previous studies as a basis for theoretical background, the study only considered the new relationship between two moderating constructs and intention to purchase domestic goods in Vietnam market. In fact, there are many other factors will have the role direct or indirect impact on the decision buying domestic products of consumer.

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APPENDIX 1: English Questionnaire

Assessing the Factors Driving Customers to Purchase Domestic Products: Examining the roles of national pride, ethnocentrism, self-awareness

Questionnaire

Dear Respondents:

This academic questionnaire is to assess the factors driving customers to purchase domestic products. This study proposes a theoretical framework assessing consumers behavior buy domestic product mainly based on Ethnocentrism theory and Self-awareness theory. This study also analyzes the relationship of consumers intent to buy domestic products to the structure are selected as national culture, national pride, ethnocentrism, self-awareness and other factors not directly impact as: Marketing strategy and self-efficacy.

You have been reported as one of the interested respondents for this study. We have taken the liberty of your joining to express your viewpoint about these issues. Your countenance and assistance will be greatly appreciated. We sincerely invite you to spend a maximum of 15 minutes to complete the questionnaire below. No personal information will be made public. Please be assured that your answers will be kept in strict confidentiality. Please take the time to fill out this questionnaire as accurately as possible. Your help is crucial for this research and also for our understanding about these issues. We deeply appreciate your kind cooperation.

Thank you.

Faithfully Yours,

Section 1. National Culture

Please take a short look on the questions below and then CIRCLE the level of agreement on each of the items below based on your opinion.	Levels of Agreement				
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	<	-	-	-	>
INDIVIDUALISM/COLLECTIVISM					
1. Group welfare is more important than individual rewards.	1	2	3	4	5
2. Group success is more important than individual success.	1	2	3	4	5
3. Individuals should sacrifice self-interest for the group (either at school or the work place).	1	2	3	4	5
4. Individuals should stick with the group even through difficulties.	1	2	3	4	5
5. Individuals should only pursue their goals after considering the welfare of the group.	1	2	3	4	5
UNCERTAINTY AVOIDANCE					
1. Rules and regulations are important because they inform me of what is expected of me.	1	2	3	4	5
2. Standard operating procedures are helpful to those on the job.	1	2	3	4	5
3. Instructions for operations are important for those on the job.	1	2	3	4	5
4. It is important to closely follow instructions and procedures.	1	2	3	4	5
5. It is important to have instructions spelled out in detail so that I always know what I'm expected to do.	1	2	3	4	5
MASCULINITY					
1. It is more important for men to have a professional career than it is for women.	1	2	3	4	5
2. Men usually solve problems with logical analysis; women usually solve problems with intuition.	1	2	3	4	5
3. Solving difficult problems usually requires an active, forcible approach, which is typical of men.	1	2	3	4	5
4. There are some jobs that a man can always do better than a woman.	1	2	3	4	5
5. Meetings are usually run more effectively when they are chaired by a man.	1	2	3	4	5
POWER DISTANCE					
1. People in higher positions should make most decisions without consulting people in lower positions.	1	2	3	4	5
2. People in higher positions should not ask the opinions of people in lower positions too frequently.	1	2	3	4	5
3. People in higher positions should avoid social interaction with people in lower positions.	1	2	3	4	5
4. People in lower positions should not disagree with decisions by people in higher positions.	1	2	3	4	5
5. People in higher positions should not delegate important tasks to	1	2	3	4	5

people in lower positions.					
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Section 2. National pride

Please take a short look on the questions below and then CIRCLE the level of agreement on each of the items below based on your opinion.	Levels of Agreement				
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	^ - - - - - >				
National pride					
1. I love my country.	1	2	3	4	5
2. I am proud to be Vietnamese.	1	2	3	4	5
3. I feel a great pride in that land that is our Vietnamese.	1	2	3	4	5
4. Although at times I may not agree with the government but my commitment to Vietnam always remain strong.	1	2	3	4	5
5. In a sense. I am emotionally attached to my country and emotionally affected by its actions.	1	2	3	4	5

Section 3. Ethnocentrism

Please take a short look on the questions below and then CIRCLE the level of agreement on each of the items below based on your opinion.	Levels of Agreement				
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	^ - - - - - >				
Prosociality					
1. Buying domestic goods helps me maintain my Vietnam identity.	1	2	3	4	5
2. I believe that purchasing domestic goods should be a moral duty of every citizen.	1	2	3	4	5
3. It always makes me feel good to support our products.	1	2	3	4	5
4. A real Vietnamese should always back Vietnam products.	1	2	3	4	5
5. Vietnam people should always consider Vietnam workers when making their purchase decisions.	1	2	3	4	5
Cognition					
1. When it comes to Vietnam products, I do not need further information to assess their quality; the country of origin is sufficient signal of high quality for me.	1	2	3	4	5
2. Vietnam goods are better than imported goods	1	2	3	4	5
3. Vietnam products are made to high standards and no other country	1	2	3	4	5

can exceed them					
Insecurity					
1. Increased imports result in greater levels of unemployment in Vietnam	1	2	3	4	5
2. Buying foreign products is a threat to the domestic economy.	1	2	3	4	5
3. Job losses in Vietnam are the result of increased importation of foreign goods	1	2	3	4	5
Reflexiveness					
1. I would be convinced to buy domestic goods if a campaign was launched in the mass media promoting Vietnam goods.	1	2	3	4	5
2. If Vietnam people are made aware of the impact on the economy of foreign product consumption, they will be more willing to purchase domestic goods.	1	2	3	4	5
3. I would stop buying foreign products if the Vietnam government launched campaigns to make people aware of the positive impact of domestic goods consumption on the Viet Nam economy.	1	2	3	4	5
Habituation					
1. I am buying Vietnam products out of habit.	1	2	3	4	5
2. I prefer buying the Vietnam products because I am more familiar with them.	1	2	3	4	5
3. I am buying Vietnam products because I am following the consumption patterns as these were passed to me by my older family members.	1	2	3	4	5

Section 4. Marketing strategy

Please take a short look on the questions below and then CIRCLE the level of agreement on each of the items below based on your opinion.	Levels of Agreement				
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	<	-	-	-	>
Product					
1. Vietnam products are carefully produced and have fine workmanship.	1	2	3	4	5
2. Vietnam products are usually a good value for the money.	1	2	3	4	5
3. Vietnam products are usually quite reliable and long-wearing.	1	2	3	4	5
4. Vietnam products usually show a very clever use of color and design.	1	2	3	4	5
Price					
1. Price of Vietnam products is cheaper than import products.	1	2	3	4	5
2. Price of Vietnam products is right with the quality of products.	1	2	3	4	5
3. Price of Vietnam products is consistent with Vietnam's living	1	2	3	4	5

standards.					
4. I am satisfied with the price of Vietnam products.					
Placement					
1. I can find Viet Nam products easily in supermarkets.	1	2	3	4	5
2. Viet Nam products are distributed through various channels that consumer easily access.	1	2	3	4	5
3. Locations distributors of the domestic products are very favorable.	1	2	3	4	5
4. The channels coverage of domestic products is effective.					
Reflexiveness					
1. Domestic products have more promotions to consumers.	1	2	3	4	5
2. I have known domestic brands through advertising or promotional.	1	2	3	4	5
3. I am very impressed with the advertising campaigns of domestic products.	1	2	3	4	5
4. The sales campaigns of domestic products have influenced my buying decision.					

Section 5. Self-awareness

<p>Please take a short look on the questions below and then CIRCLE the level of agreement on each of the items below based on your opinion.</p>	Levels of Agreement				
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	< >				
Self-awareness					
1. I'm generally attentive to my inner feelings.	1	2	3	4	5
2. I'm constantly examining my motives.	1	2	3	4	5
3. I'm alert to changes in my mood.	1	2	3	4	5
4. I'm aware of the way my mind works when I work through a problem	1	2	3	4	5

Section 6. Self-efficacy

Please take a short look on the questions below and then CIRCLE the level of agreement on each of the items below based on your opinion.	Levels of Agreement				
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	^ ^				
Self-efficacy					
1. I can always manage to solve difficult problems if I try hard enough.	1	2	3	4	5
2. If someone opposes me, I can find the means and ways to get what I want.	1	2	3	4	5
3. It is easy for me to stick to my aims and accomplish my goals.	1	2	3	4	5
4. I am confident that I could deal efficiently with unexpected events.	1	2	3	4	5

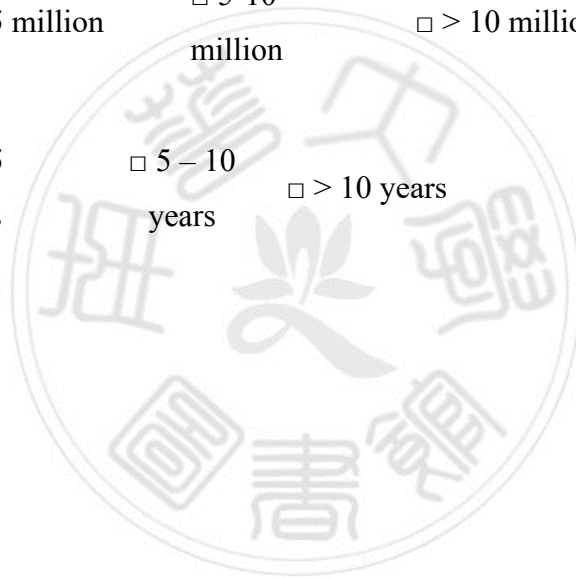
Section 7. Intention to purchase toward domestic product

Please take a short look on the questions below and then CIRCLE the level of agreement on each of the items below based on your opinion.	Levels of Agreement				
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	^ ^				
Intention to purchase toward domestic product					
1. It is very likely that I will buy products from Vietnam.	1	2	3	4	5
2. I will purchase products from Vietnam the next time I need products.	1	2	3	4	5
3. I will definitely try products from Vietnam.	1	2	3	4	5
4. If two products were in equal quality, I will choice the Vietnam product.	1	2	3	4	5
5. I would feel guilty if I buy a foreign product	1	2	3	4	5

Section 8. Demographic Information

We sincerely appreciate your time and efforts to answer the following questions. Your answer will be treated in strict confidence. For our information, would you please indicate the following questions:

- Gender Male Female
- Age < 18 18-25 25-35 >35 years old
 years old years old years old
- Relationship Single Married
- Income < 5 million 5-10 million > 10 million
- Working < 5 5-10 > 10 years
Experience years years



APPENDIX 2: Vietnamese Questionnaire

Đánh giá các yếu tố hướng khách hàng chọn mua sản phẩm trong nước: Xem xét vai trò của niềm tự hào dân tộc, chủ nghĩa vị chủng và tự nhận thức

BẢNG CÂU HỎI KHẢO SÁT

Kính gửi Quý Anh/Chị,

Tôi tên là Phùng Thị Thu Thủy, hiện là sinh viên sau đại học ngành Quản trị kinh doanh. Bảng khảo sát này nhằm đánh giá ảnh hưởng của các nhân tố: Văn hóa quốc gia, Niềm tự hào dân tộc, Chủ nghĩa vị chủng, Nhận thức cá nhân, Hiệu quả cá nhân và Chiến lược marketing đến sự sẵn lòng mua các sản phẩm nội địa tại Việt Nam.

Rất mong Quý Anh/Chị dành một vài phút tham gia cuộc khảo sát. Ý kiến của Quý Anh/Chị rất quý báu trong việc hoàn thành đề tài luận văn này. Mọi thông tin Quý Anh/Chị cung cấp chỉ dành cho mục đích nghiên cứu đề tài luận văn và sẽ không được công khai trong bất kì hoàn cảnh nào. Xin vui lòng chọn ý kiến phù hợp nhất với Quý Anh/Chị trong khoảng tin cậy và chính xác nhất có thể.

Xin chân thành cảm ơn Quý Anh/Chị đã dành thời gian quý báu, tôi vô cùng biết ơn sự hợp tác của Quý Anh/Chị. Chúc quý Anh/Chị một ngày tốt lành!

Phần 1. Văn hóa quốc gia

Xin vui lòng chọn ý kiến phù hợp nhất với Quý Anh/Chị trong khoảng tin cậy và chính xác nhất có thể.	Levels of Agreement				
	Không hoàn toàn đồng ý	Không đồng ý	Bình thường	Đồng ý	Hoàn toàn đồng ý
	<	-	-	-	>
INDIVIDUALISM/COLLECTIVISM					
1. Đối với tôi lợi ích của tập thể quan trọng hơn lợi ích cá nhân.	1	2	3	4	5
2. Đối với tôi sự thành công của tập thể quan trọng hơn sự thành công của cá nhân.	1	2	3	4	5
3. Tôi có thể từ bỏ mục tiêu cá nhân vì lợi ích của tập thể	1	2	3	4	5
4. Cá nhân nên trung thành với tập thể trong những lúc khó khăn	1	2	3	4	5
5. Cá nhân chỉ nên theo đuổi mục tiêu riêng của mình sau khi xem xét lợi ích của tập thể	1	2	3	4	5
UNCERTAINTY AVOIDANCE					
1. Đối với tôi nội quy của tập thể rất quan trọng vì nó cho tôi biết tập thể mong đợi gì ở thái độ và hành vi của tôi.	1	2	3	4	5
2. Tiêu chuẩn hóa quy trình làm việc rất hữu ích đối với tôi.	1	2	3	4	5
3. Sự hướng dẫn cụ thể trong công việc rất quan trọng đối với cá nhân tôi.	1	2	3	4	5
4. Thực hiện đúng các chỉ dẫn và quy trình của tập thể rất quan trọng đối với tôi.					
5. Những yêu cầu và hướng dẫn chi tiết công việc rất quan trọng vì nó cho tôi biết công việc tôi sẽ và phải làm.					
MASCULINITY					
1. Đàn ông cần một sự nghiệp vững mạnh hơn so với phụ nữ	1	2	3	4	5
2. Đàn ông thường giải quyết vấn đề bằng logic và phụ nữ thường giải quyết vấn đề bằng trực giác.	1	2	3	4	5
3. Đàn ông phù hợp khi giải quyết những vấn đề khó khăn phải dùng đến các biện pháp cưỡng chế.	1	2	3	4	5
4. Có một số công việc đàn ông luôn làm tốt hơn so với phụ nữ.					
5. Cuộc họp có hiệu quả hơn khi được chủ trì bởi một người đàn ông					
POWER DISTANCE					
1. Quản lý nên tự đưa ra quyết định mà không cần tham khảo ý kiến của nhân viên	1	2	3	4	5
2. Quản lý không nên tham khảo ý kiến của nhân viên thường xuyên.	1	2	3	4	5
3. Quản lý nên tránh tương tác xã hội với nhân viên.	1	2	3	4	5
4. Nhân viên không nên không đồng ý với các quyết định của quản lý.					
5. Quản lý không nên giao những nhiệm vụ quan trọng cho nhân viên cấp dưới.					

Phần 2. Niềm tự hào quốc gia

Xin vui lòng chọn ý kiến phù hợp nhất với Quý Anh/Chị trong khoảng tin cậy và chính xác nhất có thể.	Levels of Agreement				
	Không hoàn toàn đồng ý	Không đồng ý	Bình thường	Đồng ý	Hoàn toàn đồng ý
	< - - - - - >				
National pride					
1. Tôi yêu Việt Nam.	1	2	3	4	5
2. Tôi tự hào là người Việt Nam.	1	2	3	4	5
3. Tôi cảm thấy rất đỗi tự hào khi sử dụng Tiếng Việt.	1	2	3	4	5
4. Mặc dù đôi lúc tôi không đồng ý với các chính sách của chính phủ nhưng cam kết của tôi với Việt Nam vẫn luôn mạnh mẽ.	1	2	3	4	5
5. Tôi luôn cảm thấy gắn kết với Việt Nam và điều này ảnh hưởng đến hành động của tôi	1	2	3	4	5

Phần 3. Chủ nghĩa vị chủng

Xin vui lòng chọn ý kiến phù hợp nhất với Quý Anh/Chị trong khoảng tin cậy và chính xác nhất có thể.	Levels of Agreement				
	Không hoàn toàn đồng ý	Không đồng ý	Bình thường	Đồng ý	Hoàn toàn đồng ý
	< - - - - - >				
Prosociality					
1. Việc mua hàng hóa nội địa giúp tôi duy trì bản sắc văn hóa Việt Nam của mình	1	2	3	4	5
2. Tôi tin rằng sử dụng hàng hóa nội địa là việc nên làm của mỗi công dân	1	2	3	4	5
3. Ủng hộ hàng hóa nội địa luôn làm tôi cảm thấy tốt đẹp hơn	1	2	3	4	5
4. Một người Việt thực sự thì nên ủng hộ các sản phẩm của Việt Nam	1	2	3	4	5
5. Người tiêu dùng Việt Nam nên nghĩ đến công nhân Việt Nam khi đưa ra quyết định mua hàng hóa.	1	2	3	4	5
Cognition					
1. Khi nói đến hàng hóa Việt Nam, tôi không cần thêm thông tin để đánh giá chất lượng, xuất xứ Việt Nam đủ cho tôi biết sản phẩm	1	2	3	4	5

đó có chất lượng cao.					
2. Hàng hóa Việt Nam tốt hơn so với hàng hóa nhập khẩu	1	2	3	4	5
3. Hàng hóa Việt Nam được thực hiện theo các tiêu chuẩn cao và không có quốc gia nào có thể vượt qua	1	2	3	4	5
Insecurity					
1. Tôi luôn tin tưởng vào chất lượng của hàng hóa Việt Nam	1	2	3	4	5
2. Nhập khẩu tăng dẫn đến gia tăng tình trạng thất nghiệp ở Việt Nam	1	2	3	4	5
3. Mua sản phẩm nước ngoài là mối đe dọa cho nền kinh tế Việt Nam	1	2	3	4	5
Reflexiveness					
1. Tôi sẽ bị thuyết phục tiêu dùng hàng hóa nội địa nếu có một chiến dịch quảng bá hàng Việt Nam được truyền thông.	1	2	3	4	5
2. Tôi sẽ bị thuyết phục tiêu dùng hàng hóa nội địa nếu có một chiến dịch quảng bá hàng Việt Nam được truyền thông	1	2	3	4	5
3. Tôi sẽ ngừng tiêu thụ hàng nhập khẩu nếu chính phủ Việt Nam phát động chiến dịch truyền thông gia tăng nhận thức về những tác động tích cực của tiêu dùng hàng nội địa đối với nền kinh tế Việt Nam	1	2	3	4	5
Habituation					
1. Tôi mua hàng hóa Việt Nam không như một thói quen	1	2	3	4	5
2. Tôi thích mua hàng hóa Việt Nam vì tôi thấy quen thuộc hơn.	1	2	3	4	5
3. Tôi mua hàng hóa Việt Nam như một thói quen tiêu dùng của gia đình được ảnh hưởng bởi thế hệ trước	1	2	3	4	5

Phần 4. Chiến lược Marketing

Xin vui lòng chọn ý kiến phù hợp nhất với Quý Anh/Chị trong khoảng tin cậy và chính xác nhất có thể.	Levels of Agreement				
	Không hoàn toàn đồng ý	Không đồng ý	Bình thường	Đồng ý	Hoàn toàn đồng ý
	< - - - - >				
Product					
1. Sản phẩm của Việt Nam được sản xuất một cách cẩn thận bởi những người có tay nghề tốt.	1	2	3	4	5
2. Sản phẩm của Việt Nam có màu sắc và thiết kế rất thông minh	1	2	3	4	5
3. Sản phẩm của Việt Nam thường đáng tin cậy và bền.	1	2	3	4	5
4. Sản phẩm của Việt Nam có chất lượng phù hợp với giá tiền.	1	2	3	4	5
Price					
1. Giá của sản phẩm Việt Nam rẻ hơn so với sản phẩm nhập khẩu.	1	2	3	4	5
2. Giá của sản phẩm Việt Nam phù hợp với chất lượng sản phẩm	1	2	3	4	5
3. Giá của sản phẩm Việt Nam phù hợp với chất lượng sản phẩm.	1	2	3	4	5
4. Tôi hài lòng với giá cả của hàng hóa Việt Nam.					

Placement					
1. Tôi có thể dễ dàng tìm thấy các sản phẩm Việt Nam tại hầu hết các siêu thị lớn nhỏ	1	2	3	4	5
2. Sản phẩm của Việt Nam được phân phối qua nhiều kênh khác nhau giúp người tiêu dùng dễ dàng tiếp cận	1	2	3	4	5
3. Các kênh phân phối hàng nội địa Việt Nam thường nằm ở những vị trí rất thuận lợi	1	2	3	4	5
4. Các kênh phân phối hàng nội địa Việt Nam hoạt động rất hiệu quả					
Promotion					
1. Hàng hóa Việt Nam thường có nhiều chương trình khuyến mãi cho người tiêu dùng	1	2	3	4	5
2. Tôi biết đến nhiều sản phẩm của Việt Nam thông qua các kênh quảng cáo	1	2	3	4	5
3. Tôi rất ấn tượng với các chiến dịch và thông điệp quảng cáo của sản phẩm nội địa	1	2	3	4	5
4. Các chiến dịch bán hàng của sản phẩm trong nước đã ảnh hưởng đến quyết định mua hàng của tôi.					

Phần 5. Tự nhận thức

Xin vui lòng chọn ý kiến phù hợp nhất với Quý Anh/Chị trong khoảng tin cậy và chính xác nhất có thể.	Levels of Agreement				
	Không hoàn toàn đồng ý	Không đồng ý	Bình thường	Đồng ý	Hoàn toàn đồng ý
	1	2	3	4	5
	^ - - - - - >				
Self-awareness					
1. Tôi thường chú ý tới cảm xúc bên trong của tôi..	1	2	3	4	5
2. Tôi thường liên tục nghĩ đến động lực của tôi khi đối diện với những vấn đề khó khăn	1	2	3	4	5
3. Tôi thường chú ý tới cảm xúc bên trong của tôi.	1	2	3	4	5
4. Tôi có thể nhận thức được cách mà tâm trí của tôi hoạt động thông qua một vấn đề cần giải quyết	1	2	3	4	5

Phần 6. Tự hiệu quả

Xin vui lòng chọn ý kiến phù hợp nhất với Quý Anh/Chị trong khoảng tin cậy và chính xác nhất có thể.	Levels of Agreement				
	Không hoàn toàn đồng ý	Không đồng ý	Bình thường	Đồng ý	Hoàn toàn đồng ý
	< - - - - - >				
Self-efficacy					
1. Tôi có thể giải quyết hầu hết các vấn đề nếu tôi nỗ lực làm điều đó.	1	2	3	4	5
2. Tôi có thể giữ bình tĩnh khi đối diện với những khó khăn vì tôi biết mình có khả năng giải quyết nó.	1	2	3	4	5
3. Khi đối diện với một vấn đề, tôi thường tìm ra một số giải pháp	1	2	3	4	5
4. Nếu gặp khó khăn, tôi có thể nghĩ ra giải pháp	1	2	3	4	5

Phần 7. Ý định mua sản phẩm nội địa

Xin vui lòng chọn ý kiến phù hợp nhất với Quý Anh/Chị trong khoảng tin cậy và chính xác nhất có thể.	Levels of Agreement				
	Không hoàn toàn đồng ý	Không đồng ý	Bình thường	Đồng ý	Hoàn toàn đồng ý
	< - - - - - >				
Intention to purchase toward domestic product					
1. Rất có thể tôi sẽ chọn mua các sản phẩm của Việt Nam.	1	2	3	4	5
2. Tôi sẽ mua các sản phẩm của Việt Nam trong thời gian tới.	1	2	3	4	5
3. Tôi chắc chắn sẽ thử dùng các sản phẩm của Việt Nam.	1	2	3	4	5
4. Nếu hai sản phẩm có chất lượng như nhau, tôi chắc chắn sẽ mua sản phẩm của Việt Nam.	1	2	3	4	5
5. Tôi sẽ cảm thấy không hay nếu mua các sản phẩm nước ngoài.	1	2	3	4	5

Phần 8. Thông tin người trả lời

Giới tính Nam Nữ

Tuổi < 18 tuổi 18-25 tuổi 25-35 tuổi >35 tuổi

Mối quan hệ Độc thân Kết hôn

Thu nhập < 5 triệu 5-10 triệu > 10 triệu

Kinh nghiệm làm việc < 5 năm 5 – 10 năm > 10 năm

