The Effects of Country of Origin and Consumer Ethnocentrism on Product Evaluation: Evidences from Egypt

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Abstract

This study aims to examine the effects of Country of Origin (COO) and Consumer Ethnocentrism (CE) on product evaluation in Egypt. For this purpose, the authors selected two tea products, one locally produced and the other imported from Britain. Data were collected from citizens living in Cairo and its suburbs during May-June 2017 and entered into SPSS 20 program. First, the authors verified the internal consistency of study constructs by applying a reliability test (Cronbach's alpha) and described the socio-demographic profile of the sample. Then, the authors used many statistical technics to analyze data such as paired samples t-test and factor analysis. Finally, linear regression was used to test the research hypotheses. Although many previous studies have confirmed that COO is a tridimensional concept: cognitive, affective and conative, our study showed that Egyptians aggregate these three components to configure a general judgment of imported product country. Then, COO can be used as a predictor of imported product quality. Our study also proved that Egyptians, despite their strong ethnocentrism, measured by CETSCALE, base their evaluation of the domestic product on factors such as: price, familiarity and convenience. The choice of imported product is based on other factors such as: health, natural content, mood, ethical concerns and sensory appeal.

Keywords: Country of Origin, Consumer Ethnocentrism, Product Evaluation.

1. Introduction

The country of origin (COO) is one of the most extensively researched topics with hundreds of studies published since the 1960's. Its importance stems from the fact that it affects consumers' evaluation of products. With the growing globalization and the tendency to free trade, the issue becomes extremely important for firms involved in export activities. COO is increasingly considered by researchers as one of the factors influencing international competitiveness (Bamber et al., 2011; Mostafa, 2015). In fact, it is one of the factors that will help in the determination of successful international strategies.

This research is intended to add to the extant literature as follows:

First, most of the previous research on COO focused on developed countries specially, the American or Asian markets. Despite the fact that developing countries are heavy consumers of foreign products, empirical research on COO effect on consumers of developing countries is somewhat limited. Therefore, the present study focuses on Egypt as a developing country.

Second: most of the previous researches were conducted on student samples. However, the present study uses data from various Egyptian consumers.

Third: the study is based on Laroche et al. (2005) model which will be tested for the first time on the Egyptian adult consumers.

Fourth: the study will attempt to clarify the link between COO, consumer ethnocentrism (CE), and product evaluation

2. Literature review

2.1 COO

Schooler (1965) was one of the first researchers to study the COO. He demonstrated that consumers rate differently products that are identical in every respect except for their COO. Researchers subsequently have defined COO in several ways (Wang and Lamb, 1983; Johansson et al., 1985; White, 1979; Bilkey and Nes, 1982; Han and Terpstra, 1988; Papadopoulos, 1993; Lee and Schaninger, 1996; Zbib et al., 2010). Apparently there are a number of difficulties related to the definition of the COO. It seems that COO has become a paradigm. In the following section we are going to discuss some of these difficulties.

2.1.1 Halo or summary:

A number of studies have portrayed country image as a halo that people use to form an idea through indirect evidence about unfamiliar products (Bilkey and Nes, 1982). Other studies contradicted this theory reporting that the use of country image increased when people were familiar with the product category (Johansson et al. 1985; Johansson and Nebenzahl, 1986). Based on the theory of limited processing capacity, the idea of a summary variable was introduced by Johansson in 1989. Han (1989) tried to reconcile the two views and concluded that

country image may serve as a halo or as a summary depending on the consumer's level of familiarity with the country's products.

2.1.2 Manufacturing country or assembly country:

The existence of a country of design (COD), a country of parts (COP), country of assembly (COA) and a country of manufacture (COM) have made the definition of COO more complicated for researchers. In fact, a product may be designed in one country, assembled or manufactured in another. In addition the company's headquarters may be in a totally different country (Johansson et al., 1985; Ozsomer et al., 1991; Liu et al., 2006). Therefore, different definitions have been formulated (Zolfagharian et al., 2014). Nagashima defines it in terms of the manufacturing country the country where the product is made (Nagashima, 1970; Zolfagharian et al., 2014). Johansson defines it in terms of the firm's corporate headquarters (Johansson et al., 1985; Zolfagharian et al., 2014). Han and Terpstra (1988) define it in terms of the country of manufacture or assembly. Ahmed et al., (1994) define it according to the country of product (Liu et al., 2006). Insch and Mc Bride (1991) define it in terms of the country of design, parts, and assembly (Zolfagharian et al., 2014).

2.1.3   Country image or product country image or images of products from a country

According to Roth and Diamantopoulos (2009), there are three distinct groups of definitions

(1) Definitions of the general image of countries (country image CI). For example, Allred et al. (2000) define it as the perception or impression that organizations and consumers have about a country. This impression or perception of a country is based on the country's economic condition, political structure, culture, conflict with other countries, labor conditions, and stand on environmental issues (Roth and Diamantopoulos, 2009)

(2) Definitions of the image of countries and their products (also referred to as product-country images PCI). For example, Nebenzhal et al. (2003) define it as consumers' perceptions about all the attributes of products made in a certain country; emotions toward the country and resulted perceptions about the social desirability of owning products made in the country (Roth and Diamantopoulos, 2009).

(3) Definitions of the images of products from a country (i.e., product image or country related product image CRPI). Narayana (1981) defines it as the aggregate image for any particular country's product which refers to the entire conative field associated with that country's product offerings, as perceived by consumers (Roth and Diamantopoulos, 2009).

Until now there is no clear model that can explain the relationship between CI, PCI, and CRPI (Marchi et al., 2014).

2.1.4 Perceptions or impressions or stereotypes or schemas

According to Roth and Diamnaotpoulos (2009), researchers may define COO as "perceptions" (Allred et al., 2000; Han, 1989; Nebenzahl et al., 2003), others use related terms such as "impressions" or "associations" (Van Ittersum et al., 2003), and still others refer to "stereotypes" (Nagashima, 1970; Hooley et al., 1988; Strutton et al., 1995; Verlegh and Steenkamp, 1999). According to Bilkey and Nes (1982), country stereotyping often influence products evaluations and perception of people of other countries (Bandyopadhyay, 2014). Other researchers define COO as "schemas" (Askegaard and Ger, 1998; Ger, 1991) and, finally, a few authors specify COO as "beliefs" (Kotler et al., 1993; Martin and Eroglu, 1993).

Due to these difficulties in defining COO, it can be concluded that there is no one definition of COO that creates unanimity. For the purpose of the present study we will adopt the 'Made in" definition as a simple definition for COO (Bannister and Saunders, 1978; Nagashima 1970; Chasin and Jaffe, 1987; Zbib et al., 2010). Krishnakumar (1974) maintains that what people think is the national characteristic of a country affects the made in image.

2.1.5 COO and Attitudes:

Fishbein and Ajzen (1975, p. 6) define attitudes as a "*learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object*". Attitude may be seen as a tripartite construct consisting of cognitive aspects, affective, and conative aspects (e.g. Katz and Stotland, 1959; Rosenberg et al., 1960; Roth and Diamantopoulos, 2009).

Papadopoulos et al. (1989) as well as Laroche et al. (2005) maintained that the perceptions of sourcing countries are inspected by cognition about, and affect and conative orientation toward that country's people. According to Laroche (2005), the COO construct comprises:

1.   A cognitive component which includes consumers' beliefs about a particular country
2.   An affective component that describes the country's affective response to the country's people
3.   A conative component capturing consumers desired level of interaction with the sourcing country

The sequence cognition, affects, conations is the most widely used in the consumer behavior field (De Pelsmacker et al., 2007; Brijs et al., 2011). In this research we are going to adopt the tripartite construct of COO.

2.1.6 COO and product evaluation

Several studies have shown that consumers from different countries use COO in product evaluation (e.g. Bilkey and Nes, 1982; Hong and Wyer, 1989; Maheswaran, 1994; Supanvanij and Amine, 2000; Ahmed et al., 2004). According to Maheswaran (1994); Ahmed et al. (2004), COO is used in product evaluation as a stereotyping

process that affects product evaluation in three ways
1.   COO as a signal (Hong and Wyer, 1989)
2.   COO as an independent cue (Hong and Wyer, 1989; Li and Monroe, 1992)
3.   COO as a heuristic (Hong and Wyer, 1989, Li and Wyer 1994)

Product evaluation refers to consumers' attitude toward the product and is operationalized in terms of pride of ownership, liking, and intention to purchase (Laroche et al., 2005). When discussing the product value and in particular the food value, it is important to mention that the value placed on food does not only relate to monetary aspects, but also other features such as sensory delights, convenience, health aspects and quality (Asraf Mohd-Any et al.,2014). Steptoe et al. (1995) developed a sound measure for food choice motives as contained in the Food Choice Questionnaire (FCQ). Asraf Mohd-Any et al. (2014) maintain that FCQ was developed based on Van Strien et al. (1986), Lau et al. (1986) and Crowne and Marlowe (1960). It includes nine factors that combine both intrinsic and extrinsic values: health, mood, convenience, sensory appeal, natural content, price, weight control, familiarity and ethical concern. This research uses Steptoe et al. (1995) for product evaluation.

2.2 CE
2.2.1 Definition of CE
CE is a kind of physiological variable that influences buying foreign products (Rezvanie et al., 2012). According to Khan & Rizfi (2008, p.53) ethnocentrism "*represents a tendency to see an individual's own group as the center of the universe, to interpret other social units from a group perspective and to reject those people who are culturally different, blindly accepting those who are culturally similar*". Therefore, ethnocentric costumers prefer domestic to foreign products, even when the quality is lower and the price is higher (Shimp and Sharma, 1987; Siamagka and Balabanis, 2015)
2.2.2 Measurement of CE by CETSCALE
Shimp and Sharma (1987) measured CE with a 17-items scale (CETSCALE) and found significant negative correlations between CE and evaluations of foreign products. This scale measures a "tendency" rather than an "attitude" as it refers to the consumer's feeling toward foreign products in general rather than toward a particular brand of product (Witkowski, 1998). Highly ethnocentric consumers tend to accentuate the positive aspects of domestic products and to discount the virtues of foreign products. Therefore, ethnocentrism seems to be a self-protection reflex of national economies, governments, associations, and people against the competition of foreign products (Siamagka & Balabanis, 2015).

In practice, consumers' preferences for domestic over imported products have been investigated by CETSCALE in many previous studies in different countries: USA (Netemeyer et al., 1991), Japan and Sweden (Keillor and Hult, 1999), Poland and Russia (Good and Huddleston, 1995), Netherlands (Douglas and Nijssen, 2002), Greece (Chryssochoidis et al., 2007), India (Khan & Rizvi, 2008; Bandyopadhyay, 2014), Spain (Luque-Martinez et al., 2000), Australia (Acharya and Elliott, 2003), Czech (Orth and Firbasova, 2002) and Albania (Koksal & Tatar, 2014). Thus, it had been considered internationally reliable and valid.

In their study of the impact of Greek consumer's ethnocentrism on evaluation of food products, Chryssochoidis et al. (2007) showed that ethnocentrism affects not only consumer beliefs, but also the way perceived quality of domestic and foreign products are evaluated, resulting in the appearance of COO effect. Acharya and Elliott (2003) found that for the majority of Australian population, CE is not a major factor that influences the choice of the domestic product. Orth and Firbasova (2002) found that ethnocentrism is a strong and significant predictor of Czech domestic made yoghurt.

On other hand, Bandyopadhyay (2014) used a structural equation model to investigate the effects of CE and COO perceptions on product evaluations by Indian consumers. The study showed that Indian consumers, who exhibit a high degree of ethnocentrism, tend to have a more positive perception of India as a country and of Indian products. However, ethnic tendencies of the Indian consumers, while leading to a more positive towards India and local products, do not necessarily lead to a negative perception of foreign countries and imported products. This result may be partly explained by the fact that Indian consumers had little access to foreign products for several decades of state policy promoting self-sufficiency. Increasingly, rich Indian consumers had a tendency to buy imported products available in the liberalized local market (Jain et al., 1997; Bandyopadhyay, 2014).

Moon (2004) argued that when the quality of domestic products is perceived as being superior to that of foreign products, CE enhance the impact of COO perceptions on consumers' product evaluation. But when the quality of a domestic product is perceived as being inferior to that of a foreign product, CE counterbalanced the impact of COO perceptions on consumers' product evaluation.

Many countries around the world (e.g., Vietnam, South Africa, Indonesia, Australia, the United States) have launched government-supported "buy local" campaigns with an end goal to reduce imports, preserve local jobs, improve trade balances, and safeguard national identities (Siamagka & Balabanis, 2015). Also, in India, some politicians are promoting a "Buy Indian" campaign, which should enhance the ethnocentric tendencies of a

section of consumers (Bandyopadhyay, 2014). On the other hand, some famous international brands carry out brand alliances, to break or reduce ethnocentrism effect on consumers (Li and He, 2013).

In Egypt, after the devaluation of the national currency, occurred in November 2016, some media stars encouraged the purchase of local products instead of foreign ones, which could enhance the national economy (Ex: Issad Younes' "Buy Egyptian Products" campaign on CBC and Amr Adib " People are ordering" on ONTV). The campaigns had a fast positive impact. Many companies have doubled their orders during the two weeks following the broadcast of these programs.

2.2.3 CE and socio-demographic variables

Within one country, people could belong to a variety of groups according to their gender, age, religion, political orientation, the level of education and income. However, whether a particular group membership actually leads to intergroup behavior depends on the individual person's degree of identification with this group (Hogg, 2006). Thus, the impact of socio-demographic variables on CE has been widely investigated in previous researches.

According to Bawa (2004), the older consumers are usually expected to be more ethnocentric than the younger because of their conservative views (Han 1988; McLain and Sternquist, 1992; Orth and Firbasova, 2002; Sharma et al., 1995; Wall and Heslop, 1986; Wall et. al., 1988; Vida and Plassman, 2015). Regarding gender, females have been found to be more ethnocentric because they tend to be more conservative and patriotic (Han, 1988; Sharma et. al., 1995; Wall and Heslop, 1986). In his earlier study, Shimp (1984), suggested that income and class were determinants of CE behavior. Later, studies gave divergent results regarding the relationship between income & education and CE. Orth and Firbasova, (2003); Sharma et al. (1995) found that educational level is negatively associated with CE. Therefore, ethnocentric consumers were found to have lower income and education and belong to a lower social class. Shimp and Sharma (1987) attributed this to the fear of losing jobs to foreign competitors. On the contrary, Javalgi et al. (2005) found that education level is independent from CE. Sharma et al. (1995) confirmed that income is a determinant of CE, while it was found of uncertain importance in the studies conducted by Han (1990), McLain and Sternquist (1991) and Javalgi et al. (2005). Koksal & Tatar (2014) found a significant relationship between income categories and costumers' beliefs that Turkish products are very durable, made of good material' and have a good style and appearance. Middle income level customers believe in durability and good style of Turkish products in highest level, lower income category comes after them and high level income customers' approach seem negatively.

However, Upadhyay and Singh (2006) argued that ethnocentrism does not vary significantly with the levels of education, age and gender.

2.2.4 CE, COO and product evaluation

Some previous researches suggest that the cause of the appearance of COO effect is found in CE (Lantz and Loeb, 1996; Lee and Ganesh, 1999, Stoltman et al., 1991, Chryssochoidis et al., 2007) However, the relationship between CE and COO seems to be inconclusive (Liu et al., 2006). A number of researches clarified that ethnocentric consumers tend to evaluate domestic products unreasonably compared to imported products. They may tend to purchase local products even if the quality is lower than that of the imported ones (Wall and Heslop, 1986, Ahmed et al., 2004). On the contrary Batra et al. (2000) proved that CE had no significant impact on their evaluations of foreign brands (Batra, et al. 2000; Liu et al., 2006)

2.2.5 Other variables affecting CE

Product Category

According to Sharma et al. (1995), the less important a product category the greater the ethnocentric behavior, Nevertheless, this tendency is moderate when this product is perceived as absolutely necessary (Javalgi et al., 2005)

Level of country development

The level of country economic development is crucial in defining the impact of CE on purchase attitude. Consumers in developed countries tend to choose domestic products rather than imported ones (Bilkey and Nes, 1982; Watson and Wright, 2000), whereas the reverse situation has been observed in developing countries, where consumers consider foreign products as superior when compared to domestic products (Wang and Chen, 2004). Therefore, consumers who have only moderate levels of nationalistic feelings, who live in a developing economy open to imports, and who feel economically vulnerable are likely to buy foreign goods (Heslop and Papadopoulos, 1993).

3. The proposed model

The following hypotheses are examined with respect to the Egyptian consumers:

H1. COO is a multi-dimensional construct represented by a three-factor model, reflecting country beliefs, people affect, and desired interaction rather than by a single-factor model.

H2. Imported product evaluation (IPE) is positively influenced by COO

H3. Domestic product evaluation (DPE) is positively influenced by CE

H4. IPE is negatively influenced by CE

4. Methodology

Data were collected from a sample of 253 Egyptian adults living in Cairo and its suburbs. From 600 questionnaires, response rate is 42%. The sample had a fair representation of both genders (107 female, 146 male). Questionnaires were distributed on university students, active employees and retired seniors.

The authors selected a low-category product "Tea". Since Egypt is not a country producing raw tea; two brands of tea were presented to respondents: the first is imported from India but mixed and packaged in a factory near Cairo and have a typically Egyptian name "SHAÏ ALAROSA"   and the second is an imported English product" AHMAD TEA ".

The subjects in the sample were given a self-administered questionnaire that included five main sections. They were asked to estimate on a 7 point Likert scale their personal degree of agreement (where 1 = "strongly disagree" and 7 = "strongly agree") with a number of statements regarding four general constructs: DPE, IPE, COO and CE. The first section of the questionnaire consisted of socio-demographic data (5 items): gender, age group, marital status, qualifications and monthly income. The second and the third sections were dedicated to DPE and IPE. The authors adopted Food Choice Questionnaire (FCQ) from Steptoe et al. (1995). The number of FCQ items (36) was finally reduced to 30 items to be more appropriate for the nature of product.

Regarding fourth section related to COO perception, the authors referred to the scale initiated by Papadopoulos et al (1988, 1990, 2000), and adopted by Laroche et al. (2005). Finally, in the fifth section, Shimp and Sharma CETSCALE (1987) was adopted to measure the degree of Egyptian CE

All items have been translated by authors from English to Arabic and then submitted to University English Professor to validate the translation before the questionnaire was distributed.

5. Analysis & Results

5.1 Reliability test

Cronbach's alpha was applied to measure the inter-item consistency of the research constructs. The study multi-dimensional constructs Cronbach's alpha scored as follows: DPE (0.925), IPE (0.938), COO (0.932) and CE (0.948). Obviously all the research multi-dimensional constructs exceeded the suggested benchmarks for reliability (0.7) stated by Nunnally & Bernstein (1994), consequently indicating a high level of internal consistency for all constructs. Cronbach's alphas were also satisfactory for each component of COO: cognitive (0.922), affective (0.882) and conative (0.836).

Our results show also a satisfied corrected item-total correlation varying from 0.251 (item 26) to 0.698 (item 3) for DPE, from 0.313 (item 23) to 0.701 (item 7) for IPE; from 0.656 (item 8) to 0.822 (item 6) for COO and from 0.509 (item 10) to 0.793 (item 8) for CE. According to Ferketich (1991), corrected item-total correlations should range between 0.30 and 0.70 for a good scale. In some other opinion, corrected item-total correlations in the low 0.20 can sometimes add reliable variance to a scale.

5.2 Socio-demographic analysis

Table 1 deals with the socio-demographic characteristics of the respondents selected for the present study. First, it was observed that out of the total sample, 58% were male and 42% were female. A majority of the people were in the age group of 16-25 (36%), then in the group of 26-35 (21%). As far as marital status is concerned, 49.5% of the people were single and 32% of them were married with children. Out of the total sample, 57% were highly educated with at least a bachelor's degree. Regarding monthly income, 36% were in the low income group (1200-<3000), followed by the group of moderate income 3000-<10000 (33%)

Table 1. Sample socio-demographic profile

		Frequency	Percentage
Gender	Male	146	57.70%
	Female	107	42.30%
Marital status	Single	125	49.40%
	Married without children	34	13.40%
	Married with Children	81	32.00%
	Widow or divorced	13	5.10%
Age Group	16-25	92	36.40%
	26-35	54	21.30%
	36-45	48	19.00%
	46-55	42	16.60%
	56-65	13	5.10%
	More than 65	4	1.60%
Qualifications	No diploma	19	7.50%
	High School Diploma	57	22.50%
	Professional institute Diploma	32	12.60%
	Bachelor's Degree	122	48.20%
	Mater's or Doctor's degree	23	9.10%
Monthly income	< 1200 EP*	60	23.70%
	1200 - < 3000 EP	90	35.60%
	3000 - <10000 EP	84	33.20%
	>10000 EP	19	7.50%

*EP = Egyptian Pound, 1 Egyptian Pound = 0. 057 US Dollar

5.3 COO perception

Although Great Britain has a colonial history of more than 70 years (1882-1956), the 60 years since the end of the occupation seem sufficient to erase any negative effects of that period on Egyptian consumer behavior towards English products. It is important to mention that the habit of drinking tea has spread in the Egyptian people with the arrival of the English occupation. It began in the aristocratic class first and then in the middle class until tea became the first popular drink in Egypt. It is interesting to say also that Egyptians use the term "appreciable English tea" when they want to describe a tea of high quality. Descriptive analysis confirmed a very favorable perception of COO (Mean$_{coo}$ = 5.82, SD = 1.15). It also revealed the relative superiority of cognitive component (Mean$_{coginitive}$ = 6.06, SD = 1.01) on affective component (Mean$_{affective}$ = 5.82, SD = 1.18) and conative component (Mean$_{conative}$ = 5.59, SD = 1.26) in the perception of COO.

Hypothesis test

H1: COO is a multi-dimensional construct represented by a three-factor model, reflecting country beliefs, people affect, and desired interaction rather than by a single-factor model.

As mentioned above, Cronbach's alpha reliability test showed that the internal consistency of COO as a whole construct (0,932) is higher than the internal consistency of each one of its three components measured separately: cognitive (0.922), affective (0.882) and conative (0.836), giving a first proof of the uni-dimensionality of COO. To confirm this result, a factor analysis over COO's 9 items was run. The results of factor analysis showed that one factor (eigenvalue 5.92) explains 65.8% of the total variance (see Table 2). The loadings of all 9 variables of the principal component are higher than 0.6, meaning that all variables measure the same concept of COO, which confirm the uni-dimensionality of the scale, **and thus H1 is rejected**

Table 2. COO factor analysis

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1. Rich	5.921	65.793	65.793	5.921	65.793	65.793
2.Technological advanced	0.979	10.877	76.67			
3. High level of education	0.502	5.577	82.247			
4. Trustworthy	0.459	5.096	87.343			
5. Hard working	0.306	3.4	90.743			
6. Likeable	0.252	2.804	93.547			
7. We should have closer ties with	0.227	2.527	96.074			
8. Ideal	0.206	2.288	98.361			
9. Would welcome more investments from	0.147	1.639	100			

Extraction Method: Principal Component Analysis

5.4 Product evaluation analysis

According to Steptoe et al. (1996), nine factors constitute the motives related to food choice: health, mood, convenience, sensory appeal, natural content, price, weight control, familiarity and ethical concern. In the table below (see Table 3), we can realize that imported tea (Ahmad Tea) was rated more favorably than domestic tea (Shaï Alarossa) in almost all characteristics except for those related to price (items 5, 9, 30), to familiarity (items 6, 18) and to convenience (items 1, 8, 29). The characteristics related to health (items 7, 24), to mood (items 10, 13, 20, 22, 25, 28), to sensory appeal (items 3, 11, 15, 21), to weight control (item 14) to ethical concern (items 16, 26), and to natural content (items 2, 4, 19) revealed a clear preference for imported product. In order to test the significance of consumer perception of differences between the two products, a confirmatory paired samples t-test was carried out (see Table 3).

Table 3. Descriptive analysis and perception of differences between the two products

Evaluation characteristics	Ahmad Tea		Shaï Alarossa		Sig (2 tailed)	Dif. Mean
	Agree	Disagree	Agree	Disagree		
1.Is easily consumable/edible	85.7%	9.8%	87.5%	6.5%	0.377	0.095
2.Contains no additives	51.0%	33.1%	49.8%	24.3%	0.822	0.028
3.Tastes good	82.0%	6.5%	75.2%	9.6%	0.000*	-0.396
4.Contains natural ingredients	73.3%	9.9%	57.4%	17.3%	0.000*	-0.547
5.Is not expensive	37.6%	47.3%	66.1%	25.4%	0.000*	1.143
6.Is familiar	57.2%	25.5%	72.6%	13.7%	0.000*	0.537
7.Is nutritious	43.1%	36.4%	31.1%	45.9%	0.000*	-0.406
8.Is easily available in shops and supermarkets	66.0%	28.2%	89.6%	4.8%	0.000*	1.267
9.Is good value for money	69.7%	14.3%	71.3%	12.1%	0.562	0.061
10.Cheers me up	62.3%	20.9%	51.4%	26.7%	0.000*	-0.406
11.Smells nice	84.3%	5.8%	69.2%	10.9%	0.000*	-0.492
12.Can be consumed very simply	90.1%	4.1%	86.9%	4.1%	0.613	-0.048
13.Helps me to cope with stress	58.1%	22.0%	48.8%	27.9%	0.001*	-0.362
14.Helps me control my weight	42.4%	28.2%	37.1%	37.1%	0.001*	-0.349
15.Has a pleasant texture	69.5%	10.0%	55.9%	13.0%	0.000*	-0.405
16.Is packaged in an environmentally friendly way	78.0%	4.2%	72.3%	11.2%	0.007*	-0.27
17.Comes from country I approve of politically	51.7%	12.9%	50.8%	11.3%	0.806	-0.025
18.Is like the products I consumed when I was a child	44.6%	31.0%	53.3%	24.0%	0.126	0.19
19.Contains no artificial ingredients	54.2%	19.6%	37.4%	27.6%	0.000*	-0.555
20.keeps me awake/alert	56.7%	26.2%	53.5%	25.1%	0.009*	-0.273
21.Packaging looks nice	85.0%	5.8%	72.5%	11.7%	0.000*	-0.576
22.Helps me relax	65.4%	16.7%	52.1%	21.5%	0.000*	-0.471
23.Takes no time to consume	85.9%	6.2%	81.3%	4.1%	0.06	-0.154
24.keeps me healthy	43.7%	38.7%	29.3%	42.6%	0.000*	-0.434
25.Makes me feel good	64.7%	16.6%	55.7%	22.1%	0.000*	-0.377
26.Has the country of origin clearly marked	76.2%	9.6%	72.1%	12.9%	0.031**	-0.231
27.Is what I usually consume	60.7%	22.5%	56.4%	23.6%	0.51	-0.096
28.Helps me to cope with life	35.5%	38.8%	29.4%	45.6%	0.004*	-0.323
29.Can be bought in shop close to where I live/work	63.5%	27.5%	88.8%	4.4%	0.000*	1.228
30.Is cheap	35.2%	51.2%	57.4%	31.1%	0.000*	1.11

* Statistically significant differences for p < 0.01
* * Statistically significant differences for p < 0.05

Out of 30 characteristics, the difference is highly significant in 21 (p < 0.01) and moderately significant in only 1 (p < 0.05). Comparing the means, it was found that consumers preferred domestic product (positive difference between means) to imported products in 5 attributes; those related to price (items 5, 30), to familiarity (item 6) and to convenience (items 8, 29). While they preferred the imported products to the domestic product (negative difference between means) in 17 attributes, those related to sensory appeal (items 3, 11, 15, 21) to natural content (items 4, 19) to health (items 7, 24), to mood (items 10, 13, 20, 22, 25, 28) to weight control (items 14) and to ethical concern (items 16, 26).

A series of independent samples t-test revealed also differences of evaluation between groups with regard to their socio-demographic characteristics. The first test related to gender showed practically no significant difference in DPE (p = 0.364) between male (n=146, $Mean_{male}$ = 4.94, SD = 0.81) and female (n = 107, $Mean_{female}$ = 4.81, SD = 0.81). A quasi-similarity in IPE (p= 0.931) was also found between male ($Mean_{male}$ = 4.93, SD = 0.9) and female ($Meanfe_{male}$ = 4.94, SD = 0.9).

The second test, related to age, indicated significantly (p <0.05) that Egyptian young people (<46 years, n = 194) rated the imported product ($Mean_{young}$ = 5.01, SD = 0.91) higher than their older peers (>46 years, n = 59, $Mean_{old}$ = 4.69, SD = 0.82), Meanwhile, the difference in DPE between young ($Mean_{young}$ = 4.94, SD = 0.81) and older Egyptians ($Mean_{old}$ = 4.76, SD = 0.8) was insignificant (p = 0.122)

Celibacy has also a positive effect on IPE. The third test showed that single people (n = 125, $Mean_{single}$ = 5.15, SD = 0.99) more than married, widow or divorced people (n= 128, $Mean_{mwd}$ = 4.72, SD = 0.74) tend to appreciate English tea (p<0.01). Regarding DPE, the difference between two groups ($Mean_{single}$ = 4.97, SD = 0.88 *vs* $Mean_{mwd}$ = 4.83, SD = 0.73) is insignificant (p = 0.167).

The gap is highly significant (p < 0.01) when the level of education is different. Highly educated Egyptians (n = 145, $Mean_{higheduc}$ = 5.26, SD = 0.93) appreciate the imported tea much more than less educated people (n = 108, $Mean_{loweduc}$ = 4.51, SD = 0.64). Surprisingly, this gap is also significant (p<0.01) in DPE ($Mean_{higheduc}$ = 5.03, SD = 0.83 *vs* $Mean_{loweduc}$ = 4.73, SD = 0.75). Finally, the last test did not indicate a significant difference between people with low income (<3000, n = 150) and people with moderate to high income (>3000, n = 103) neither when they rate the domestic product ($Mean_{lowinc}$ = 4.83, SD = 0.81 *vs* $Mean_{highinc}$ = 5.00, SD = 0.81) nor when they evaluate the imported product ($Mean_{lowinc}$ = 4.85, SD = 0.9 *vs* $Mean_{highinc}$ = 5.07, SD = 0.89)

Hypothesis test
H2: IPE is positively influenced by COO
In order to test H2, linear regression was run due to its flexibility in facilitating both discrete and continuously measured predictors. Therefore, the aggregate mean scores of product evaluation were regressed on the aggregate mean scores of country beliefs, people affect and desired interaction The test revealed significant interaction for the effect of COO on the IPE (R^2 = .073, *p* < .001; see Table .4). Therefore, **H2 is accepted**

Table 4. Regression Model Fitness

R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
.271	.073	.070	.86544	18.892	.000

5.5 CE analysis
Scores for CETSCALE items could range from 1 to 7, where the higher number represents the extreme level of CE. Mean and standard deviation for the entire sample (n = 253) are: Mean = 5.17 and SD = 1.58, revealing a highly ethnocentric sample of consumers. According to CETSCALE descriptive analysis (see Table 5), 88% of the sample agrees that "buying Egyptian products keep Egypt working" (item 3), but only 61% agrees that "buying foreign product increase unemployment in Egypt" (item 11). However, only 55% of male and 50 % of female consider that "purchasing foreign-made products is un-Egyptian" (item 5), and only 51 % of the sample agree that "Egyptian consumers who purchase products made in other countries are responsible for putting their fellow Egyptians out of work" (item17). If Egyptians agree moderately that "curbs should be put on all imports" (item 12) and that "foreign products should be taxed heavily to reduce their entry into Egypt" (item 15) (60%, 56% respectively), only 45% approve an extreme protectionist action where "foreigners should not be allowed to put their products on our markets" (item 14). However, this extreme action is supported by less educated people (54%)

Table 5. CETSCALE descriptive analysis

Variables	Agree	Disagree	Mean	SD
1.Egyptian people should always buy Egyptian-made products instead of imports	86.8%	5.3%	6.04	1.32
2.Only those products that are unavailable in Egypt should be imported	79.5%	10.7%	5.68	1.50
3.Buy Egyptian-made products keep Egypt working	87.6%	4.1%	6.00	1.19
4.Egyptian products, first, last, and foremost	77.9%	13.3%	5.51	1.67
5.Purchasing foreign-made products is un-Egyptian	51.9%	37.0%	4.43	1.89
6.It is not right to purchase foreign products, because it puts Egyptians out of jobs	60.6%	23.7%	4.87	1.74
7.A real Egyptian should always buy Egyptian-made products	75.2%	10.7%	5.49	1.56
8.We should purchase products manufactured in Egypt instead of letting other countries get rich off us	75.5%	12.4%	5.39	1.59
9.It is always best to purchase Egyptian products	77.4%	6.2%	5.55	1.36
10.There should be very little trading or purchasing of goods from other countries unless out of necessity	72.5%	7.4%	5.38	1.38
11.Egyptians should not buy foreign products, because this hurts Egyptian business and causes unemployment	61.2%	21.5%	4.89	1.65
12.Curbs should be put on all imports	60.2%	15.4%	4.90	1.52
13.It may cost me in the long-run but I prefer to support Egyptian products	64.7%	13.3%	5.00	1.55
14.Foreigners should not be allowed to put their products on our markets	44.9%	31.3%	4.24	1.77
15.Foreign products should be taxed heavily to reduce their entry into Egypt	56.6%	23.6%	4.67	1.81
16.We should buy from foreign countries only those products that we cannot obtain within our own country	74.7%	11.8%	5.31	1.54
17.Egyptian consumers who purchase products made in other countries are responsible for putting their fellow Egyptians out of work	51.4%	29.8%	4.54	1.84

A socio-demographic analysis of CETSCALE showed that Egyptian men are slightly more ethnocentric than Egyptian women. Mean and standard deviations for the two groups were as follows: male (n= 146, $Mean_{male}$= 5.27, SD= 0.50) and female (n= 107, $Mean_{female}$ = 5.04, SD = 0.58). This shallow gap held also for different age, education level, and income groups. With a mean of 5.14 and SD = 0.52, young Egyptian people (<46, n=194) are less ethnocentric than old Egyptians (n=59) (>46, Mean =5.25, SD = 0.58). While less educated Egyptians (No diploma, high school, professional institute) (n = 108) have a mean of 5.37 (SD = 0.46), high educated Egyptians (bachelor's degree, Master, PhD) (n= 145) have a mean of 5.02 (SD = 0.60). An independent samples t-test confirmed this remarkable difference between the two groups (p <0.01)

People with low income (<3000) (n=150) have a higher degree of ethnocentrism ($Mean_{lowinc}$ = 5.21, SD = 0.47), while Egyptians with moderate to high income (<103, n= 103) seem to be moderately ethnocentric (Mean = 5.10, SD = 0.63). Regarding marital status, single people seem to be reasonably ethnocentric (n=125, $Mean_{single}$ = 5.08, SD =0.54) while Married, divorced and widow Egyptians have a higher level of ethnocentrism (n = 128, $Mean_{mwd}$ = 5.26, SD = 0.53)

Hypotheses test
H3. DPE is positively influenced by CE
Although ethnocentrism tendency of Egyptian consumers is relatively high, it seems that its inclusion or exclusion does not modify the DPE. Inconsistent with H3, the DPE was not significantly higher when the ethnocentric expression is high (R^2=0.008, p = 0.166, see Table 6); therefore, **H3 could be rejected**.

Table 6. Regression Model Fitness

R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
.087	0.008	0.004	0.80994	1.926	.166

H4. IPE is negatively influenced by CE
In the same vein, the expected negative causal relationship between CE and IPE could not be confirmed (R^2=0.000, p = 0.851, see Table 7). Thus, **H4 is also rejected**.

Table 7. Regression Model Fitness

R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
.012	0	-.004-	0.89902	0.035	.851

In order to better understand this unexpected results concerning ethnocentrism hypotheses, and as the sample size met the 100 or larger criteria as determined by Hair et al. (1998), a factor analysis, using the Principal Component Method was run over CETSCALE' 17 items.

5.5.1 CETSCALE factor analysis

The results of factor analysis showed that one factor (eigenvalue 9.35) explain 55% of the total variance (see Table 8). The loadings of all 17 variables of the principal component are higher than 0.6, meaning that all variables measure the same concept of consumer ethnocentrism, However, the rotated solution in factor analysis (Varimax with Kaiser normalization) revealed that 15 variables can be grouped in two almost equally strong factors with exceptionally high reliability (Cronbach's alpha values higher than 0.862), while the two factors together explain 63 % of the total variance

Table 8. CETSCALE factor analysis

component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings			Factor Loading	
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	F1	F2
1	9.351	55.009	55.009	9.351	55.009	55.009	5.542	32.601	32.601	0.77	
2	1.363	8.02	63.028	1.363	8.02	63.028	5.173	30.428	63.028	0.742	
3	0.881	5.18	68.208							0.843	
4	0.734	4.318	72.527							0.662	
5	0.667	3.921	76.448								0.662
6	0.595	3.497	79.945								
7	0.489	2.878	82.823							0.712	
8	0.449	2.643	85.466							0.735	
9	0.393	2.312	87.778							0.698	
10	0.363	2.136	89.915							0.532	
11	0.32	1.885	91.8								
12	0.285	1.677	93.477								0.718
13	0.278	1.636	95.112								0.681
14	0.261	1.538	96.65								0.84
15	0.224	1.317	97.967								0.859
16	0.189	1.109	99.076								0.545
17	0.157	0.924	100								0.715

The first factor represents the patriotism of Egyptian consumers where it is always best to purchase Egyptian products (items 7, 9) first, last, and foremost (item 4) because buying domestic products support country economy (item 3) and encourage the purchase of Egyptian products instead of foreign products (items 1, 2, 8, 10).

The second factor reveals the conservatism of Egyptian consumers who consider that buying foreign product is a denial of patriotism (items 5) and a reason of unemployment problem (item 17) while buying domestic products should be supported regardless its cost on the long run (item 13), and encourage protectionist actions against foreign products where importations should be limited to those products that do not have a substitute in local market (item 16) and restrictions should be put on all imports (item 12), and those taxed heavily to reduce their entry (item 15) even going so far as to call for a ban on the sale of foreign products on the local market (item 14)

6. Discussion and conclusion

Our first research objective was to verify the multidimensionality of COO construct. Our study showed that Egyptian consumers tend to aggregate cognitive, affective and conative components to constitute a general perception of imported product country.

Our second research objective was to examine the effect of COO on IPE. The regression model showed that only 7% of the variance of dependent variable can be predicted by the independent variable. So, we can conclude that COO triggers the evaluation process, but the product attributes continue to play a major role in this process.

Our third research objective was to measure the Egyptians tendency towards ethnocentrism. To a large

extent, Egyptians can be considered ethnocentric. However, this ethnocentrism was not reflected neither in a positive evaluation of the domestic product nor in a negative evaluation of the imported product. Both products were evaluated according to other factors: price, familiarity and convenience for the domestic product; sensory appeal, natural content, health, mood, weight control, and ethical concern for the imported product.

CETSCALE was the subject of factor analysis. The results confirm what Bawa (2004) and Upadhyay and Singh (2006) have suggested about the multidimensionality of the international scale, but the number of factors suggested by them was reduced according to our findings from four to two: patriotism and conservatism. In addition, our results confirm also what some previous studies demonstrated that ethnocentrism does not affect positively the evaluation of the domestic product (Whilst et al., 2003, Acharya and Elliott, 2003) or negatively the evaluation of the foreign product (Batra et al., 2002; Bandyopadhyay, 2014). Finally, our findings suggest that COO affects IPE regardless of consumers' level of familiarity with a country's products and thus confirms what Laroche et al. proposed in 2005.

7. Limitations of the research
Several limitations should be kept in mind when interpreting the results of this study:
•   This study focused on a single product category which limits the generalizability of the findings of this study to other basic food products. The study was applied on a single city which also limits the generalizability of our findings.
•   The selected product for the research was tea since it is the national drink in Egypt and holds a special position that even coffee cannot rival. However, this doesn't mean that the product is a high involvement product. Results may differ according to whether the product is a high involvement product or low involvement product.
•   The use of a well-known brand name such as AlArossa´ in product evaluation may be viewed as a limitation, since respondents are expected to be familiar with well-known brand names; the results may be different for less known products.
•   The response rate was 42% and the number of utilizable questionnaires was limited to 253 which constitute a moderate number of observations.
•   The age distribution of the sample was heavily biased towards the younger generation, which may not represent the behavior of the population at large. This can be attributed to the fact that most of our respondents were students who predominantly fall into the younger age groups. Extending the research to include larger and more representative group of consumers is important for future research.

8. Recommendations and further research
The results of this study have both theoretical and empirical implications:
1.   In a world of free trade, the use of 30 years old CETSCALE should be reconsidered in order to differentiate between aspects belonging to legitimate patriotic feeling and inappropriate conservative expressions.
2.   Further research should be extended to other geographical areas within and outside the country and other goods and services.
3.   Despite the fact that Egyptian consumer is sensitive to price, other factors such as taste, aroma, natural content and packaging should be considered by Egyptian tea producers.

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