Ethnocentric beliefs and country-of-origin (COO) effect: Impact of country, product, and product attributes on Indonesia consumers’ evaluation of food products

Petrik Leo (1100026474)

Abstract

Objectives - This research seeks to accomplish three objectives; Evaluate the level of ethnocentrism and its implication on their evaluation of food products for Indonesian customer, to examine the applicability of SPSS in the case of Indonesian consumers and Investigate the CE-COO effect relationship and how they affect customer’s purchase decision.

Method – The questionnaires were distributed through direct approach at two supermarkets, Carrefour, Food Hall and 1 bar, DeHooi. SPSS Statistics 16.0 was used for reliability analysis, CET-Scale, Cluster Analysis and Paired t-test.

Results – CET-Scale shows the results that the sample can be characterised as quite non-ethnocentric. Cluster analysis separated the sample into two cluster, ethnocentric and non-ethnocentric. The results showed that ethnocentrism doesn’t affect customer evaluation for the ethnocentric cluster at all, but for the non-ethnocentric consumers, ethnocentrism do play a part in consumer evaluation depending on the product, in this case beer.

Limitation – The author encountered a lack of ability and knowledge to replicate the data analysis method completely from the replicated journal. There is a slight chance of bias a beer Bintang in the Indonesian market is a very famous product compared to Carlsberg and there were too many questions in the original journal and the sample consist only of consumers from Jakarta.

Keyword – Consumer ethnocentrism, country of origin, consumer behavior, purchase decision.