

Master Thesis

***Does Brand Equity influence consumers'
ethnocentric tendencies in their attitudes
toward foreign products?***

*An empirical study using the CETSCALE and performed in the
context of Switzerland*

by

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Abstract

The objective of this empirical research is to analyze the effect of the moderating role of a new variable, brand equity, on the relationship between consumer ethnocentric tendency (CET) and attitudes toward foreign products. Moreover, the other purpose of this research is to analyze the relationship between the antecedents of CET, represented by cultural openness, patriotism, political orientation, and age, and CET. Finally, it will be also analyze the consequence of CET.

The research model that will be used is based on the works of Shimp and Sharma (1987) and Sharma, Shrimp, and Shin (1995). A sample of 607 Swiss respondents has been used and the collection of the data was carried out in the canton of Fribourg. The 607 questionnaires were of two types; questionnaire 1 included the brand Lenovo and questionnaire 2 included the brand Hasee.

The findings show that the general population of Fribourg is not ethnocentric and therefore has a positive attitude toward foreign products. Moreover, the results reveal that brand equity is a potential moderator and that it influences the relationship between consumer ethnocentric tendency and attitudes toward foreign products. As expected all the hypotheses, except political orientation – CET, are confirmed and thus, in line with past results.

This empirical research has some limitations and implications that will be later discussed in detail. One of the limitations is the choice made between the brands Lenovo and Hasee. In a deeper analysis, it could not be possible to prove the singular effect of the strong brand Lenovo on the relationship between CET and attitudes toward foreign products. Another limitation is the fact that the sample represented by the general population of Fribourg is not representative and therefore, the findings cannot be generalizable to the overall population.

This study contributes to the existing literature on consumer ethnocentrism by examining the potential role of a new moderating variable; brand equity.

Keywords: Ethnocentrism, Consumer behavior, Brand Equity, Moderator, Switzerland

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List of Abbreviations

ATIP:	attitudes toward importing products
ATFP:	attitudes toward foreign products
CE:	consumer ethnocentrism/ethnocentricity
CET:	consumer(s) ethnocentric tendencies
CETSCALE:	the consumer-ethnocentric tendency scale
IBM:	International Business Machines
SPSS:	statistical package for the social sciences

1. Introduction

A few decades early, Levitt wrote a powerful article on globalization, specifically on “the most appropriate way for companies to become international”, that received many critics from the audience that favors adaptation or in other words, a more local, country-specific marketing approach (Hollensen, 2014, p. 473). He stated that successful companies will only be those who will take advantage of the increasing homogeneity of markets by selling standardized products and thus achieving economies of scales (Levitt, 1983). By one of Levitt’s theses, “global companies can drive down their unit costs which allows them to price penetrate markets and force non-global competitors out” (European Marketing class, 2013). In other words, these companies will be able to sell high-quality products at lower prices. Thus, global corporations will be more competitive on this fierce marketplace than multinational companies if their marketing programs are standardized. Moreover, according to Levitt (1993), “companies must learn to operate as if the world were one large market, ignoring superficial regional and national differences” (1993, p. 92). He therefore, does not give much importance to the forces that may push companies to display a more adapted approach of their marketing strategies to better fulfill consumers’ needs and different tastes; and therefore be more competitive. These forces are represented by non-tariff barriers such as culture, and consumer behaviors among other examples. These barriers exist because, contrary to what Levitt asserts, markets are heterogeneous in the sense that differences do exist between and even within countries. In Europe for example, “Fournis (1962) noted that customs and traditions tend to persist” (Cavusgil, Zou & Naidu, 1993). Therefore, it is not anymore possible to consider the fact of only selling the same product everywhere in the same way.

As mentioned before, differences between and within countries exist and these differences have to be considered carefully in order for a company to decide which markets to enter and with which marketing strategies. For this purpose, marketers will have to gather information on the export market characteristics. Specifically, the marketing research activity will focus on consumer behavior and the information gathered on their purchasing behaviors will be relevant for companies (Hollensen,

2014, p. 174). In the International Marketing field particularly, this will help organizations to understand if it will be successful to penetrate one or several chosen markets. In other words, being market oriented and thus gaining greater knowledge on consumers is a key element for international organizations that helps them to develop accurate strategies (Hunt & Morgan, 1995).

Concepts such as “country-of-origin effect”, “patriotism”, “consumer animosity” or “consumer affinity”, have emerged in the marketing literature in the past several decades leading the marketers to carefully consider them in order to develop more accurate marketing strategies (European Marketing class, 2013). In fact, such concepts influence consumers’ perceptions about products and their quality and their decision whether to purchase or not a particular product (Srivastava, 2015, p.48). Therefore, due to the strong increasing competition among companies operating domestically and/or internationally, it is important to “understand consumers’ perceptions and evaluations of foreign made products more than ever before” (Kaynak & Kara, 2002, p. 929). A particular concept to consider is “consumer ethnocentrism” (CE). According to the economic version developed by Shimp and Sharma in 1987, “consumer ethnocentrism focuses on the responsibility and morality of purchasing foreign-made products vs. consumers’ loyalty towards products made in their own country” and they proceed further by stating that “for an ethnocentric consumer, importing products from other countries is not appropriate because it is not patriotic and is detrimental to the economy and domestic employment” (Jiménez-Guerrero, Gázquez-Abad & Linares-Agüera, 2014, p. 176). Therefore, CE represents one of the drivers of consumer behavior and therefore affects consumers’ purchasing behavior of domestic as well as imported goods (Zeugner-Roth, Zabkar & Diamantopoulos, 2015). CE will represent the core topic of this Master Thesis.

As mentioned earlier, the CE concept was developed by Terence A. Shimp and Subhash Sharma in 1987. In order to be able to measure the consumers’ ethnocentric tendencies (CET), these authors developed in 1987 a 17-item scale named CETSCALE (**C**onsumer-**E**thnocentric **T**endency **SCALE**). This tool was initially used in the American context to measure their American consumers’ tendencies to prefer domestic products over foreign ones. Since its formulation in an economic version thirty years ago, the CETSCALE has been since used by several developed countries as well as developing countries. For example, Netemeyer,

Durvasula, and Lichtenstein (1991) carried on an empirical study in Germany, US, France and Japan which aim was to analyze the dimensionality of the scale (Jiménez-Guerrero et al., 2014). Their results confirmed what was found by Shimp and Sharma, namely the CETSCALE is a unidimensional scale. Some studies carried by other authors such as Wei, Wright, Wang, and Yu (2009) for China, Marcoux, Filiactrault, and Cheron (1997) for Poland or Douglas and Nijssen (2003) for the Netherlands however, disconfirmed the unidimensionality of the scale and therefore supported its multidimensionality (Jiménez-Guerrero et al., 2014, p.178). The CETSCALE has also been used in its modified version, namely shortened versions such as the 10-item scale developed by Shimp and Sharma. For example, Lindquist, Vida, Plank and Fairhurst (2001) tested the validity of the modified CETSCALE using the 10-item version in Czech Republic, Hungary, and Poland and found that the shortened version did not fit well with eastern European countries and therefore, they used other shortened versions of the CETSCALE by reducing the number of items. Another example showing the use of a shortened version of the CETSCALE, is the study carried by Altintas and Tokol (2007) who used a 6-item scale to measure Turkish ethnocentric tendencies towards European products, therefore specifying in each item the origin of the products (European products) instead of using “foreign products” as originally proposed by Shimp and Sharma (Jiménez-Guerrero et al., 2014, p.175). All these studies aimed at analyzing the unidimensionality and validity of the original CETSCALE as well as the various modified CETSCALE across different countries. In the other hand, some studies just applied the 17-item CETSCALE original version to various contexts in order to analyze the reasons pertaining to an ethnocentric tendency, namely the antecedents, as well as under which conditions an ethnocentric tendency does not lead indeed to reject foreign products. Mahesh N. Shankarmahesh (2006) in his interesting article “Consumer ethnocentrism: an integrative review of its antecedents and consequences” lists all the studies that focused on discovering the reasons leading to an ethnocentric behavior and the consequences of it. He also identified in the literature, the previous works that used moderators or mediators to test the relationships between the variables. Shankarmahesh (2006) identified four categories of antecedents, namely socio-psychological, political, economic, and demographic, and for each of them, he presented the previous researches that empirically validated the relationships between the antecedent variables and CET as well as those who disconfirmed these

same relationships because studied under different contexts. For example, cultural openness which is a socio-psychological antecedent is believed to have a negative correlation with CET as it is proposed by Sharma, Shimp, and Shin (1995). However, in some other cases, it can be found that a positive relationship between cultural openness and CET can exist. In fact, according to Skinner (1959), in a situation where consumers are systematically in contact with “new cultures such as border dwellers, travelers and diplomats, tend to be extremely ethnocentric or nationalistic” (cited by Rosenblatt, 1964, p. 138 and Shankarmahesh, 2006, p. 149). Some authors analyzed the effect of age, a demographic antecedent, on CET and found a positive correlation as mentioned by Shankarmahesh (2006). However, he also found some studies that could not demonstrate “any statistically significant relationship” (Shankarmahesh, 2006, p. 165). As with regard to the moderators, some authors tested one or both of the moderating factors discovered by Sharma et al. (1995), namely the perceived product necessity and the perceived economic threat. Therefore, the literature is full of articles testing the relationship between CET and consumers’ attitudes towards foreign products (ATFP) through these above mentioned moderators. The reason why researchers use moderators to test the relationship between CET and its consequences is because they want to analyze the strength of this relationship and see in which case there could be a strong negative correlation but also a positive relationship. Other authors, on the contrary, tried to come up with new moderators that could influence positively or negatively the relationship between CET and consumers’ attitude towards importing products (ATIP). For example, Watson and Wright (2000), in an empirical study conducted in New Zealand, used cultural similarity as a moderating factor and found that ethnocentric consumers do show a more positive attitude (instead of a negative one) towards importing goods from “culturally similar countries in comparison to products from culturally dissimilar countries” (Watson & Wright, 2000, p. 1149). Therefore, it is important to be aware of the fact that some correlations between different variables can be positive but also negative depending on the context of the research. Some relationships can also weaken as well as strengthen through moderators. Again, the reason of this great interest in the knowledge of CET is due to the increased competition among foreign companies but also because some markets are reaching their saturation point and therefore, international companies are trying to find new markets to penetrate (Kaynak & Kara, 2002).

Though the literature is full of studies conducted in different geographical and cultural contexts, it seems that no study has ever been conducted in Switzerland. This is the reason why it could be interesting to investigate Swiss CET and to see if, despite the fact they are thought being xenophobic, their attitude relates also into their purchasing behaviors of foreign products. Moreover, Swiss people are very patriot and nationalistic, and this belief is also shared by Anthony D. Smith (1996) in his article "Culture, Community and Territory: The Politics of Ethnicity and Nationalism" when he reports about Switzerland that "the strength and solidarity of an ethnic culture and a wider lifestyle is often matched by an exclusive, sometimes fanatical, attachment to that culture which leaves little room for cultural borrowings and outside influences" (Smith, 1996, p. 456). Moreover, it could be interesting to understand whether a particular population is ethnocentric or not and in which case. Therefore, a moderator will be introduced, namely brand equity, to test the strength of the relationship between CET and consumers' ATFP when a strong (weak) foreign brand is considered. The reason why a moderating factor is added is because the literature on CET showed several times that ethnocentric consumers may have a less negative, sometimes even a positive, ATIP. In other words, it is interesting to understand whether a strong brand (weak brand) may lead to a more acceptance or rejection of foreign products. Therefore the objective of this paper is to analyze the ethnocentric tendencies of the general population of Fribourg, what leads to it and what are the consequences of it. Secondly, the effect of a new moderating factor, namely brand equity, on the relationship between CET and its consequences will be tested.

This research may help Swiss companies to understand if they have to change their marketing strategies and develop more accurate ones. This could be, for example, the development of more promotional campaigns focused on local products. This study may also be highly relevant in international marketing because the decision to enter a foreign market (Switzerland) is in part related to the buying behavior of the local consumers.

In order to reach the objectives of this empirical research, a questionnaire has been developed in such a way that it will enable the collection of all the needed information. It will include the modified 10-item CETSCALE developed by Shimp and Sharma (1987), and other scales aimed at measuring the different concepts, namely

cultural openness, patriotism, political orientation, brand equity, and attitudes towards foreign products. All scales will be of Likert-type. Statistical analyzes will then be performed with the program IBM SPSS Statistics. They will include the reliability of the constructs and the test of the different hypotheses among others. The sample used in this empirical study is based on the general population of Fribourg which is a canton in Switzerland. It is a “general” population because all categories of age will be analyzed. The questionnaire will be distributed by hand or accessible on-line. It is necessary to specify that two types of questionnaire will be presented to the respondents; one related to the strong brand (Lenovo) and one related to the weak brand (Hasee). This study will be based on the works performed by Shimp and Sharma, and on existing examples applying the CET concept.

As mentioned earlier, the theoretical contributions will result twofold. First, this empirical study will be performed in a new cultural context never analyzed before, Switzerland. Secondly, a new moderator (brand equity) will be considered to test the strength of the relationship between CET and its consequences, namely consumers’ ATFP. Therefore, the influence of a strong brand, Lenovo, will be analyzed. If brand equity can be considered as a valuable moderator, therefore marketers should be aware of its importance and make the needed investment on their brands which will help them to be successful among ethnocentric consumers. The managerial contributions will be many and they will be detailed in chapter 6. Meanwhile, it is worth to mention some of them as follows. First, CE is a valuable tool for multinational companies to understand local consumers’ buying behaviors and therefore, if a market penetration will be successful. It could tell multinational corporations if an adapted strategy of their marketing program would be necessary, avoiding thus the promotion of their products’ country-of-origin. Secondly, this information could also be of great interest to national companies who would have better to develop more promotional campaigns around the Swiss-made or Buy-Swiss and therefore highlight the “Swissness” of their products. These are only some of the managerial implications that will be presented in chapter 6.

To conclude this chapter, a brief description of the structure of this paper is presented as follows. Chapter 2 includes a thorough review of the literature dealing with CE and other concepts related to it that will help the reader to understand better their meaning as well as the purpose of this research. Following this literature review

chapter, a presentation of the conceptual framework will be given and the hypotheses to be tested presented in chapter 3. The methodology part will be detailed in chapter 4. Chapter 5 presents the statistical analyzes and the descriptive results of the empirical study. It will also contain different SPSS outputs as deliverables. Finally, in chapter 6, there will be a discussion part of the results with the presentation of the theoretical as well as managerial contributions. A conclusion will sum up the work and limitations as well as directions for further researches will be provided.

2. Literature review

Before beginning to analyze the data collected through the questionnaires, it is necessary to define the main concepts related to this research study, namely consumer ethnocentrism, its antecedents, its consequences and the moderating role of brand equity. This chapter will also present the hypotheses that were submitted to test and the research model that formed the basis of this research study.

2.1 Ethnocentrism

Ethnocentrism is an old concept developed by the American sociologist William Graham Sumner in 1906. He was an influential professor at Yale and highly committed to understand and teach American history, economic history and political theory among others (“New World Encyclopedia,” 2016). He was the model of the American middle-class at this time and was strongly opposed to imperialism. This was the context in which the concept of ethnocentrism was born, a necessity to protect the middle-class of American workers against foreigners. He is the one who developed the concept of ethnocentrism in an attempt to justify the actions of imperialism. In one of his most popular books, Sumner introduces and defines the concept of ethnocentrism as “the view of things in which one’s group is the center of everything, and all others are scaled and rated with reference to it” (1906, p. 13). Therefore, there are two types of groups that are to be distinguished according to him: the “in-group” and “the out-group”. He explains that each group will show some sort of vanity, superiority and pride thinking that the individuals’ way of behaving in the in-group is the right and only way to behave. Thus, the members of this group will tighten strong relationships and think they are the center of the universe, rejecting thus all individuals not reflecting their own principles; the outgroup. Ethnocentrism represents therefore all those individuals belonging to a group who believe in their own superiority leading them to reject even to disdain all people culturally dissimilar considered as belonging to other groups (outgroups). As LeVine and Campbell (1972) highlight it, one of the characteristics of ethnocentrism is the propensity to “see other groups as inferior, weak, and dishonest troublemakers” (cited by Sharma et al., 1995, p. 27).

With regard to this, ingroup behavior can be viewed as a specific country's culture, and the outgroup as the culture of all other countries. This example is largely used in the theory of CE, a concept developed by Shimp and Sharma following Sumner's definition of ethnocentrism.

2.2 Consumer Ethnocentrism

The concept of CE is one of those important concepts taken into account by marketers when they analyze potential markets in order to understand if they will be successful with their products. As mentioned in the previous chapter, this concept was developed by Shimp and Sharma in 1987 who defined it as follows:

“We use the term “consumer ethnocentrism” to represent the beliefs held by American consumers about the appropriateness, indeed morality, of purchasing foreign-made products. From the perspective of ethnocentric consumers, purchasing imported products is wrong because, in their minds, it hurts the domestic economy, causes loss of jobs, and is plainly unpatriotic; products from other countries (i.e., outgroups) are object of contempt to highly ethnocentric consumers. To non-ethnocentric consumers, however, foreign products are objects to be evaluated on their own merits without consideration for where they are made (or perhaps to be evaluated more favorably *because* they are manufactured outside the United States” (1987, p. 280).

This concept clearly refers to the morality of individuals of their purchasing behavior which translates into a sense of culpability towards ethnocentric consumers if they purchase foreign-made products. This feeling appears because ethnocentric individuals feel highly involved with the well-being of their country and are convinced that purchasing foreign-made products is unpatriotic and that it will hurt their economy, more precisely, that it will cause unemployment and harm their well-being. The ethnocentric feeling pushes consumers to buy local even if the quality of domestic products is lower than the quality of foreign products, and that the price of domestic products is higher than the price of foreign products (American Marketing Association, 2015). In other words, as Shimp and Sharma (1987) clearly highlight it in their article, CE will set the rules of what is acceptable to buy and what is not in the in-group. In marketing terms, this is a matter of purchasing behavior that is highly

relevant for marketers nowadays to analyze and understand when they come to decide whether penetrating one or several markets will be successful.

It must be pointed out what clearly means “in-group”. When talking about CE and i.e. in-group, one must understand that it does not necessarily means putting forward the symbols and values of one country versus those of *all* other countries. CE does not refer to one country in particular but, as Lantz and Loeb bring it out in one of their study (1996), ethnocentric consumers have a more favorable attitude or a positive purchase intention towards products made in their home country or by countries culturally similar than theirs. According to Sharma et al. (1995), ethnocentric consumers’ ATFP may be positively influenced by cultural similarity between countries. In other words, this means that if a country lacks some products and therefore does not have a domestic alternative; it is possible that it will look at foreign products, as alternatives, from culturally similar countries. Watson and Wright (2000) give an example of this with the case of New Zealand whose ethnocentric consumers are more willing to import cameras, a product category that has not a domestic alternative, from the USA and Germany (two culturally similar countries to New Zealand) instead of Italy and Singapore (two countries culturally dissimilar). In conclusion, there is a preference for foreign manufactured products if the country that manufactures them is culturally similar to the country of the ethnocentric individuals. These countries culturally similar to ethnocentric consumers are considered as in-group countries.

The consequence of CET is an overestimation of the attributes and quality of domestic products and an underestimation of those of imported products (Jiménez-Guerrero et al., 2014). Ethnocentric consumers basically view their products, which are manufactured domestically, as being superior and thus of higher quality than foreign equivalents and held the conviction that purchasing foreign-made products is unpatriotic and morally wrong because it is harmful, economically speaking, to their country, in that it causes loss of jobs. Therefore, CE is definitely a concept related to the consumers’ purchasing behavior and it can be considered as a non-tariff barrier for companies wishing to penetrate foreign markets.

In order to measure the CET, the authors Shimp and Sharma (1987) developed in 1987 a scale named CETSCALE. This 17-item Likert-type scale consists of 17 items,

generated by the authors, and they range from 1 (strongly disagree) to 7 (strongly agree). Consumers with high scores on the CETSCALE (highly ethnocentric) will show a preference for domestically manufactured products than for foreign-made ones. This instrument was originally developed in the United States and therefore, the items were related to purchasing foreign- versus American-made products (Shimp & Sharma, 1987). This scale has then been used in its original as well as in adapted versions (translation, number of items included, etc.) in various nations for marketing research purposes to measure CET and thus, its international validity has been approved by many studies (Shankarmahesh, 2006). A shortened version also exists and it consists of 10 items out of the 17 originally proposed by Shimp and Sharma (1987). An example of both scales (original and shortened version) is given in the appendix 1.

In their original study, Shimp and Sharma (1987) developed the CETSCALE and used it to measure the construct of CE in the context of American consumers. They demonstrated that CE is negatively correlated with ATIP and significantly positively correlated with regard to domestically manufactured products. As they suggest it in their article (1987), the construct of CET does not define consumer's buying behavior in a radical way. In fact, an ethnocentric consumer may show a less negative, sometimes even a positive, ATFP. This is the result of a test the authors Shimp and Sharma (1987) made by examining the role of threat as a moderating factor. They came to the conclusion that the relationship between the CET and the consumers' attitudes, or buying behaviors, towards foreign-made products is strongly negatively correlated when they perceive a threat by foreign competition. Their example shows that people on the low social classes and living in areas where foreign competition is strong, are people with the highest degree of ethnocentrism because they perceive a threat for their jobs and quality of life.

Therefore, it is relevant to mention that the relationship between CET and their ATIP can be moderated. The impact of CE on ATIP can be stronger or weaker.

In a different article, Sharma et al. (1995) tested and proposed several antecedents and outcomes factors to understand what leads to CE and under which conditions it operates. Again, their interesting model presents two moderating factors that influence the relationship between CET and attitude towards foreign-made products;

economic threat and perceived product necessity. These two moderators define the intensity of a CE. In other words, the impact of ethnocentrism on the attitudes towards foreign-made products is expected to be less important when, for example, the product is perceived as necessary. On the other hand, if the product is perceived as unnecessary, ethnocentrism will have a negatively stronger effect on consumers' ATIP. As regard to the perceived economic threat, Sharma et al. (1995) write that "when any country considers itself under attack or threatened by competition from outsiders, "foreignness" takes on negative meanings and nationalism and ethnocentrism increase" (1995, p.29). Therefore, the impact of CET on ATIP is stronger when the "products [are] perceived to personally threaten the individual or the domestic economy" (1995, p.30). For this research paper, a new moderating factor has been used to see its impact on the relationship between CET and ATIP; brand equity. The details of the role of such moderator will be explained further in this chapter, under the section "Moderator of CET".

Since the first formulation of CE in an economic version and the works made by Sharma et al. (Shimp & Sharma, 1987; Sharma et al., 1995), the research on CE has then been extensive and its concept analyzed by many authors in several countries over the last 30 years. Each of the studies used either the original scale or the adapted versions, which differed in the number of the items used or were adapted to the country context of analysis. For example, some studies used other samples than US ones such as the empirical studies using French samples (Netemeyer et al., 1991; Clarke III, 2001; Javalgi, Khare, Gross, & Scherer, 2005), Turkish samples (Kucukerimoglu, 1999; Kaynak & Kara, 2002; Altintas & Tokol, 2007; Erdogan & Uz Kurt, 2010) Chinese samples (Klein, Ettenson, & Morris 1998; Pereira, Hsu, & Kundu, 2002; Wang & Chen, 2004; Qing, Lobo, & Chongguang, 2012) or Polish samples (Good & Huddleston, 1995; Marcoux et al., 1997; Supphellen & Rittenburg, 2001) to mention a few. Some tested the antecedents and moderating factors proposed by Sharma et al. in various contexts and some other authors came up with new factors to test. This clearly reflects the international use of both this concept and the CETSCALE, leading some authors such as Durvasula, Andrews, and Netemeyer (1997), and Luque-Martinez, Ibanez-Zapata, and d. Barrio-Garcia (2000) to test and finally confirm its international validity (Shankarmahesh, 2006). However, it seems that there is lack of empirical studies analyzing CET in Switzerland using Swiss

samples. This is one of the reasons why this Master Thesis paper will be carried in Switzerland to understand to what extent ethnocentrism plays a role among the consumers in Switzerland and Swiss markets.

In an interesting article written by Mahesh N. Shankarmahesh (2006) where an integrative review of the antecedents and consequences of CE is presented, the author found four categories of antecedents that gather all the factors that have been used and tested by several authors, in the past years, to understand the underpinnings of CE and its consequences. These four categories of the CE antecedents are represented by socio-psychological, political, economic and demographic factors. For example, as for the socio-psychological factor, several variables have been found and tested like cultural openness and patriotism among others. Some studies found positive relationship between these factors and CET. However, there are also a few works that found negative relationships. Among the studies which found a negative relationship between cultural openness and CET it can be mentioned the works made by Shimp and Sharma (1987), Howard (1989) and Sharma et al. (1995). Among the studies which supported a positive relationship between patriotism and CET, it can be mentioned those of Han (1988), Sharma et al. (1995), and Balabanis, Diamantopoulos, Mueller, and Melewar (2001). However, for patriotism, some empirical works found a negative relationship with CET like Bannister and Saunders (1978). The reason of such contradiction simply lies in the fact that the context in which these relationships are tested can strongly influence the results. With regard to the demographic antecedents, the literature is full of factors that have been tested such as age, gender, education, income, or social class (Shankarmahesh, 2006). Again, contradictions also exist with regard to the nature of the relationships between demographic antecedents and CET. For example, the variable age is positively correlated to CET and empirically confirmed by the works of Han (1988), Good and Huddleston (1995), Caruana (1996), and Klein and Ettenson (1999). However, Schooler (1971) and, Bannister and Saunders (1978) found a negative relationship between age and CET in their empirical works.

With regard to what has just been mentioned, one of the purposes of this Master Thesis paper will be also to look at the nature of the relationships between the antecedents and CET in the case of Swiss consumers. It may be possible that some relationships will be disconfirmed and in that case, it will be given a reason to that. In

the following chapter named “Conceptual Framework and Hypotheses”, the variables chosen and submitted to test will be presented.

Consumer ethnocentrism (CE) is a concept belonging to the literature related to consumer behavior and analyzing it, means being closer to consumers and understanding better what affects their choice when it comes to purchase domestic but also foreign products. It also means understanding and having the ability to meet consumers’ needs in order to deliver offerings that have value for them. This great interest towards CE is getting more and more important. Managers need to understand if CE may be a potential barrier to entry into foreign countries and if so, how to overcome it. As Porter (1986, p.4) already predicted it, some forms of non-tariff barriers may have been raised despite the elimination of tariff barriers:

“While the post-war trend toward free trade has brought tariffs down and spawned regional trade pacts, the pressures and upheavals of the new international competition have taken their toll in a new wave of protectionism. Protectionism is not only on the rise but is taking more and more subtle forms” [...] (cited by Shankarmahesh, 2006, p. 147).

For example, KFC (Kentucky Fried Chicken) saw his operations slowed down by some groups of farmers who felt a threat for their businesses when KFC penetrated the Indian market (Durvasula & Lysonski, 2006).

From the perspective of local companies, marketing managers need also to understand if CE may potentially represent a domestic competitive advantage against imported products. All the information gathered about consumers’ buying behaviors may help marketers to better design and implement their marketing strategies. For example, if a country’s population reflects high ethnocentric tendencies, this may be a positive sign for local companies who will have to put emphasis on the local products Swissness by developing local campaigns such as “Buy Local” or “De la région” as the main Swiss retailers are already using. Moreover, local companies could try to reinforce the negative ATIP among ethnocentric consumers by remembering them that imported products hurt their economy well-being (Durvasula & Lysonski, 2006).

From the perspective of foreign companies, on the contrary, managers need to understand how to overcome CE that is present in the markets they wish to penetrate. For example, they need to understand if investing in building strong brands can help them to overcome CE. Countries like China, for example, may have to invest on building strong brands instead of putting forward the values of their products' country of origin. In fact, brand strength may represent a strong attribute to use to downplay the negative image that China reflects in its products. In the case where a strong brand does not allow a company to overcome ethnocentric tendencies, companies could try to adapt their branding strategies to the local market by using a different brand name in order to cancel the origin of the product (Ruyter, Birgelen, & Wetzels, 1998). This is a strategy that Nissan, a Japanese manufacturer of the automotive industry, used when it first penetrated the US and EU markets with the brand name Datsun (Ruyter et al., 1998). Moreover, understanding local consumers' behavior may help companies to decide whether it would be necessary to make foreign direct investments or develop strategic alliances with local companies in order to overcome CE (Shankarmahesh, 2006; Durvasula & Lysonski, 2006). Therefore, the concept of CE is a relevant one in the theory of standardization and adaptation in a more general sense. In other words, despite the fact that the world is getting more and more globalized, there are some cultures that preach nationalistic values and companies need to be aware of that (Durvasula & Lysonski, 2006). Companies will probably need to adopt the "glocalization" approach in their strategic programs. In that, they will need to decide what level of adaption and what level of globalization will be needed when penetrating foreign markets.

This study will focus on the antecedents and the consequences of CET in order to determine the reasons leading to ethnocentric tendencies and under which conditions it operates. As mentioned earlier in this chapter, a new moderator will be added in order to analyze the strength of the relationship between CET and the consequences represented by the consumers' attitude toward foreign products. This moderator is represented by brand equity. The focus will be on Swiss consumers and especially on the general population of Fribourg. The following chapter, Conceptual Framework and Hypotheses, will give a clear definition of the factors chosen and submitted to test for this research. It will present the research model and the

hypotheses. All variables will be explained as well as the nature of the relationships between them and CET.

3. Conceptual Framework and Hypotheses

This study will focus on the antecedents and the consequences of CET determine the reasons leading to ethnocentric tendencies and under which conditions it operates. As mentioned earlier in this chapter, a moderator will be added in order to analyze the strength of the relationship between CET and the consequences represented by the consumers' ATFP. The following three subchapters will give a clear definition of the factors chosen and submitted to test for this research.

3.1 Conceptual Framework

The research model is presented as following:

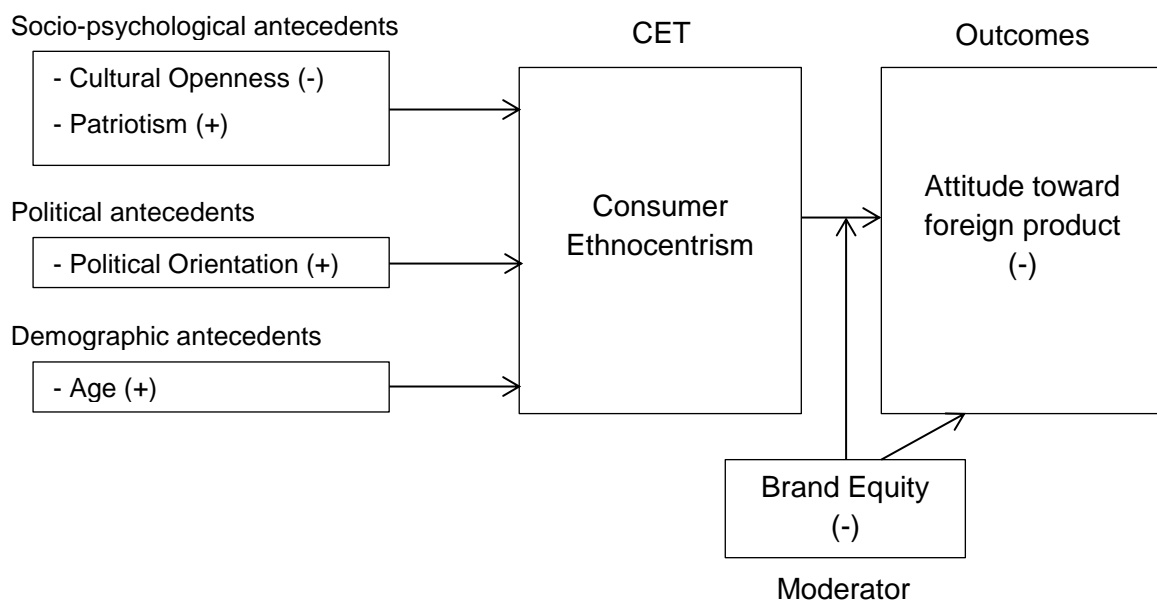


Figure 1: Research model
(Source: own illustration based on Sharma et al. (1995), p. 28)

On this research model are represented all the factors and relationship submitted to test for this research paper. The model illustrates the antecedents to ethnocentrism and the consequences of it through the influence of a moderating factor represented by brand equity. The antecedent factors chosen for this study are cultural openness and patriotism of the socio-psychological category, political orientation of the political group, and age of the demographic one. This model is based upon the work of Shimp and Sharma (1987), and Sharma et al. (1995). This conceptual framework will help to understand better the CE concept applied to Swiss consumers, especially to

consumers in Fribourg. The developed hypotheses based on this model are explained in the following three chapters.

3.2 Antecedents of CET

Based on the existing works realized by several authors in the past, four factors have been selected to test the relationships between them and CET. They belong to three categories out of the four mentioned in the paper of Shankarmahesh (2006), namely the socio-psychological, the political, and the demographic antecedents.

With regard to the socio-psychological antecedents, two variables have been chosen cultural openness and patriotism. It is interesting to analyze the relationship between these factors and CET because it has been proved in the past studies that there is no clear evidence of whether it is supposed to be a positive or negative relationship with CET. In fact, it highly depends on the context under which the hypotheses are tested. For example, cultural openness, which is defined by Sharma et al. (1995) as the people' willingness to interact and share some of the values and artifacts of foreign cultures, is supposed to produce a negative influence on CET and therefore, a positive influence on the consumer's ATRP. The reason is simple and it lies in the fact that the more the consumers are in interaction with numerous cultures, the less ethnocentric tendencies they will have. However, if the people of a country or region tend to have limited interactions, if not at all, with foreigners, they will have a more ethnocentric sentiment leading them to favor domestic products. Therefore, this negative correlation has been expected and confirmed by Sharma et al. (1995) in their study on Korean consumers. However, it could be expected a positive correlation between cultural openness and CET. In other words, it could be thought that the more cross-cultural interactions with foreign cultures, the more ethnocentric consumers will be. This alternative has not been analyzed yet and it could represent an interesting insight in the literature on CE. As Skinner (1995) stated it, "the members of a group that have the most contact with new cultures such as border dwellers, travelers, and diplomats tend to be extremely ethnocentric or nationalistic" (cited by Shankarmahesh, 2006, p.149). Therefore, as this study is conducted in Switzerland, it is relevant to understand Swiss consumers, knowing that there is about 25% of the Swiss population which is represented by foreigners. Swiss people are thought to be xenophobic and it is relevant to understand if this reflects into their

purchasing behavior. No study has investigated the case of Switzerland. Therefore, based on the original study, it is expected to see a negative correlation between cultural openness and CET.

H1: It will be observed a negative correlation between cultural openness and consumer ethnocentrism. In other words, people in interaction with foreigners and open to cultural diversity should have a less ethnocentric sentiment than people who are less open.

The second variable of the socio-psychological antecedents group submitted to test is patriotism. Sharma et al. defined patriotism as the “love for or devotion to one’s country” (1995, p. 28). These authors argued that patriotism is positively correlated to CET. Based on the work of Han (1988) who stated that the attitude toward domestic product was positively influenced by patriotism, Sharma et al. (1995) deduced a positive correlation between patriotism and ethnocentrism. According to them, patriotism is positively related to CET. In fact, consumers will show an ethnocentric behavior if they are thought to be patriotic. On the other hand, un-patriotic consumers will tend to have a less ethnocentric tendency. However, there are some works that disconfirm this relationship and therefore show a negative correlation between patriotism and CET. In other words, there could be consumers within a country or a region who are strongly patriotic and, at the same time, have a positive feeling toward imported products. According to Bannister and Saunders (1978, p. 565), “the patriotism of British respondents does not extend, with any degree of conviction, into consumer goods markets” (cited by Shankarmahesh, 2006, p. 161). This could be also the case of Swiss consumers who may be patriotic but more willing to buy foreign products because of the price. In fact, although the average income of a Swiss was CHF 6’443 in 2014 (“Salaires et revenus du travail”, 2016) (one of the highest in Europe), the indice of consumer prices is also one of the highest in Europe (“Prix”, 2016). Products in Switzerland are 32% more expensive than the average price of those in the European countries (“Coût de la vie en Suisse”, 2016). This means that consumer goods are relatively expensive in Switzerland. This might push Swiss consumers to purchase imported goods which are less expensive even though they are patriotic. Therefore, it is interesting to analyze Swiss consumers’ degree of patriotism and see whether their patriotism extend into consumer goods markets.

Therefore, based on the original study of Sharma et al. (1995), it is expected to see a positive correlation between patriotism and CET.

H2: It will be observed a positive correlation between patriotism and CET. In other words, consumers who are patriotic should show a high level of ethnocentricity than those who are un-patriotic.

With regard to the political antecedents, one variable has been chosen and it is represented by political orientation. No study has ever studied the relationship between political orientation and CET. Therefore, it could be interesting to understand if being part of a political party might influence Swiss consumers' attitude and purchasing behavior with regard to imported goods. In Switzerland, seven groups of political party exist and they range from the straight left (PS) to the straight right (UDC). According to a map designed by the Swiss Confederation, the strongest party represented in most of the Swiss cantons in 2015 is the Union Démocratique du Centre (UDC) and Fribourg represents one of these cantons where this party is strongly represented (< 30%). The following figure shows a snapchat of the situation in Switzerland. All the green area represents the Swiss cantons where the UDC has a strong position.

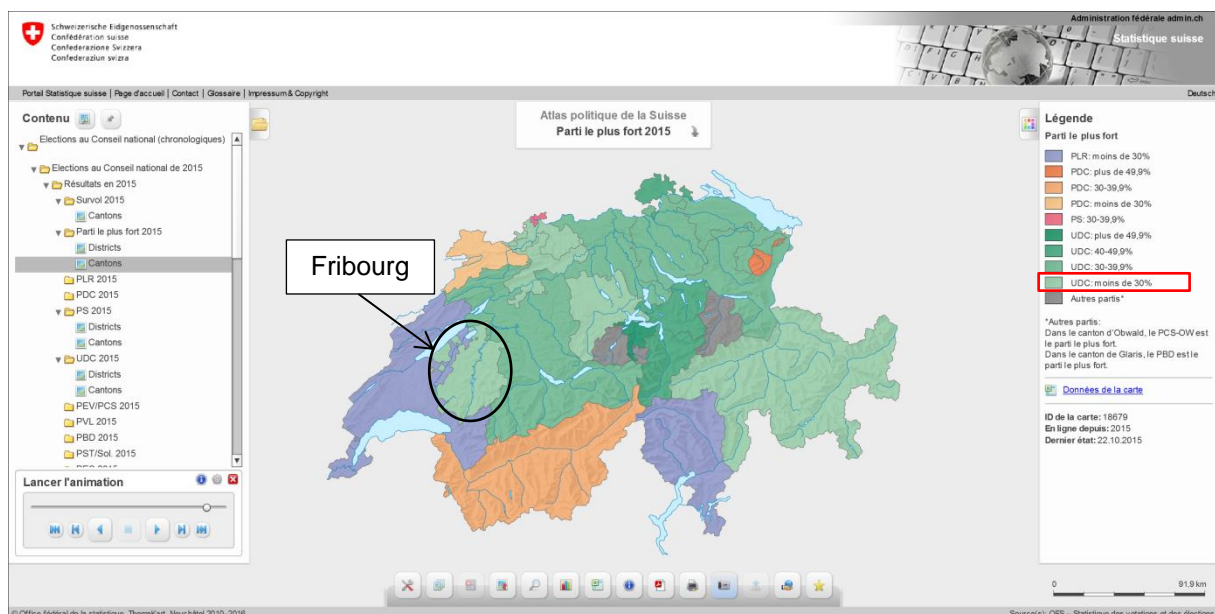


Figure 2: Atlas politique de la Suisse

(Source: https://www.atlas.bfs.admin.ch/maps/12/fr/11130_11125_11124_242/18532.html, consulted on: March 29th 2016)

The UDC party advocates different values and one of them is the support to the domestic production. Moreover, the UDC party is strongly opposed to mass immigration from foreigners. On 9th February 2014, Switzerland accepted to popular initiative “Stop mass immigration” leading the entire world to over talk about Switzerland’s supposed xenophobic feeling (“Party program 2015-2019”, 2016, p. 33). Therefore, it is expected to see a positive correlation between political orientation and CET. In other words, consumers belonging to a party that tends to be in the straight right are expected to show a more ethnocentric behavior.

H3: There will be a positive correlation between political orientation and consumer ethnocentric tendency.

With regard to the demographic antecedents, the variable age has been selected to analyze whether it has an influence on CET and understand the nature of the relationship. According to Sharma et al. (1995), age is positively correlated to CET and that older people tend to be “generally more conservative, more patriotic [...]”, and thus more ethnocentric (1995, p. 29). Therefore, older people tend to have positive feelings for domestic products than foreign ones in comparison to the younger generation who tend to show opposite behaviors. The reason behind this is that the younger generation is more willing to travel, be into contact with foreign cultures and share their values and artifacts. Again, there are some studies that have revealed a negative correlation between age and CET. In other words, it has been proved that the older generation has sometimes positive attitudes towards imported products than domestic ones (Shankarmahesh, 2006). One reason that could explain this phenomenon may be due to the low living wage earned by elderly people. Therefore, this situation may push older people to switch to imported products that are less expensive than domestic products. This may be the case of Switzerland. Therefore, it is highly relevant to understand which category of people is more ethnocentric in order for marketers to better design their marketing strategies. So, based on the study realized by Sharma et al. (1995), it is expected to see a positive correlation between age and CET.

H4: It will be observed a positive correlation between age and CET. Older people should exhibit more ethnocentric tendencies than younger people with regard to foreign products.

These four above mentioned hypotheses will be tested. The expected results are a validation of the hypotheses. However, it may be possible that in some cases, there will be hypotheses disconfirmed. Statistical analyses with IBM SPSS Statistics will help to discover the results and they will be commented in the section “Analysis and results”. Before this chapter ends, it is imported to talk about the consequences of CET and this will be done in the following sub-chapter.

3.3 Consequences of CET

According to Shimp and Sharma (1987), the consequence of CET is a negative ATFP. Therefore, the authors highlight a negative correlation between CET and the consequences, namely consumers’ ATFP. As mentioned earlier in this research paper, the reason to a less favorable ATFP, when a consumer is ethnocentric, lies to the fact that these ethnocentric consumers feel wrong and unpatriotic when buying foreign products because this harms the domestic economy and causes loss of jobs. Therefore, the direct consequence of CET will be hypothesized as following:

H5: It will be observed a negative correlation between CET and attitude toward foreign products. The more ethnocentric a consumer will be, the less favorable attitude he will exhibit toward imported products.

However, Shimp and Sharma (1987) highlight the fact that this relationship is not as strong as it might be because the choice between domestic products and foreign ones can be influenced by several factors. In fact, the authors state that product availability, price differential or the role of threat may play a special role in the relationship between CET and ATFP. A few years later, Sharma et al. (1995) mention that the “linkage is not expected to be uniformly strong, and must be qualified by pertinent moderating circumstances” (1995, p.27). In other words, ethnocentric consumers may switch from buying domestic products to foreign products if, for example, the required product is not domestically available. In the other case, if the product required is available as a domestic alternative, then the consumer will exhibit a stronger ethnocentric tendency toward imported products than if the product was unavailable as a domestic alternative. This is the role of a moderating factor and, in the following chapter, the role of brand equity as the moderating variable in the relationship between CET and consumer’s ATFP will be analyzed in detail.

3.4 Moderator of CET

Brand equity has been defined in multiple different ways by many authors but one of the most complete and valuable definitions is certainly attributable to Kevin Lane Keller (1993) who defined brand equity as follows:

“In a general sense, brand equity is defined in terms of the marketing effects uniquely attributable to the brand – for example, when certain outcomes result from the marketing of a product or service because of its brand name that would not occur if the same product or service did not have that name” (Keller, 1993, p.1).

In other words, companies, especially the marketing departments, create successful strategies when consumers hold “favorable, strong, and unique brand associations in memory” that lead them to select a particular brand instead of a competing one (Keller, 1993, p.2). One of the most well-known examples of strong brand equity is Coca Cola vs. Pepsi. Pepsi is preferred over Coca Cola when people taste both soft drinks without being told which one is which brand. This is called a blind test. However, when brands are presented to consumers who are later being asked about their preferences between the two soft drinks, Coca Cola is chosen over Pepsi. This is because consumers hold “favorable, strong, and unique brand associations in memory” for Coca Cola and, all this is made possible thanks to the non-negligible efforts of marketing teams to build strong customer-based brand equity, i.e. a strong brand.

Brand equity is the value that a brand brings to a company and this concept holds two facets; customer-based brand equity (or brand strength) and brand value (Lassar, Mittal, & Sharma, 1995). The last one is studied for financial purposes and it has no relevance for this Master study. However, the other component of brand equity is conceptualized from the perspective of the consumer and is highly studied by marketing authors and developed by companies in an attempt to increase their profit margins. This increase in the revenue results in the continuous analysis of consumers’ behavior and the creation of knowledge about a brand in their minds through efficient marketing strategies. In fact, “customer-based brand equity is defined as the differential effect of brand knowledge on consumer response to the marketing of the brand” (Keller, 1993, p.2). It is important to create knowledge about

the brand and thus build strong brands because it helps consumers in high involvement decision situations (Keller, 1993, p.3). If the consumer holds positive attitude about a brand and thinks that this brand satisfies his needs through the brand's attributes and benefits, then it can be said that the strategies developed by the marketing departments is a success. This leads to the likelihood that the brand will be considered for purchase. If the consumer is not able to see a difference between a brand and its competing one, then the consumer does not hold "favorable, strong, and unique brand associations in memory". This means that marketing experts failed in building strong brands through high brand awareness and positive brand image (Keller, 1993).

Companies need to create strong brands because strong brands bring them several advantages. For example, firms with strong brands gain greater revenue, have greater consumer loyalty, increase consumers' willingness to choose their brands instead of competing ones and increase their marketing activities' efficiency by leveraging marketing costs (Kotler & Keller, 2012; Keller, 1993). According to Starr and Rubinson (1978), consumers are more willing to pay premium prices when it comes to strong brands (cited by Keller, 1993, p. 9). Strong brands can also help companies to create "barriers to competitive entry" or to penetrate foreign markets more easily (Lassar et al., 1995, p.11). This can be made possible by overcoming some non-tariff barriers such as consumers' ethnocentric tendencies. However, the fact that a strong brand can produce a positive effect for companies entering foreign markets where there is ethnocentrism is only a hypothesis. This is one of the motivations for this present Master Thesis study which aims at analyzing whether a strong brand can moderate in a positive way the relationship between CET and the ATFP.

The hypothesis that strong brands can moderate the relationship between CET and the consequences would be interesting to test. In fact, it is expected to observe a stronger relationship (in the negative way) between CET and the consumers' ATFP when a weak brand is considered. Specifically, the more ethnocentric the consumer, the less favorable attitude toward a foreign product he will have if the product is a weak brand. On the contrary, if the foreign product is represented by a strong brand, it is expected to see a less negative attitude toward that product (or even a positive

one) from an ethnocentric consumer. Therefore, the last hypothesis is formulated as following:

H6: The relationship between CET and attitudes toward foreign products will be moderated by brand equity. Specifically, the impact of consumer ethnocentricity on attitudes toward foreign products should be relatively weak, even positive, when the brand is perceived as relatively strong. On the contrary, the impact should be relatively stronger when the foreign brand is perceived as relatively weak.

The test will be realized by submitting to respondents two Chinese brands of the technology industry; Lenovo and Hasee. Lenovo will represent the strong brand and, in contrast, Hasee will serve as the weak brand. The reason why these two brands belong to the same country is because consumers must assess only their brand equity strength level without being influenced by the country of origin of a brand which would have been selected, for example, from a country other than China. This would have been difficult for analytical matters. According to Interbrand, Lenovo was ranked 100 in the top 100 best global brands in 2015 (“The best 100 brands”, Interbrand, 2016). Moreover, according to the website, “Lenovo was number one in worldwide PC sales, holding a record 20.6% share of the PC market [in August 2015]” (“Lenovo”, Interbrand, 2016). One of the other advantages of building strong brands is in product extensions and Lenovo has used this strategy successfully by diversifying its activities and expanding its businesses into new markets such as watches or shoes to save their future (Veliz & Young, 2015).

The hypotheses being presented, the next chapter aims at presenting the methodology used to collect the data that will help to test the above mentioned hypotheses.

4. Methodology

In this chapter, the methodology will be presented. Once more, the research objectives will be exposed first. Then, the research plan will introduce the type of data source, research approach, and instrument, the sampling plan, and the contact methods used to gather the needed information (Kotler & Keller, 2012). Finally, the chapter will end by explaining how the information collection has been performed.

4.1 Research Objectives

As mentioned in the beginning of this Master Thesis paper, the research objectives are threefold. Firstly, the study will analyze the relationship between the antecedents and CET. Secondly, the relationship between CET and the consumers' ATFP will be assessed. Thirdly, the strength of the relationship between CET and the consumers' ATFP will be tested by adding a new moderating variable; brand equity. Particularly, the impact of a strong brand, Lenovo, on ethnocentric consumers will be analyzed. Moreover, this research will be performed in the context of Swiss consumers within the general population of Fribourg. All the variables and hypotheses have been explained in the previous chapter titled "Conceptual Framework and Hypotheses".

This gives place to the formulation of this research paper title as following:

"Does Brand Equity influence consumers' ethnocentric tendencies in their attitude toward foreign products? An empirical study using the CETSCALE and performed in the context of Switzerland"

4.2 Research Plan

In order to answer the above mentioned questions and test the hypotheses, it is planned to carry out a large-scale empirical study to gather the needed information. For this purpose, a plan has been developed and it consists of defining the data source, the research approach, the research instrument, the sampling plan, and the contact method (Kotler & Keller, 2012).

4.2.1 Data Source

As this research paper has been designed to analyze the Swiss CET of the Fribourg region, the data source will be primary. Primary data are required because no data about this concept already exist in Switzerland. Therefore, new information will have to be collected directly from the respondents. In order to collect the primary data, the research approach needs to be defined.

4.2.2 Research Approach

As mentioned before, primary data will be required. Therefore, the survey seems to be the best approach to collect the needed data. For this Master thesis research paper, a survey will help assessing CET and other attitudes like their cultural openness and patriotism levels among others. For that, the research instrument needs to be defined.

4.2.3 Research Instrument

In order to be able to question people and collect the primary data, two types of questionnaires have been designed. They only differ from the brand submitted to test. Specifically, the questionnaire 1 includes the strong brand Lenovo and the questionnaire 2 includes the weak brand Hasee. The questionnaire is structured in such a way that all the scales related to each concept are included. All the scales are represented by items that will be presented to the respondents. The questionnaire is made of 40 closed-end questions.

In order to manipulate the variables, it is first planned to measure them through appropriate scales which can be found in the literature.

With regard to the socio-psychological factor, the variables cultural openness and patriotism will each be measured by 7-point Likert-type scales. This means that each respondent will have to rate each item from 1 (strongly disagree) to 7 (strongly agree). The cultural openness concept will be measured with five items inspired by Sharma et al. (1995), de Ruyter et al. (1998), and Cleveland and Laroche (2007). Illustrative items include:

- I would like to have the opportunity to meet people from different countries.

- I am very interested in trying food from different countries.
- I am open-minded towards foreigners and their habits.
- When travelling, I like to immerse myself in the culture of the people I am visiting.
- Coming into contact with people of other cultures has greatly benefited me.

The patriotism scale will be represented by five items inspired partially by Sharma et al. (1995), and Kostermann and Feshbach (1989). Illustrative items include:

- I love my country.
- I am proud to be Swiss.
- In a sense, I am emotionally attached to my country and emotionally affected by its actions.
- Devoting oneself for one's country is worthwhile.
- I feel a great pride in that land that is our Switzerland.

With regard to the political factor, the variable political orientation will be measured by a single-item 7-point semantic-differential-type scale. Respondents will have to specify where their political orientation stands from 1 (Left) to 7 (Right).

With regard to the CET factor, the well-known modified 10-item Likert-type scale, termed CETSCALE, developed by Shimp and Sharma (1987) will be used. These authors generated several items ranging from 1 (strongly disagree) to 7 (strongly agree) to measure the concept of CE. Normally, the original CETSCALE consists of 17 items, but due to the length of the questionnaire and some items misunderstood by the respondents during the questionnaire pre-test stage, the 10-item modified version of the scale will be taken into account. Illustrative items include:

- Only the products that are unavailable in Switzerland should be imported.
- Swiss products, first, last, and foremost.
- Purchasing foreign-made products is un-Swiss.
- It is not right to purchase foreign products, because it puts Swiss people out of jobs.
- A real Swiss should always buy Swiss-made products.
- We should purchase products manufactured in Switzerland instead of letting other countries get rich off us.

- Swiss people should not buy foreign products, because this hurts Swiss business and causes unemployment.
- It may cost me in the long-run but I prefer to support Swiss products.
- We should buy from foreign countries only those products that we cannot obtain within our own country.
- Swiss consumers who purchase products made in other countries are responsible for putting their fellow Swiss people out of work.

At that time, the instrument was developed in the context of purchasing foreign-versus American-made products. Of course, the original version has been adapted to fit Switzerland.

With regard to the construct ATRP, five items have been chosen from the article “A Longitudinal Study Comparing Perceptions of U.S. and Japanese Consumer Products in a Third/Neutral Country: Finland 1975-1985” written by J.R. Darling and V.R. Wood (1990). These items are modified from Darling and Wood (1990) and Sharma et al. (1995) as well. Illustrative items include:

- My feelings toward personally buying and using foreign-made products such as Chinese-made products are favorable.
- Products made in foreign countries such as in China are carefully produced and have a fine workmanship.
- Products made in foreign countries such as in China show a very high degree of technological advancement.
- Products made in foreign countries such as in China are usually quite reliable and seem to last the desired length of time.
- Over the past several years, the quality of most products made in foreign countries such as in China seems to have improved.

The original items have been a bit modified to lead respondents to consider products made in foreign countries such as in China and answer according to that. The reason why the respondents will be influenced in such a way is because the two brands to be assessed by them are Chinese brand; Lenovo and Hasee.

In order to be sure that Lenovo stands for the strong brand and Hasee for the weak brand, a manipulation check will be carried out. This consists of submitting two

questionnaires to the respondents; the questionnaire 1 with questions related to the brand Lenovo and the questionnaire 2 with questions related to the brand Hasee. The reason behind this decision is to check whether there is actually a difference between both brands in terms of strength. Results must show that the brand Lenovo is indeed perceived by the respondents as a strong brand in comparison to Hasee. Therefore, the questionnaire including Lenovo will be administered to the one half of the sampling unit and the questionnaire including Hasee will be administered to the other half. In order to be able to assess the strength of a brand, the moderating variable brand equity will be measured with five items developed by Lassar et al. (1995). As brand equity is conceptualized by these authors through five dimensions, namely performance, value, social image, trustworthiness, and commitment, each dimension will be represented by one item. Thus, the brand equity scale will be made of five items which are:

- For this brand of computer, I have positive personal feelings.
- Considering what I would pay for this brand of computer, I will get much more than my money's worth.
- From this brand of computer, I can expect superior performance.
- In regard to consumer interests, this company seems to be very caring.
- This brand of computer will be well regarded by my friends.

Finally, an additional item will be included in the questionnaire which is called a control variable. This variable will serve to determine consumers' feeling toward China. Consumers need to exhibit a negative feeling toward China in order to determine that consumers have negative feelings toward Chinese imported products. The control variable will help to better understand the relationship between the dependent and independent variables ("Control variable", Wikipedia, 2016).

It is relevant to precise that the questionnaire has been translated into French using the reverse translation method. This method involves translating an original text into another language first. Then, professional translators are required to translate the translated text into its original version. Finally, the original text is compared with the back translated text to see whether there are differences. If there are none, it means that the original text has been correctly translated. This method is largely used in Marketing to come over "sensitive translation problems across cultures" (The concept

of “back translation”, One Hour Translation, 2016). However, this method is heavy because it involves many professional translators and takes a lot of time. Fribourg is a bilingual canton where people speak either french or german and this is the reason why the questionnaire has been translated into French.

Once the questionnaire developed, it will be administered to the respondents.

4.2.4 Sampling Plan

The respondents that will participate to the research represent the general population of Fribourg. This means that all classes of age will have to be taken into account, including women as well as men. The classes are five ([<20 y.o.], [20-34 y.o.], [35-49 y.o.], [50-65 y.o.], [>65 y.o.]) and each of them needs to have between 25 and 30 male respondents and between 25 and 30 female respondents. Therefore, the sample size should be made of 250-300 respondents. However, as there are two types of questionnaires, the sample size doubles to 500 and 600 respondents. The respondents need also to be Swiss and from Fribourg.

One of the reasons why the sampling population includes all the categories of age is because comparisons between young and aged people will be carried in order to compare their purchasing behavior toward foreign products.

As the sample unit is not randomly chosen, it cannot be considered as statistically representative. This is why this research paper is an empirical study.

4.2.5 Contact Method

Once the questionnaire is designed and the sampling unit defined, it is necessary to decide how the questionnaires will be administered. In order to collect the needed primary data, two contact methods have been chosen; online and in person. Both strategies present advantages and disadvantages in terms of response rate and time. For the online version of the questionnaires, Google Forms has been used as a tool to build the questionnaires.

4.3 Information Collection

One last step has been undertaken before the collection of the information; the pre-test stage of the questionnaires. This phase involves testing the questionnaires

among a small quantity of respondents to check the overall understanding of the items and other aspects such as length or reliability of the variables.

Several strategies have been thought in order to draw the attention of the respondents and to persuade them to answer. The first step has been to reach the administrative responsible of the University of Fribourg to ask her to provide the mailing list of the students, in different academic stages, of all the faculties. After her acknowledgement, the two types of questionnaires have been sent by email to the French speaking and German speaking Swiss students from Fribourg. The response rate has been approximately 10%. Then, a stand has been held at the polling day carried out the 28th of February 2016. The idea was to reach a maximum of Swiss respondents of each category of age living in Fribourg and administer the questionnaires, translated into French, in person. A total of 50 questionnaires were filled. This was achieved thanks to Nicolas Wolleb, responsible of the residents' registration office, who kindly accepted the settlement of a stand with coffee and crackers in front of the polling office. Then several journeys have been organized in Fribourg where respondents were either reached at the post office, restaurants, "café's", schools, in the streets, shops, and shopping malls or at the market place held every Wednesday. Several schools have also been contacted in order to be able to share the links to the two types of questionnaires. These schools are EPC (Ecole Professionnelle Commerciale), EPAC (Ecole Professionnelle Artisanale et Commerciale), EPAI (Ecole Professionnelle Artisanale et Industrielle), and one HES-SO; HEIA (Haute Ecole d'Ingénierie et d'Architecture). The hospital of Fribourg was also a target. Unfortunately and despite several trials, some of them refused the collaboration request and some others did not even reply. The EMF (Ecole des Métiers à Fribourg) was also contacted and his director, Mr. Georges Vial, kindly accepted to put on the website of the school the links to the questionnaires for one month. However, the response rate was so poor that a trip has been organized to the school to administer the questionnaires in person during lunch time. The response rate was much higher. Finally, "lotos" were targeted in order to catch the eldest population of the sample.

It has to be mentioned that a sponsoring request has been sent to Villars Maître Chocolatier SA. A collaborator of the Marketing department, Ms. Nicole Rappo, kindly accepted the sponsorship and provided a bag of 2.5kg of little chocolates

(Napolitains) to encourage the participation of respondents and therefore, facilitate the data collection stage.

Once all the data collected, it is planned to analyze them through a set of statistical manipulations with IBM SPSS statistics. The data will first be imported into the program, then the variables defined, and finally analyzed. It is planned to check the dimensionality of each scale with confirmatory analyses in order to confirm that the items indeed measure the same variable. A confirmatory analysis can only be used when at least five items are selected to measure one construct/variable. Right after that, a reliability analysis will be performed for each variable in order to measure the overall consistency of the items. A reliability analysis can only be used if the construct includes at least three items. The reliability coefficient Cronbach's alpha will serve as a determinant to assess whether the items measure the selected construct. Its value ranges from 0 to 1. In order to keep all the items, the Cronbach's alpha needs to have a value equal or superior to 0.7. If this value is not reached, some items with the lowest alpha will have to be deleted and the step repeated until alpha equals 0.7 at least. If the number of items is reduced to two after the removals, a bivariate correlation will be needed to measure the correlation between two items. Therefore, this manipulation will only be performed if the construct will have to be based on two items only.

A structural consistency test will be carried out to see "whether different experimental groups of a data set are homogenous regarding a specific variable (e.g., gender, age...)" (SPSS class). As mentioned earlier, two types of questionnaires will be administered to the sample unit leading thus to form two groups of respondents; respondents from questionnaire 1 and respondents from questionnaire 2. Therefore, it is important to check whether these two groups are homogenous. Thus, to test the structural consistency, an independent sample t-test will be performed to compare the group means of the two independent samples. It will be checked, for example, if the two groups differ significantly regarding age.

Some transformations on the variables will also be performed in order to interpret the results. For example, the "attitude toward foreign products" (a metrically-scaled variable ranging from 1=negative attitude to 7=positive attitude) will be transformed into a new variable (i.e., dummy variable) which will have the value 1 for positive

attitude and 0 for negative attitude. The CET variable will follow this step as well in order to create two categories (low ethnocentrism or non-ethnocentric and high ethnocentrism or ethnocentric) easy to use for the statistical manipulations.

Cross-table analyses and chi-square tests of independence will also be part of the statistical manipulations in order to test the hypotheses. These tests will serve to assess whether there are significant relationships between the independent and the dependent variables. This will be determined by the value of the chi-square: if p-value is > 0.05 , then there is no relationship between the variables. If p-value is < 0.05 , this means that a significant relationship between the variables exists. For example, it will be analyzed if there is a significant relationship between the attitude toward foreign products (negative, positive) and consumer ethnocentrism (low, high). It should be highlighted that chi-square tests are used only when the independent and dependent variables are nominally scaled variables. In the contrast, if the desire is to keep the dependent variables as metrically scaled variables (thus, not transformed into dummy variables), an independent sample t-test will be more appropriate.

Several correlations will be performed in order to analyze to what extent the relationships between the independent variables cultural openness, patriotism, and political orientation, and the dependent variable CE are significant. The results are supposed to support the hypotheses H1, H2, H3 and H4. To test the hypothesis H5, a regression analysis will be carried out to see whether the independent variable CE can explain the dependent variable ATFP.

As a moderating factor is included in the research model, a multi-way ANOVA will be performed. This analysis will be used to test the hypothesis H6. It will be assessed, through the significance level of the interaction term, whether the brand equity will have a significant effect or not on the relationship between CE and ATFP.

In the following chapter, the different analyses will be performed and the descriptive results presented.

5. Analysis and Results

5.1 Description of the sample

The number of respondents who answered to the questionnaires were 607. All respondents are Swiss and from Fribourg with only a few exceptions that will not significantly influence the results. The targeted population of this research paper is not representative as, upon request from the Chair of Marketing of the University of Fribourg, all the respondents needed to be equally represented in each of the five age categories, namely [< 20 y. o.], [20-34 y. o.], [35-49 y. o.], [50-65 y. o.], and [> 65 y. o.]. In other words, 25 male respondents and 25 female respondents at least needed to be found for each age categories. Therefore, the number of male and female of the sample represents respectively 46.3% and 53.7%. The difference is due to the fact that some categories include more than 25 male or female. For example, the age group [20-34 y. o.] contains a higher percentage of respondents (39.4%) due to the fact that the online version of the questionnaires was sent mainly to the students of the University of Fribourg. Therefore, all answered questionnaires were taken into account no matter how many male or female responded. With regard to the age group [> 65 y. o.], only 8.9% of respondents (54 instead of 100) could be reached. The average age of the sample is 35 y. o., the youngest being 18 and the eldest 86.

Of the 607 respondents, 161 (26.5%) live in the suburban community, 244 (40.2%) in the city/urban, and 202 (33.3%) in the rural area of Fribourg.

Most of the respondents achieved a high school degree or equivalent (46.6%), a small proportion of the sample achieved a bachelor degree (16.1%) or a master degree (14.7%), and finally a minority possesses a doctoral degree (2.5%). Residual respondents did not have any education level (20.1%).

The descriptive statistics (Table 1) also show that the respondents find that China generally reflects a negative image among Western people (Mean= 4.46). However, this opinion is quite moderate.

Another interesting point is the difference between the brands Lenovo and Hasee, in terms of their strength, perceived by the respondents. In fact, according to Table 5

(section Manipulation check), the sample found a significant difference between both brands.

Finally, the mean value of the variable Attitude_ForeignProducts is 3.60 for the questionnaire 1 and 3.48 for the questionnaire 2. Both values are low but the attitude toward foreign products when the laptop Hasee is presented to the respondents is lower than the ATFP when the brand Lenovo is presented. Table 1 sum up the characteristics of the sample.

Demographic characteristics	Frequency	Percentage	Mean value
Sex			
Male	281	46.3	
Female	326	53.7	
Age			
< 19 and under	106	17.5	
20-34	239	39.4	
35-49	105	17.3	
50-65	103	17.0	
66 and over	54	8.9	
Education level			
High School degree or equivalent	283	46.6	
Bachelor degree	98	16.1	
Master degree	89	14.7	
Doctoral degree	15	2.5	
None	122	20.1	
Area			
Suburban community	161	26.5	
City/Urban	244	40.2	
Rural	202	33.3	
China image			4.46*
Note : the items were rated from 1 (= « strongly disagree ») to 7 (= « strongly agree »), 4 being the middle. ; n = 607			

Table 1: Sample characteristics

5.2 Factor analysis and reliability analysis of the scales using Cronbach's alpha

5.2.1 Factor analysis

The factor analysis revealed two relevant values that need to be checked in order to determine whether it is possible to go further with the factor analysis and interpret the results. These two values are represented by the value of the Kaiser-Meyer-Olkin test (KMO) which is 0.861, and the value of the Bartlett's test which is significant ($p = 0.0 < 0.05$) (Table 2).

Measures	Values
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.861
Bartlett's test of sphericity	0.000

Table 2: KMO and Bartlett's tests

These values are excellent and they allow us to go further with the factor analysis which indicates the presence of 6 factors in the pattern matrix (see Appendix 1). This result goes along with the SPSS output (Appendix 1) which shows the screen plot with the optimal number of factors for an Eigenvalue = 1. Finally, the third table of Appendix 1 illustrates the Total Variance Explained where the 6 factors explain the 61.261% of the variance. All factors have been kept integral which allows us to aggregate the variables into factors which were initially selected for the study. However, according to the SPSS outputs for the factor analysis, the CETSCALE factor has been divided in two factors. The first factor includes only 6 variables out of the 10 initially chosen to measure the ethnocentric tendencies of consumers. The second factor includes the remaining 4 variables. Therefore, the final CETSCALE will only take into account 6 variables in order to determine the ethnocentricity of the population. The main factors are the following:

- Factor 1: CETSCALE (6 variables out of 10)
- Factor 2: Brand Equity (5 variables out of 5)
- Factor 3: Cultural Openness (5 variables out of 5)
- Factor 4: Political Orientation (1 variable out of 1)
- Factor 5: Patriotism (5 variables out of 5)
- Factor 6: Attitude toward Foreign Products (5 variables out of 5)

5.2.2 Reliability analysis using Cronbach's alpha

Table 3 presents the Cronbach's alpha and mean values for each items of the 6-item CETSCALE as well as the Cronbach's alpha for the overall factor. The value of the factor CETSCALE scores higher than 0.7 (0.886) which indicates that the correlation between the 6 items is strong and reliable, and that they measure correctly the CET. In other words, when Cronbach's alpha reaches 0.7, the internal consistency of the scale is given. As soon as the Cronbach's alpha scores higher than 0.7, the variables can be aggregated into a factor that is used to measure an overall concept. It must

be highlighted that in order to carry out a reliability analysis, 3 or more items need to be taken into account. If there are only 2 items, then a bivariate correlation is the best method to use. Table 3 indicates the Cronbach's alpha and mean values for 5 factors, the political orientation variable being a particular single-item. It has to be highlighted that reliability analyses of each factor generated by the factor analysis have been performed prior to the aggregation of the variables into factors. In fact, variables can be aggregated into factors only if the Cronbach's alpha is higher than 0.7.

Once the variables are aggregated into factors, it is possible to calculate factors' mean values. With regard to the mean value of the CETSCALE, it is interesting to learn that it is set to 2.99 (Table 3), which leads to the conclusion that the population of Fribourg is not ethnocentric.

Factors	Mean value*	Cronbach's alpha
CETSCALE (6 items)	2.99	0.886
Cultural Openness (5 items)	6.01	0.826
Patriotism (5 items)	5.53	0.844
Political Orientation (1 item)	3.82	
Brand Equity (5 items)		0.876
Lenovo	3.62	
Hasee	3.23	
Attitude toward foreign products (5 items)	3.54	0.793

Table 3: Scales reliability and mean values

It can be noticed on Table 3 that all scales are reliable (Cronbach's alpha > 0.7). With regard to the mean values, they all have low value except of cultural openness and patriotism whose values score high on a scale rated from 1 (= "Strongly disagree") to 7 (= "Strongly agree"). In other words, this means that the sample under study (the Swiss people from Fribourg) is not ethnocentric. Moreover, this population is culturally open and very patriotic, stands for the central-left politically speaking, and finally has low feelings with regard to foreign products. The results are quite

interesting and an interpretation of them will be given in the following chapter titled “Discussion”.

5.3 Hypotheses testing

5.3.1 Structural consistency test

It is important to carry out a structural consistency test to analyze whether the two different experimental groups are homogenous with regard to age or gender. It has to be specified that the two groups represent the respondents of questionnaire 1 and the respondents of questionnaire 2. It is relevant to have groups that are not different in order to be able to interpret further statistical manipulations. The analysis that is used to test the structural consistency is the chi-square test because the variables under study are nominally scaled variables. If the p-value is above the accepted error likelihood (0.01 or 0.05), then the null hypothesis is not rejected and this means that the groups’ mean values do not differ significantly. In other words, if p-value is above 0.05, the groups do not differ significantly and therefore, the structural consistency is given. The following cross-table (Table 4) shows a p-value= 0.621 (above 0.05 and even 0.01) between the variables “AgeGroups” and “QUEST”. This is also confirmed by the chi-square test made taking into account the variables “GENDER” and “QUEST” which generates a p-value of 0.392 (> 0.01 or 0.05).

Variable	Pearson Chi-Square	Value	df
AgeGroups	0.621	2.634	4
GENDER	0.392	0.732	1

Table 4: Chi-square tests between AgeGroups, GENDER, and QUEST

5.3.2 Manipulation check

For this research paper, it was required to check whether respondents find a significant difference between the brand Lenovo and Hasee. This represents a manipulation check. In order to do so, an independent sample t-test is performed with SPSS. The output generated by this test (Table 5) shows a p-value of 0.551 for the Levene test. This is above 0.05 which means that the homogeneity of variances is given. This allows us to interpret the p-value of the t-test which is equal to 0.00 (<

0.05). This result indicates that the two groups are structurally different with regard to brand equity. In other words, respondents perceived a significant difference between the brand Lenovo and Hasee.

	Levene's Test for Equality of Variances		t-test for Equality of Means		
	F	p-value	t	df	p-value (2-tailed)
Equal variances assumed	0.355	0.551	4.546	605	0.000
Equal variances not assumed			4.541	597.152	0.000

Table 5: Independent sample t-test for the manipulation check (Brand Equity)

5.3.3 Correlations between the variables

In order to determine whether there are significant relationships between the variables, correlations must be carried out. Table 6 shows the correlations between the variables. According to the research model, the antecedents of CET should be correlated to the variable CET positively with regard to patriotism, political orientation, and age. Cultural openness should be however negatively correlated to CET. Finally, CET should be negatively correlated to the variable ATFP. Table 6 shows that all the correlations, and therefore the hypotheses, are confirmed as expected. In fact, hypotheses H1-H4 are supported by the p-value below 0.05. Cultural openness is negatively correlated to CET and this indicates that the more open (culturally speaking) the Swiss consumers of Fribourg are, the less ethnocentric tendencies they will exhibit. Patriotism, political orientation, and age are positively correlated to CET. This means that Swiss consumers who are patriotic, older, with a political orientation that strives for the right, tend to be more ethnocentric. Finally, CET is negatively correlated to the variable ATFP which supports the H5. This signifies that the more ethnocentric a consumer is, the less positive attitude he will have toward foreign products.

Variable	Correlation with CET	Correlation with Attitude toward foreign products	p-value	Hypothesis
Cultural Openness	-0.190		0.000	H1
Patriotism	0.263		0.000	H2
Political Orientation	0.190		0.000	H3
Age	0.197		0.000	H4
CET		-0.106	0.009	H5

Table 6: Correlations with CET and Attitude toward foreign products

5.3.4 Regression analysis between the antecedents of CET and CET

In order to analyze the causality between the independent variables of the antecedents of CET and the dependent variable CET, a regression analysis needs to be performed. The regression will determine if there is causality between one or more independent variable(s) and the dependent variable. This type of analysis tries to identify whether the variation in one dependent variable is due to a variation in one or more independent variables. As the research model includes four independent variables (antecedents of CET) that are to be tested with the dependent variable CET, a multiple regression will be performed. It will be analyzed to what extent the independent variables cultural openness, patriotism, political orientation, and age can explain the dependent variable CET. The following three tabs present the main data of the SPSS output that will enable the interpretation of the regression analysis.

First of all, the appropriateness of the model needs to be checked by looking at the value of R^2 which indicates the model's ability to predict. In the first table out of the three, R^2 takes a value of 0.124 which is between 0 and 1 (Table 7). This means that there is a linear relationship between the independent variables and the dependent variable.

Model	R^2
1	0.124

Table 7: Model Summary

Secondly, the entire model significance (table 8) needs to be carefully analyzed. In fact, in order to be able to confirm that the entire model is significant, the p-value has

to be lower than 0.05. In this case, p-value is set to 0.00 (< 0.05) and it can be concluded that the entire model is significant and that the single effects of the independent variables will be significant.

	F	p-value
Regression	21.293	0.000

Table 8: ANOVA

Finally, the regression coefficients need to be interpreted (table 9) by looking at the p-value of each independent variable. The p-values of age, patriotism, and cultural openness are all below 0.05 which means that there is a significant relationship between these variables and CET. However, the p-value of the variable political orientation is above 0.05 and this leads to the conclusion that there is no relationship between this variable and CET. Moreover, the sign of the three regression coefficients (Age, Cultural Openness, and Patriotism) are confirmed as expected. In the appendix, the scatter plot for each pair of variables is presented.

Model	Standardized Coefficients			Collinearity Statistics		
		Beta	t	p-value	Tolerance	VIF
1	(Constant)		4.867	.000		
	Age	.146	3.762	.000	.964	1.037
	Political Orientation	.063	1.486	.138	.814	1.229
	Patriotism	.208	5.103	.000	.878	1.139
	Cultural Openness	-.151	-3.751	.000	.899	1.113

Table 9: Regression coefficients

5.3.5 Regression analysis between CET and Attitude toward foreign products through a moderator

Another regression analysis has been performed to analyze the causality between the independent variable CET and the dependent variable ATFP. The analysis includes the influence of the moderator brand equity on the relationship between CET and ATFP. Tabs produced by the SPSS output are shown in the Appendix 12.

The three R^2 of the model take different values ($p=0.011, 0.032, 0.060$) which stand between 0 and 1 (Table 10). This means that there is a linear relationship between the independent variables and the dependent variable, and the control variable Image China. The model can be considered as appropriate. However, it has to be mentioned that these values are low and therefore only 1.1 % of the ATFP variations can be explained by the variable CET, only 3.2% of the variations can be explained by the moderator brand equity and only 6% by the variable Image China.

Model	R^2
1	0.011
2	0.032
3	0.060

Table 10: Model Summary

With regard to the entire model significance (table 11), all p-values ($p=0.009, 0.000, 0.000$) are lower than 0.05 and even 0.01 which means that the entire model is significant and that the single effects of the independent variables will be significant.

Model		F	p-value
1	Regression	6.929	0.009
2	Regression	9.941	0.000
3	Regression	12.892	0.000

Table 11: ANOVA

When it comes to the interpretation of the regression coefficients (table 12), the different values of VIF are all lower than 3 which means that there is no multicollinearity between the variables. The results confirm that there is a significant relationship between the independent variable CET and the dependent variable ATFP. In fact, due to the low p-values, the variables CET ($p=0.009 < 0.05$), brand equity ($p=0.0$), and Image China ($p=0.0$) have a significant influence on ATFP. Moreover, the sign of the regression coefficients ($B = -0.106, -0.144, -0.169$) are negative which indicates that there is a negative relationship between these variables and ATFP. In other words, the more ethnocentric the consumers, the less positive are their attitude toward foreign products. This is even stronger when the brand is a weak brand. Moreover, the value of the Beta increases as the moderator brand equity is added and even more when the control variable Image China is taken into

account. A scatter plot of this last regression analysis has been generated by SPSS and it is presented in the Appendix section of the paper.

Model	Standardized Coefficients	t	p-value	Collinearity Statistics	
				Beta	Tolerance
1	(Constant)	79.337	.000		
	CETSCALE_centered	-2.632	.009	1.000	1.000
2	(Constant)	80.136	.000		
	CETSCALE_centered	-3.005	.003	.990	1.010
	CETSCALETF_centered	-3.580	.000	.990	1.010
3	(Constant)	31.454	.000		
	CETSCALE_centered	-2.957	.003	.989	1.011
	CETSCALETF_centered	-3.744	.000	.989	1.011
	China generally reflects a negative image among western people.	-4.269	.000	.999	1.001

Table 12: Regression coefficients

5.3.6 Regression analysis between Brand Equity and Attitude toward foreign products

It may be interesting at this point of the analyses to observe whether there is a direct relationship between the moderator brand equity and the output variable ATFP. In fact, it may be possible that the variable brand equity may be considered as an independent variable in spite of a moderating variable. This is the reason why a regression must be performed in order to understand whether brand equity can explain the consumers’ ATFP.

When looking at the SPSS output, the first tab (Table 13) indicates that the R^2 for brand equity has a value of 0.069 which is between 0 and 1. This means that there is a linear relationship between both variables. However, this value is low meaning that only 6.9% of the dependent variable’s variation can be explained by brand equity.

Model	R^2
1	0.069
2	0.097

Table 13: Model Summary

The second tab to interpret is ANOVA (Table 14) which helps to understand if the entire model is significant. In that case, this would mean that the single effects of the independent variable will be significant. The SPSS output indicates a p-value = 0.0 which is lower than 0.05 and even 0.01. Therefore, the entire model is significant and single effects of brand equity will be significant.

Model		F	p-value
1	Regression	44.629	0.000
2	Regression	32.625	0.000

Table 14: ANOVA

The last tab (Table 15) to interpret is the table of coefficients which indicates that brand equity has a significant influence on ATRP due to its p-value = 0 (< 0.05 and 0.01). Moreover, the sign of the regression coefficient is positive (B=0.262). In other words, when the brand equity of a foreign brand is high (strong brand), the ATRP is high/positive as well. On the contrary, the lower the scale values for the brand equity variable, the lower are the values for the ATRP variable. In other words, if the brand is considered as a weak brand, then the consumer will have a less positive ATRP. This is even proved by a deeper analysis looking at the single effect of a strong brand (Lenovo) versus a weak brand (Hasee) on ATRP which is presented in the following section.

Model	Standardized Coefficients			Collinearity Statistics		
		Beta	t	p-value	Tolerance	VIF
1	(Constant)		81.745	.000		
	Brand_Equity_centered	.262	6.681	.000	1.000	1.000
2	(Constant)		32.156	.000		
	Brand_Equity_centered	.264	6.823	.000	1.000	1.000
	China generally reflects a negative image among western people.	-.170	-4.390	.000	1.000	1.000

Table 15: Regression coefficients

5.3.7 Regression analysis between CET and Attitude toward foreign products when a strong brand (Lenovo) versus a weak brand (Hasee) is considered

In order to carry on this type of analysis, the SPSS file has been split in two according to the questionnaire number. In fact, questionnaire 1 includes items related to the brand Lenovo and questionnaire 2 includes items related to the brand Hasee.

The first tab (Table 16) indicates R^2 all between 0 and 1, meaning that there is a linear relationship between the independent and dependent variables though the values are low.

Questionnaire number	Model	R^2
1	1	0.001
	2	0.004
	3	0.009
2	1	0.026
	2	0.087
	3	0.157

Table 16: Model Summary

With regard to the table ANOVA (Table 17), all p-values for questionnaire 1 are higher than 0.05 ($p=0.648$, $p=0.533$, $p=0.395$) which means that the entire model is not significant and therefore, the single effect of the independent variables cannot be significant. However, all p-values for questionnaire 2 are lower than 0.05 and even 0.01. This means that the entire model is significant when a weak brand (Hasee) is considered and therefore, single effects of the independent variables can be significant.

Questionnaire number	Model	F	p-value
1	1 Regression	0.209	0.648
	2 Regression	0.631	0.533
	3 Regression	0.996	0.395
2	1 Regression	7.763	0.006
	2 Regression	13.723	0.000
	3 Regression	17.724	0.000

Table 17: ANOVA

With regard to the regression coefficients (Table 18), the values of Beta are all negative. Moreover, the values of the regression coefficients for questionnaire 2 are

all higher than those for questionnaire 1. This means that when a weak brand (Hasee) is shown to consumers, they have a less positive ATFP and this is stronger than when a strong brand is shown to them. A deeper interpretation of these present results will be given in the following chapter related to the discussion of the results.

Questionnaire number	Model	Standardized Coefficients	t	p-value	
		Beta			
Questionnaire 1	1 (Constant)		64.880	.000	
		CETSCALE_centered	-.026	-.457	.648
	2 (Constant)		63.993	.000	
		CETSCALE_centered	-.014	-.247	.805
		CETSCALETF_centered	-.059	-1.026	.306
	3 (Constant)		21.047	.000	
		CETSCALE_centered	-.011	-.194	.846
		CETSCALETF_centered	-.055	-.963	.336
		China generally reflects a negative image among western people.	-.074	-1.312	.190
Questionnaire 2	1 (Constant)		49.076	.000	
		CETSCALE_centered	-.162	-2.786	.006
	2 (Constant)		49.925	.000	
		CETSCALE_centered	-.236	-4.010	.000
		CETSCALETF_centered	-.258	-4.381	.000
	3 (Constant)		23.858	.000	
		CETSCALE_centered	-.241	-4.255	.000
		CETSCALETF_centered	-.286	-5.013	.000
		China generally reflects a negative image among western people.	-.265	-4.855	.000

Table 18: Regression coefficients

6. Discussion

The main purpose of this research paper was to analyze the effect of a new moderating variable, brand equity, on the existing and already tested relationship between CET and consumers' attitude toward foreign products (ATFP). Moreover, the second purpose was to analyze the antecedents of CET in order to confirm past results realized in this area by several authors. This research paper was mainly inspired by the works made by Shimp and Sharma (1987, 1995) by using the scale they developed, CETSCALE, which is used to measure CET. This study was performed in Switzerland taking into account the general population of Fribourg and of Swiss origin.

An empirical study was carried out in order to test the various relationships presented in the research model. The relationship between the antecedents of CET and CET were hypothesized and tested through correlation analyses. Regression analyses were used to test the causality between the antecedent variables of CET and CET. A regression analysis was also used to test the relationship between CET and the ATFP taking into account the effect of the moderator brand equity.

Results that came out from this empirical study are in line with results obtained in past studies. In fact, all hypotheses were supported except one; political orientation – CET. Moreover, the results obtained with the adding of a new moderating variable into the existing model revealed that brand equity is a potential moderator to take into account. In fact, it moderates the relationship between CET and ATFP. Not to mention that positive signs lead to the consideration that brand equity may also play the role of the independent variable explaining variations into consumers' ATFP.

In the following subchapter, a discussion of the results will be given for each relationship submitted to analysis. Comparisons with past results will be made, as well, in order to identify whether the model developed by Shimp and Sharma (1987), and Sharma et al. (1995) is still accurate.

6.1 Comparison with previous studies

6.1.1 Antecedents of CET and CET

Socio-psychological antecedents

- Cultural Openness and CET

The results of the regression analysis between cultural openness and CET show that cultural openness has a significant negative influence on CET. In other words, the more culturally open a consumer is, the less ethnocentric tendencies he will exhibit.

Past studies such as those realized by Sharma et al. (1995) also revealed a negative relationship between these two variables. When consumers are in interaction with different cultures they tend to be less ethnocentric and thus more open culturally speaking. However, the study was carried out in Fribourg which is different from Geneva where the mix of numerous cultures is made on a higher level. It could be interesting to realize the same type of study but by taking into account the population of Geneva to see whether we would obtain the same results as Sharma et al. (1995). As mentioned previously in this paper, some authors may let think of the existence of a positive relationship between cultural openness and CET. In fact, being too much in interaction with new cultures may lead people to be more ethnocentric as Skinner (1995) stated it.

- Patriotism and CET

The regression analysis between patriotism and CET revealed a significant positive relation between these two variables. In fact, patriotism has a significant influence on CET. This means that the more patriotic a consumer is, the more ethnocentric tendencies he will exhibit.

The results are in line with past studies that found also a positive relationship between these two variables.

Political antecedents

With regard to the single-item variable political orientation, it could not be found any significant relationship with CET. In fact, this variable cannot have a significant

influence on CET and this is the reason why hypothesis three is not supported. Belonging to the left-wing party or the right-wing party does not extend into consumer goods decisions.

Demographic antecedents

With regard to age, the results of the regression analysis revealed a significant positive relation between this variable and CET. In fact, the variable age has a significant positive influence on CET. The more elder a consumer gets, the more ethnocentric tendencies he exhibits, therefore the less positive ATFP he has. However, we are talking here about ATIP which does not necessarily mean that this translates into a negative purchase intention. As Swiss-made products are relatively expensive, elder people may have no other alternative than to buy foreign products, due to their low living wage, which are less expensive and thus more accessible.

6.1.2 Consequences of CET

With regard to the direct consequence of CET (CET – Attitude toward foreign products), the results revealed that CET has a significant negative influence on consumers' ATFP. In fact, the more ethnocentric a consumer is, the less positive ATFP he will feel. On the contrary, the less ethnocentric a consumer is, the more positive ATFP he will have.

These results support hypothesis 5 and are in line with past studies realized by several authors such as Shimp and Sharma (1987). However, as these two authors highlight it, the relationship between CET and ATFP is not as strong as it might be because the choice between domestic and foreign products can be influenced by several factors such as product availability, price differential or the role of threat. The use of a new moderating factor, brand equity, as a potential influencer of the relationship between CET and ATFP produced interesting results. In fact, brand equity can be considered as a moderator because it influences the above mentioned relationship. A deeper analysis revealed that when Hasee, the weak brand, is shown to consumers, it produces a stronger negative relationship between CET and ATFP than when Lenovo, strong brand, is presented to them. However, as the ANOVA test did not produce any significant results for Lenovo, only the results obtained for Hasee can be interpreted. Therefore, it is interesting to see what the effect of a weak brand

produces on a consumer's ATFP. Consumers have more negative feelings toward imported goods when their brand is perceived as weak. When a brand is unknown by consumers, they rely on other cues to evaluate the product in order to build their purchase decisions. One of the most influencing cues is the country-of-origin of the product. In this empirical study, it seems that respondents relied on the country of origin of the laptop Hasee (China) to rate its brand strength. This is the reason why the impact on consumers' ATFP was much stronger when Hasee was taken into account than Lenovo.

Despite the fact that the results for Lenovo were not significant, there are positive signs leading to think that a strong brand can positively influence ethnocentric consumers' ATFP. It would be interesting to carry out the same type of research using another Asian brand considered much stronger than Lenovo, for example Samsung, and see if it would lead to significant positive results.

6.2 Theoretical contributions

One of the main contributions of this research paper is the use of a new moderating variable into the relation between CET and ATFP. The results obtained indicate that brand equity is a potential variable to take into consideration in order to test the relationship between CET and its consequences. In fact, when a weak brand is presented to ethnocentric consumers, they tend to exhibit a stronger negative ATFP.

These findings are another interesting insight for the consumer's buying behaviors literature. In fact, the consumer ethnocentrism and brand equity concepts can help marketers, through this research paper, to better understand how consumers' buying decisions are made with regard to foreign products and how these can be influenced.

The research clearly indicates the negative effect of a weak brand on the evaluation of a foreign product.

The second contribution is the test of the research model in a new cultural context not analyzed in previous studies, to our knowledge. The targeted country was Switzerland. Despite the fact that the environment is new, findings are in line with previous studies that have been carried out in several different countries. This

confirms the model of Sharma et al. (1995) is still consistent in explaining the negative consequences of CE on the ATFP.

This research paper contributes to the literature and studies carried out in the area of consumer behavior. The consideration of brand equity as a moderating variable in the relationship between CET and ATFP is relevant for marketers. This study gives an insight to the question “how to overcome non-tariff barriers such as CET when penetrating in a new foreign market?”

6.3 Managerial contributions

These findings help marketers to understand better the importance of building strong brand equity in order to overcome some non-tariff barriers like ethnocentrism. Particularly, this is relevant if the company wants to penetrate foreign markets where consumers' ethnocentric tendencies may be high.

From the perspective of local companies, this research paper helps marketers to better understand that CE represents a potential competitive advantage against imported products. In fact, if the local population reflects high ethnocentric tendencies, this phenomena plays in local companies favor in that local products will be preferred over imported ones. Therefore, companies need to understand consumers' behaviors in order to better design their marketing strategies. One of the best examples focusing on CE is the labels developed by the Swiss retailers such as Coop or Migros. These retailers developed promotional local campaigns such as “Buy Local”, “Ma région” or “De la région” in order to put emphasis on the Swissness of their local products.

From the perspective of foreign companies, on the contrary, this research paper helps managers to understand how to overcome CE present in the markets they wish to penetrate. Results revealed that in the case of a weak brand, ethnocentric consumers show a stronger negative attitude toward foreign products than if the brand were qualified as strong. Therefore, this research paper is a useful insight for marketing managers wishing to know how to overcome non-tariff barriers such as CE. In fact, building strong brands may represent one of the keys to the problem. Countries reflecting a negative image into the consumer goods industry, such as China, may invest in building strong brands in order to be successful in foreign

markets. Therefore, brand strength may represent a strong attribute to downplay the negative image that such countries reflect in their products. In the case where a strong brand may not allow a company to overcome CE, companies could try to adapt their branding strategies to the local market by using a different brand name in order to cancel the origin of the product (Ruyter et al., 1998). Making foreign direct investments or developing strategic alliances with local companies may be also some of the strategies to overcome CE in foreign markets.

7. Conclusion

For almost three decades, the field of consumer ethnocentrism has been studied and analyzed extensively by marketing researchers. This economic concept of ethnocentrism developed by Shimp and Sharma in 1987 has been applied by several authors in many different contexts over these years. All the researches that used the instrument the developed to measure the level of ethnocentrism among consumers, called CETSCALE, revealed that this tool needed to be adapted to its context of application by modifying the number of items or translating it into the local language. Moreover, the conceptual model developed by Sharma et al. (1995) based on the previous work of Shimp and Sharma has also been used and tested in different circumstances. The research model represented a framework which specified the antecedents and consequences of CET, and the potential moderators that influenced the relationship between CET and ATFP.

Results obtained in this Master thesis revealed that the model developed by Sharma et al. (1995) is still accurate. The present findings are line with past results. Moreover, the use of a new moderator to test the strength of the relationship between CET and ATFP revealed that brand equity is a potential moderator to take into account.

This is an important finding as it adds a new insight into the field of consumer ethnocentrism. Strategies must be developed around brand equity in order to overcome CE that may exist in a country at a national or segment level.

The Swiss sample represented by the general population of Fribourg helped to confirm past results and prove that brand equity moderates the relationship between CET and ATFP. In fact, the ethnocentric consumer will exhibit a less negative ATFP, even a positive one, if the brand of interest is considered as strong. However, he will have a stronger negative ATFP if the brand is considered as weak.

Results also revealed that despite the Swiss population is thought being xenophobic, they are not ethnocentric. Their supposed feeling does not interfere in their purchasing decisions with regard to foreign products.

8. Limitation and further research

This research presents some limitations that have to be mentioned. Recommendations for further studies are also proposed.

One of the limits to be reported is the choice made with regard to the Chinese brands Lenovo and Hasee. Despite the fact that consumers perceived a significant difference between these two brands, Lenovo was not considered highly stronger than Hasee leading us to not be able to interpret the effect of a strong brand on the relationship between CET and Attitude toward foreign products. The effect of a weak brand on this relationship has only been possible to interpret. The recommendation would be to carry out the same type of research by using a stronger Asian brand such as Samsung and analyze the effect of a strong brand on the relationship between CET and its consequences.

Another limit of this research paper is that consumer ethnocentrism may be not anymore a sufficient argument nowadays to explain consumers' attitude toward foreign products. Other factors such as bio-driven, eco-friendly products or price differentials may take advantage over consumer ethnocentrism when it comes to purchase intention. In fact, a consumer may be ethnocentric and thus have a negative attitude toward foreign products but still willing to purchase them because of their low prices and sometimes of better quality than his domestic products.

A third limit to be reported is the validity of the scale CETSCALE. In fact, in an article published by the AMA, CETSCALE may be based on other dimensions than on the morality or security of purchasing domestic versus foreign products. The authors of the AMA's article report a study realized by Nikoletta-Theofania Siamgka and George Balbanis (2015) where they suggest an extended version of the CETSCALE that takes into account other components that better stretches the preferences of consumers for domestic products (AMA, 2015). They name the new scale CEESCALE (Consumer Ethnocentrism Extended Scale). This would be a better measure to measure consumers' ethnocentrism in a context such as Switzerland where the questions were sometimes not well appreciated by the respondents.

Finally, as this empirical research used a sample representing the general population of Fribourg, the results cannot be generalized to the entire population of Fribourg nor

Switzerland. In fact, the sample is not representative though 607 respondents were involved in the research. A larger population would have been better.

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11. Appendix

Appendix 1: The original CETSCALE (source: Shimp and Sharma (1987))

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

The 10-item reduced version is made of items 2, 4, 5, 6, 7, 8, 11, 13, 16, and 17 (Bearden and Netemeyer, 1999).

Appendix 2: Questionnaire 1 (French and English versions)

Merci de bien vouloir prendre part à ce questionnaire pour un travail de master. Cette enquête est menée pour la "Chaire de Marketing" de l'Université de Fribourg. Le questionnaire dure environ 5 minutes, et vos réponses sont anonymes.

Bien que certaines déclarations se ressemblent, elles sont néanmoins toutes différentes. Lisez-les attentivement s'il vous plaît, et répondez aussi spontanément que possible. Il n'y a pas de réponse juste ou fausse.

Veillez s'il vous plaît noter les déclarations suivantes de 1 ("Pas du tout d'accord") à 7 ("Tout à fait d'accord").

Déclarations	Pas du tout d'accord						Tout à fait d'accord
	1	2	3	4	5	6	7
Seulement les produits non disponibles en Suisse devraient être importés.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Les produits suisses avant les autres.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
L'achat des produits fabriqués à l'étranger est anti-Suisse.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ce n'est pas bon d'acheter les produits étrangers parce que cela met les Suisses au chômage.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Un véritable Suisse devrait toujours acheter des produits fabriqués en Suisse.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nous devrions acheter des produits fabriqués en Suisse au lieu de laisser les autres pays s'enrichir à nos dépens.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Les Suisses ne devraient pas acheter les produits étrangers parce que cela nuit au commerce Suisse et provoque du chômage.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cela pourrait me coûter cher à long-terme mais je préfère soutenir les produits Suisses.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nous devrions seulement acheter aux pays étrangers des produits qu'on ne peut pas obtenir dans notre pays.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Les consommateurs suisses qui achètent des produits fabriqués dans des pays étrangers sont responsables du chômage de leurs compatriotes suisses.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Déclarations	Pas du tout d'accord						Tout à fait d'accord
	1	2	3	4	5	6	7
J'aimerais avoir l'opportunité de rencontrer des personnes originaires de différents pays.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dans un sens, je suis émotionnellement attaché(e) à mon pays et émotionnellement affecté(e) par ses actions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Je suis très intéressé/e de goûter à la nourriture de différents pays.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Je suis fier/fière d'être Suisse.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Je suis ouvert/e d'esprit envers les étrangers et de leurs coutumes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Se dévouer pour son pays en vaut la peine.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lorsque je voyage, j'aime m'immerger dans la culture des personnes que je rencontre.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Je ressens une très grande fierté pour ce pays qui est notre Suisse.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Entrer en contact avec des personnes de cultures différentes m'a été grandement bénéfique.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
J'aime mon pays.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Veuillez s'il vous plaît jeter un œil à l'image ci-dessous qui représente une marque chinoise, et répondez à la question juste après l'image.

Veuillez aussi noter les 5 déclarations qui suivent, de 1 (=“Pas du tout d'accord”) à 7 (=“Tout à fait d'accord”).

Figure: Laptop Lenovo



Source: Site internet de Lenovo
(<http://shop.lenovo.com/us/en/laptops/thinkpad/e-series/e455/>) (consulted October 8, 7.20pm)

Pensez-vous que la marque Lenovo ait une forte notoriété internationale?	Oui <input type="checkbox"/>	Non <input type="checkbox"/>	Je ne sais pas <input type="checkbox"/>
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Déclarations (en lien avec l'image ci-dessus)	Pas du tout d'accord							Tout à fait d'accord
	1	2	3	4	5	6	7	
Pour cette marque d'ordinateurs, j'ai des sentiments personnels positifs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Compte tenu de ce que je paierais pour cette marque d'ordinateurs, j'obtiendrai beaucoup plus que la valeur de mon argent.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Je peux m'attendre à une performance supérieure de la part de cette marque d'ordinateurs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Cette entreprise semble se soucier beaucoup des intérêts des consommateurs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Cette marque d'ordinateurs sera bien perçue par mes amis.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Déclarations	Pas du tout d'accord							Tout à fait d'accord
	1	2	3	4	5	6	7	
Mes sentiments sont favorables envers l'achat et l'utilisation personnels de produits fabriqués à l'étranger, tels que les produits fabriqués en Chine.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Les produits fabriqués à l'étranger tels qu'en Chine, sont confectionnés avec soin par une main-d'œuvre qualifiée.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Les produits fabriqués à l'étranger tels qu'en Chine, manifestent un très haut degré de progrès technologique.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Les produits fabriqués à l'étranger tels qu'en Chine, sont généralement assez fiables et semblent durer la durée souhaitée.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Au cours des dernières années, la qualité de la plupart des produits fabriqués à l'étranger tels qu'en Chine, semble s'être améliorée.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Déclaration	Pas du tout d'accord						Tout à fait d'accord
	1	2	3	4	5	6	7
La Chine reflète généralement une image négative parmi les Occidentaux.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Sur une échelle de 1 (= "Gauche") à 7 (= "Droite"), Veuillez s'il vous plaît indiquer votre orientation politique qui représente le mieux vos opinions et croyances.

	1	2	3	4	5	6	7	
Gauche	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Droite

Quel âge avez-vous? _____ ans

Sexe: Masculin Féminin

Quel est votre pays d'origine? Suisse Autre

Dans quel canton vivez-vous? Fribourg Autre

Quel est le diplôme le plus récent que vous ayez obtenu?

- Aucun
- Lycée ou équivalent
- Bachelor
- Master
- Doctorat

Dans quelle zone vivez-vous?

- Périphérie d'une ville
- Ville
- Rural

Autre (Veuillez spécifier)

Thank you for agreeing to take part in this Master Thesis survey. This study is conducted for the “Chair for Marketing” of the University of Fribourg. The survey should only take 5 minutes, and your responses are anonymous.

Although some statements may seem similar, they are all different. Please read each statement carefully, and answer as spontaneously as possible. There is no right or wrong answers.

Please rate the following statements from 1 (= “Strongly disagree”) to 7 (= “Strongly agree”).

Statements	Strongly disagree						Strongly agree
	1	2	3	4	5	6	7
Only the products that are unavailable in Switzerland should be imported.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Swiss products, first, last, and foremost.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Purchasing foreign-made products is un-Swiss.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is not right to purchase foreign products, because it puts Swiss people out of jobs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A real Swiss should always buy Swiss-made products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We should purchase products manufactured in Switzerland instead of letting other countries get rich off us.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Swiss people should not buy foreign products, because this hurts Swiss business and causes unemployment.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It may cost me in the long-run but I prefer to support Swiss products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We should buy from foreign countries only those products that we cannot obtain within our own country.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Swiss consumers who purchase products made in other countries are responsible for putting their fellow Swiss people out of work.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Statements	Strongly disagree						Strongly agree
	1	2	3	4	5	6	7
I would like to have the opportunity to meet people from different countries.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In a sense, I am emotionally attached to my country and emotionally affected by its actions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am very interested in trying food from different countries.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am proud to be Swiss.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am open-minded towards foreigners and their habits.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Devoting oneself for one’s country is worthwhile.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When travelling, I like to immerse myself in the culture of the people I am visiting.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel a great pride in that land that is our Switzerland.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coming into contact with people of other cultures has greatly benefited me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I love my country.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please, give a look at the following picture that represents a Chinese brand and answer the question below it. Please rate also **the 5 statements below the figure** from 1 (= “Strongly disagree”) to 7 (= “Strongly agree”).

Figure: Lenovo laptop



Source: Lenovo website
 (<http://shop.lenovo.com/us/en/laptops/thinkpad/e-series/e455/>) (consulted October 8, 7.20pm)

Do you think the brand Lenovo has strong international brand awareness? Yes No I don't know

Statements (they are related to the figure above)	Strongly disagree							Strongly agree
	1	2	3	4	5	6	7	
For this brand of computer, I have positive personal feelings.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Considering what I would pay for this brand of computer, I will get much more than my money's worth.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
From this brand of computer, I can expect superior performance.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
In regard to consumer interests, this company seems to be very caring.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
This brand of computer will be well regarded by my friends.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Statements	Strongly disagree							Strongly agree
	1	2	3	4	5	6	7	
My feelings toward personally buying and using foreign-made products such as Chinese-made products are favorable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Products made in foreign countries such as in China are carefully produced and have a fine workmanship.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Products made in foreign countries such as in China show a very high degree of technological advancement.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Products made in foreign countries such as in China are usually quite reliable and seem to last the desired length of time.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Over the past several years, the quality of most products made in foreign countries such as in China seems to have improved.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Statement	Strongly disagree							Strongly agree
	1	2	3	4	5	6	7	
China generally reflects a negative image among western people.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

On a scale from 1 (= "Left") to 7 (= "Right"), please indicate your political orientation that most represents your opinions and beliefs.

	1	2	3	4	5	6	7	
Left	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Right

How old are you? _____ years

Gender: Male Female

What is your country of origin? Switzerland Other

In which "canton" do you live? Fribourg Other

What is the highest education degree you have received?

- None
- High School degree or equivalent
- Bachelor degree
- Master degree
- Doctoral degree

In which area do you live?

- Suburban community
- City/Urban
- Rural
- Other (please specify)

Appendix 3: Questionnaire 2 (French and English versions)

Merci de bien vouloir prendre part à ce questionnaire pour un travail de master. Cette enquête est menée pour la "Chaire de Marketing" de l'Université de Fribourg. Le questionnaire dure environ 5 minutes, et vos réponses sont anonymes.

Bien que certaines déclarations se ressemblent, elles sont néanmoins toutes différentes. Lisez-les attentivement s'il vous plaît, et répondez aussi spontanément que possible. Il n'y a pas de réponse juste ou fausse.

Veillez s'il vous plaît noter les déclarations suivantes de 1 ("Pas du tout d'accord") à 7 ("Tout à fait d'accord").

Déclarations	Pas du tout d'accord						Tout à fait d'accord
	1	2	3	4	5	6	7
Seulement les produits non disponibles en Suisse devraient être importés.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Les produits suisses avant les autres.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
L'achat des produits fabriqués à l'étranger est anti-Suisse.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ce n'est pas bon d'acheter les produits étrangers parce que cela met les Suisses au chômage.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Un véritable Suisse devrait toujours acheter des produits fabriqués en Suisse.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nous devrions acheter des produits fabriqués en Suisse au lieu de laisser les autres pays s'enrichir à nos dépens.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Les Suisses ne devraient pas acheter les produits étrangers parce que cela nuit au commerce Suisse et provoque du chômage.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cela pourrait me coûter cher à long-terme mais je préfère soutenir les produits Suisses.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nous devrions seulement acheter aux pays étrangers des produits qu'on ne peut pas obtenir dans notre pays.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Les consommateurs suisses qui achètent des produits fabriqués dans des pays étrangers sont responsables du chômage de leurs compatriotes suisses.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Déclarations	Pas du tout d'accord						Tout à fait d'accord
	1	2	3	4	5	6	7
J'aimerais avoir l'opportunité de rencontrer des personnes originaires de différents pays.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dans un sens, je suis émotionnellement attaché(e) à mon pays et émotionnellement affecté(e) par ses actions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Je suis très intéressé/e de goûter à la nourriture de différents pays.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Je suis fier/fière d'être Suisse.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Je suis ouvert/e d'esprit envers les étrangers et de leurs coutumes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Se dévouer pour son pays en vaut la peine.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lorsque je voyage, j'aime m'immerger dans la culture des personnes que je rencontre.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Je ressens une très grande fierté pour ce pays qui est notre Suisse.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Entrer en contact avec des personnes de cultures différentes m'a été grandement bénéfique.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
J'aime mon pays.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Veuillez s'il vous plait jeter un œil à l'image ci-dessous qui représente une marque chinoise, et répondez à la question juste après l'image.

Veuillez aussi noter les 5 déclarations qui suivent, de 1 (=“Pas du tout d'accord”) à 7 (=“Tout à fait d'accord”).

Figure: Laptop Hasee



Source: Images Google

(https://www.google.ch/search?q=hasee&biw=1600&bih=805&source=lnms&tbn=isch&sa=X&ved=0CAYQ_AUoAWoVChMI54i32-StyAIVA88UCh2f4QE9&dpr=1#imgrc=Hu_TFfvYS8h86M%3A) (consulted December 4, 1.50pm)

Pensez-vous que la marque Hasee ait une forte notoriété internationale? Oui Non Je ne sais pas

Déclarations (en lien avec l'image ci-dessus)	Pas du tout d'accord							Tout à fait d'accord
	1	2	3	4	5	6	7	
Pour cette marque d'ordinateurs, j'ai des sentiments personnels positifs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Compte tenu de ce que je paierais pour cette marque d'ordinateurs, j'obtiendrai beaucoup plus que la valeur de mon argent.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Je peux m'attendre à une performance supérieure de la part de cette marque d'ordinateurs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Cette entreprise semble se soucier beaucoup des intérêts des consommateurs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Cette marque d'ordinateurs sera bien perçue par mes amis.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Déclarations	Pas du tout d'accord							Tout à fait d'accord
	1	2	3	4	5	6	7	
Mes sentiments sont favorables envers l'achat et l'utilisation personnels de produits fabriqués à l'étranger, tels que les produits fabriqués en Chine.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Les produits fabriqués à l'étranger tels qu'en Chine, sont confectionnés avec soin par une main-d'œuvre qualifiée.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Les produits fabriqués à l'étranger tels qu'en Chine, manifestent un très haut degré de progrès technologique.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Les produits fabriqués à l'étranger tels qu'en Chine, sont généralement assez fiables et semblent durer la durée souhaitée.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Au cours des dernières années, la qualité de la plupart des produits fabriqués à l'étranger tels qu'en Chine, semble s'être améliorée.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Déclaration	Pas du tout d'accord							Tout à fait d'accord
	1	2	3	4	5	6	7	
La Chine reflète généralement une image négative parmi les Occidentaux.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Sur une échelle de 1 (= "Gauche") à 7 (= "Droite"), Veuillez s'il vous plaît indiquer votre orientation politique qui représente le mieux vos opinions et croyances.

	1	2	3	4	5	6	7	
Gauche	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Droite

Quel âge avez-vous? _____ ans

Sexe: Masculin Féminin

Quel est votre pays d'origine? Suisse Autre

Dans quel canton vivez-vous? Fribourg Autre

Quel est le diplôme le plus récent que vous ayez obtenu?

- Aucun
- Lycée ou équivalent
- Bachelor
- Master
- Doctorat

Dans quelle zone vivez-vous?

- Périphérie d'une ville
- Ville
- Rural

Autre (Veuillez spécifier)

Thank you for agreeing to take part in this Master Thesis survey. This study is conducted for the “Chair for Marketing” of the University of Fribourg. The survey should only take 5 minutes, and your responses are anonymous.

Although some statements may seem similar, they are all different. Please read each statement carefully, and answer as spontaneously as possible. There is no right or wrong answers.

Please rate the following statements from 1 (= “Strongly disagree”) to 7 (= “Strongly agree”).

Statements	Strongly disagree						Strongly agree
	1	2	3	4	5	6	7
Only the products that are unavailable in Switzerland should be imported.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Swiss products, first, last, and foremost.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Purchasing foreign-made products is un-Swiss.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is not right to purchase foreign products, because it puts Swiss people out of jobs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A real Swiss should always buy Swiss-made products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We should purchase products manufactured in Switzerland instead of letting other countries get rich off us.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Swiss people should not buy foreign products, because this hurts Swiss business and causes unemployment.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It may cost me in the long-run but I prefer to support Swiss products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We should buy from foreign countries only those products that we cannot obtain within our own country.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Swiss consumers who purchase products made in other countries are responsible for putting their fellow Swiss people out of work.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Statements	Strongly disagree						Strongly agree
	1	2	3	4	5	6	7
I would like to have the opportunity to meet people from different countries.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In a sense, I am emotionally attached to my country and emotionally affected by its actions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am very interested in trying food from different countries.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am proud to be Swiss.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am open-minded towards foreigners and their habits.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Devoting oneself for one’s country is worthwhile.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When travelling, I like to immerse myself in the culture of the people I am visiting.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel a great pride in that land that is our Switzerland.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coming into contact with people of other cultures has greatly benefited me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I love my country.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please, give a look at the following picture that represents a Chinese brand and answer the question below it. Please rate also **the 5 statements below the figure** from 1 (= “Strongly disagree”) to 7 (= “Strongly agree”).

Figure: Hasee laptop



Source: Google Images website
 (https://www.google.ch/search?q=hasee&biw=1600&bih=805&source=lnms&tbm=isch&sa=X&ved=0CAYQ_AUoAWoVChMI54i32-StyAIVA88UCh2f4QE9&dpr=1#imgrc=Hu_TFfvYS8h86M%3A) (consulted December 4, 1.50pm)

Do you think the brand Hasee has strong international brand awareness?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	I don't know <input type="checkbox"/>
--	------------------------------	-----------------------------	---------------------------------------

Statements (they are related to the figure above)	Strongly disagree							Strongly agree
	1	2	3	4	5	6	7	
For this brand of computer, I have positive personal feelings.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Considering what I would pay for this brand of computer, I will get much more than my money's worth.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
From this brand of computer, I can expect superior performance.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
In regard to consumer interests, this company seems to be very caring.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
This brand of computer will be well regarded by my friends.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Statements	Strongly disagree							Strongly agree
	1	2	3	4	5	6	7	
My feelings toward personally buying and using foreign-made products such as Chinese-made products are favorable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Products made in foreign countries such as in China are carefully produced and have a fine workmanship.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Products made in foreign countries such as in China show a very high degree of technological advancement.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Products made in foreign countries such as in China are usually quite reliable and seem to last the desired length of time.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Over the past several years, the quality of most products made in foreign countries such as in China seems to have improved.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Statement	Strongly disagree							Strongly agree
	1	2	3	4	5	6	7	
China generally reflects a negative image among western people.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

On a scale from 1 (= "Left") to 7 (= "Right"), please indicate your political orientation that most represents your opinions and beliefs.

	1	2	3	4	5	6	7	
Left	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Right

How old are you? _____ years

Gender: Male Female

What is your country of origin? Switzerland Other

In which "canton" do you live? Fribourg Other

What is the highest education degree you have received?

- None
- High School degree or equivalent
- Bachelor degree
- Master degree
- Doctoral degree

In which area do you live?

- Suburban community
- City/Urban
- Rural
- Other (please specify)

Appendix 4: Salaires suisses (source: Confédération suisse, 2016)

salaires suisses [Mode de compatibilité]																				
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
1	Salaires mensuel brut (valeur centrale et intervalle interquartile), Suisses/Suisseuses et étrangers/étrangères, selon la position professionnelle et le sexe																			
2	Secteur privé																			
3	Suisse 2014																			
4	TA12	Position professionnelle																		
5	Suisses/Suisseuses	Total						Femmes			Hommes			1+2						
6	Etrangers/étrangères	Total						Femmes			Hommes									
7		Médiane	Int. interquartile	Médiane	Int. interquartile	Médiane	Int. interquartile	Médiane	Int. interquartile	Médiane	Int. interquartile	Médiane	Int. interquartile	Médiane	Int. interquartile	Médiane	Int. interquartile			
9	TOTAL	6 189	4 959	8 050	5 548	4 471	7 114	6 536	5 331	8 668	9 990	7 450	13 642	8 221	6 190	11 143	10 553	7 915	14 286	
11	Suisses/Suisseuses	6 443	5 174	8 320	5 710	4 642	7 155	6 944	5 643	9 133	9 732	7 398	13 041	7 979	6 111	10 456	10 325	7 879	13 730	
12	Etrangers/étrangères	5 730	4 639	7 421	5 105	4 167	6 982	5 945	4 940	7 633	11 217	7 698	16 003	9 750	6 649	14 286	11 765	8 075	16 545	
14	Permis de courte durée (Cat. L)	5 308	4 246	6 250	4 327	3 523	6 015	5 444	4 519	6 294	10 810	5 977	14 957	*	*	*	13 709	8 889	15 691	
16	Permis de séjour (Cat. B)	5 471	4 377	7 617	5 156	4 042	7 335	5 572	4 584	7 793	12 670	8 372	18 040	10 386	6 309	15 281	13 492	9 446	19 197	
17	Permis d'établissement (Cat. C)	5 788	4 741	7 334	5 005	4 215	6 769	6 062	5 137	7 603	11 062	7 579	15 687	9 813	6 824	14 071	11 484	7 831	16 149	
18	Frontaliers/Frontalières (Cat. G)	5 913	4 768	7 571	5 376	4 245	7 050	6 089	5 023	7 763	10 293	7 619	15 078	8 800	6 649	13 539	10 735	7 933	15 303	
19	Autres	5 293	4 158	6 620	4 554	3 807	6 421	5 366	4 332	6 678	11 573	7 429	16 368	*	*	*	11 573	7 429	16 368	
22	TA12	Position professionnelle																		
23	Suisses/Suisseuses	3									4									
24	Etrangers/étrangères	Total						Femmes			Hommes									
25		Médiane	Int. interquartile	Médiane	Int. interquartile	Médiane	Int. interquartile	Médiane	Int. interquartile	Médiane	Int. interquartile	Médiane	Int. interquartile	Médiane	Int. interquartile	Médiane	Int. interquartile			
27	TOTAL	8 019	6 283	10 260	7 185	5 574	9 187	8 452	6 665	10 669	6 711	5 522	8 288	6 190	4 981	7 698	6 942	5 824	8 582	
29	Suisses/Suisseuses	7 970	6 356	10 026	7 043	5 569	8 829	8 458	6 790	10 505	6 767	5 598	8 258	6 156	4 993	7 571	7 060	5 985	8 659	
31	Etrangers/étrangères	8 202	6 065	10 850	7 673	5 606	10 279	8 429	6 283	11 112	6 564	5 375	8 337	6 270	4 943	8 235	6 668	5 565	8 386	

Appendix 5: KMO and Bartlett's tests (Source: SPSS output)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.861
Bartlett's Test of Sphericity	Approx. Chi-Square
	8203.391
	df
	465
	Sig.
	.000

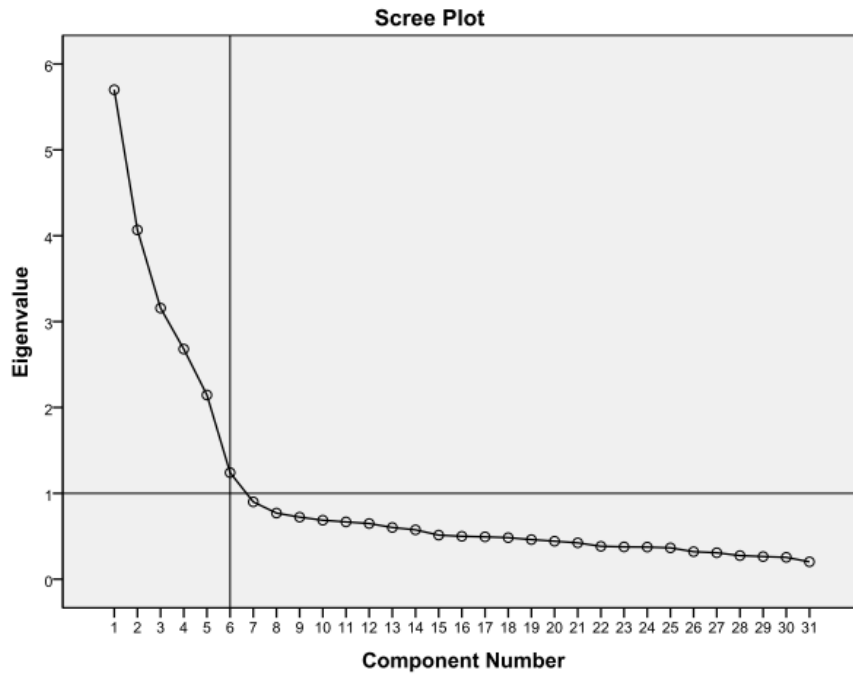
Appendix 6: Factor analysis (Source: SPSS output)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings ^a
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	
1	5.700	18.388	18.388	5.700	18.388	18.388	4.859
2	4.067	13.121	31.509	4.067	13.121	31.509	3.587
3	3.157	10.184	41.693	3.157	10.184	41.693	3.334
4	2.680	8.646	50.339	2.680	8.646	50.339	3.641
5	2.145	6.920	57.259	2.145	6.920	57.259	3.165
6	1.241	4.002	61.261	1.241	4.002	61.261	3.166
7	.900	2.904	64.165				
8	.770	2.483	66.648				
9	.723	2.331	68.979				
10	.687	2.215	71.195				
11	.667	2.152	73.346				
12	.648	2.092	75.438				
13	.602	1.942	77.380				
14	.575	1.854	79.234				
15	.513	1.655	80.889				
16	.500	1.612	82.501				
17	.493	1.591	84.092				
18	.484	1.560	85.652				
19	.461	1.488	87.139				
20	.443	1.428	88.567				
21	.423	1.366	89.932				
22	.383	1.235	91.168				
23	.376	1.213	92.381				
24	.374	1.207	93.588				
25	.365	1.177	94.764				
26	.320	1.033	95.798				
27	.308	.993	96.791				
28	.275	.887	97.677				
29	.263	.850	98.527				
30	.254	.821	99.348				
31	.202	.652	100.000				

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.



Pattern Matrix^a

	Component					
	1	2	3	4	5	6
Swiss people should not buy foreign products, because this hurts Swiss business and causes unemployment.	.810					
It is not right to purchase foreign products, because it puts Swiss people out of jobs.	.810					
A real Swiss should always buy Swiss-made products.	.807					
Purchasing foreign-made products is un-Swiss.	.806					
Swiss consumers who purchase products made in other countries are responsible for putting their fellow Swiss people out of work.	.719					
We should purchase products manufactured in Switzerland instead of letting other countries get rich off us.	.695					
SMEAN(BRANDEQU_3)		.866				
SMEAN(BRANDEQU_2)		.822				
SMEAN(BRANDEQU_4)		.807				
SMEAN(BRANDEQU_5)		.795				
SMEAN(BRANDEQU_1)		.785				
I am open-minded towards foreigners and their habits.			.793			
When travelling, I like to immerse myself in the culture of the people I am visiting.			.792			
Coming into contact with people of other cultures has greatly benefited me.			.782			
I am very interested in trying food from different countries.			.744			
I would like to have the opportunity to meet people from different countries.			.703			

Pattern Matrix^a

	Component					
	1	2	3	4	5	6
I am proud to be Swiss.				.886		
I feel a great pride in that land that is our Switzerland.				.849		
I love my country.				.822		
Devoting oneself for one's country is worthwhile.				.750		
In a sense, I am emotionally attached to my country and emotionally affected by its actions.				.580		
On a scale from 1 ("Left") to 7 ("Right"), please indicate your political orientation that most represents your opinions and beliefs.			-.323	.354		
SMEAN(ATTFORPROD_4)					.826	
SMEAN(ATTFORPROD_3)					.744	
SMEAN(ATTFORPROD_2)					.729	
SMEAN(ATTFORPROD_5)					.711	
SMEAN(ATTFORPROD_1)					.647	
Swiss products, first, last, and foremost.						.759
We should buy from foreign countries only those products that we cannot obtain within our own country.						.758
Only the products that are unavailable in Switzerland should be imported.						.740
It may cost me in the long-run but I prefer to support Swiss products.	.318					.517

Extraction Method: Principal Component Analysis.
 Rotation Method: Oblimin with Kaiser Normalization.^a
 a. Rotation converged in 5 iterations.

Component Correlation Matrix

Component	1	2	3	4	5	6
1	1.000	.016	-.173	.236	-.103	.374
2	.016	1.000	.070	.059	.231	-.028
3	-.173	.070	1.000	-.097	.064	.094
4	.236	.059	-.097	1.000	.022	.090
5	-.103	.231	.064	.022	1.000	-.177
6	.374	-.028	.094	.090	-.177	1.000

Extraction Method: Principal Component Analysis.
 Rotation Method: Oblimin with Kaiser Normalization.

Appendix 7: Reliability analyses (Source: SPSS output)

- CETSACLE

Case Processing Summary

		N	%
Cases	Valid	607	100.0
	Excluded ^a	0	.0
	Total	607	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.886	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Purchasing foreign-made products is un-Swiss.	15.25	49.558	.674	.870
It is not right to purchase foreign products, because it puts Swiss people out of jobs.	14.84	48.527	.736	.861
A real Swiss should always buy Swiss-made products.	14.93	45.966	.734	.861
We should purchase products manufactured in Switzerland instead of letting other countries get rich off us.	14.32	47.223	.682	.870
Swiss people should not buy foreign products, because this hurts Swiss business and causes unemployment.	14.66	46.877	.763	.856
Swiss consumers who purchase products made in other countries are responsible for putting their fellow Swiss people out of work.	15.71	52.553	.618	.879

- Cultural openness

Case Processing Summary

		N	%
Cases	Valid	607	100.0
	Excluded ^a	0	.0
	Total	607	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.826	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I would like to have the opportunity to meet people from different countries.	24.18	16.629	.591	.802
I am very interested in trying food from different countries.	23.94	17.496	.582	.803
I am open-minded towards foreigners and their habits.	23.99	17.058	.658	.782
When travelling, I like to immerse myself in the culture of the people I am visiting.	24.00	17.257	.628	.790
Coming into contact with people of other cultures has greatly benefited me.	24.12	16.597	.657	.782

- Patriotism

Case Processing Summary

		N	%
Cases	Valid	607	100.0
	Excluded ^a	0	.0
	Total	607	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.844	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
In a sense, I am emotionally attached to my country and emotionally affected by its actions.	22.44	22.603	.471	.862
I am proud to be Swiss.	21.89	19.413	.773	.776
Devoting oneself for one's country is worthwhile.	22.31	21.846	.620	.819
I feel a great pride in that land that is our Switzerland.	22.32	19.534	.740	.786
I love my country.	21.58	22.451	.678	.808

- Brand equity

Case Processing Summary

		N	%
Cases	Valid	607	100.0
	Excluded ^a	0	.0
	Total	607	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.876	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SMEAN(BRANDEQU_1)	13.72	18.732	.698	.853
SMEAN(BRANDEQU_2)	13.67	19.524	.728	.844
SMEAN(BRANDEQU_3)	13.75	19.067	.783	.831
SMEAN(BRANDEQU_4)	13.74	20.597	.685	.855
SMEAN(BRANDEQU_5)	13.81	20.406	.643	.864

- Attitude toward foreign products

Case Processing Summary

		N	%
Cases	Valid	607	100.0
	Excluded ^a	0	.0
	Total	607	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.793	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SMEAN(ATTFORPROD_1)	14.23	20.895	.523	.769
SMEAN(ATTFORPROD_2)	14.93	20.540	.575	.752
SMEAN(ATTFORPROD_3)	13.71	20.636	.545	.762
SMEAN(ATTFORPROD_4)	14.52	19.599	.678	.719
SMEAN(ATTFORPROD_5)	13.44	21.105	.541	.763

Appendix 8: Structural consistency test (Source: SPSS output)

- Gender of person * Questionnaire number

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender of person * Questionnaire number	607	100.0%	0	0.0%	607	100.0%

Gender of person * Questionnaire number Crosstabulation

			Questionnaire number		Total
			Questionnaire 1	Questionnaire 2	
Gender of person	Male	Count	152	129	281
		% within Questionnaire number	47.9%	44.5%	46.3%
	Female	Count	165	161	326
		% within Questionnaire number	52.1%	55.5%	53.7%
Total		Count	317	290	607
		% within Questionnaire number	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.732 ^a	1	.392		
Continuity Correction ^b	.599	1	.439		
Likelihood Ratio	.732	1	.392		
Fisher's Exact Test				.416	.219
Linear-by-Linear Association	.731	1	.393		
N of Valid Cases	607				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 134.25.

b. Computed only for a 2x2 table

- Age groups * Questionnaire number

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age Groups * Questionnaire number	607	100.0%	0	0.0%	607	100.0%

Age Groups * Questionnaire number Crosstabulation

			Questionnaire number		Total
			Questionnaire 1	Questionnaire 2	
Age Groups	Under 20	Count	52	54	106
		% within Questionnaire number	16.4%	18.6%	17.5%
	20-34	Count	130	109	239
		% within Questionnaire number	41.0%	37.6%	39.4%
	35-49	Count	52	53	105
		% within Questionnaire number	16.4%	18.3%	17.3%
	50-65	Count	58	45	103
		% within Questionnaire number	18.3%	15.5%	17.0%
	66 and older	Count	25	29	54
		% within Questionnaire number	7.9%	10.0%	8.9%
Total		Count	317	290	607
		% within Questionnaire number	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.634 ^a	4	.621
Likelihood Ratio	2.635	4	.621
Linear-by-Linear Association	.002	1	.965
N of Valid Cases	607		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 25.80.

Appendix 9: Manipulation check (Source: SPSS output)

T-Test

Group Statistics

Questionnaire number		N	Mean	Std. Deviation	Std. Error Mean
Brand Equity	Questionnaire 1	317	3.6239	1.06135	.05961
	Questionnaire 2	290	3.2270	1.08877	.06393

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Brand Equity	Equal variances assumed	.355	.551	4.546	605	.000	.39695	.08731	.22547	.56842
	Equal variances not assumed			4.541	597.152	.000	.39695	.08741	.22527	.56862

Appendix 10: Correlations between the variables (Source: SPSS output)

Correlations

Correlations

		On a scale from 1 (=“Left”) to 7 (=“Right”), please indicate your political orientation that most represents your opinions and beliefs.	CETSCALE	Cultural Openness	Patriotism	How old are you?	Attitude toward foreign products	Brand Equity
On a scale from 1 (=“Left”) to 7 (=“Right”), please indicate your political orientation that most represents your opinions and beliefs.	Pearson Correlation	1	.190**	-.314**	.311**	.100*	.040	.054
	Sig. (2-tailed)		.000	.000	.000	.014	.320	.186
	N	607	607	607	607	607	607	607
CETSCALE	Pearson Correlation	.190**	1	-.190**	.263**	.197**	-.106**	.010
	Sig. (2-tailed)	.000		.000	.000	.000	.009	.813
	N	607	607	607	607	607	607	607
Cultural Openness	Pearson Correlation	-.314**	-.190**	1	-.058	-.048	.086*	.116**
	Sig. (2-tailed)	.000	.000		.155	.233	.034	.004
	N	607	607	607	607	607	607	607
Patriotism	Pearson Correlation	.311**	.263**	-.058	1	.181**	.031	.050
	Sig. (2-tailed)	.000	.000	.155		.000	.441	.218
	N	607	607	607	607	607	607	607
How old are you?	Pearson Correlation	.100*	.197**	-.048	.181**	1	-.044	-.140**
	Sig. (2-tailed)	.014	.000	.233	.000		.275	.001
	N	607	607	607	607	607	607	607
Attitude toward foreign products	Pearson Correlation	.040	-.106**	.086*	.031	-.044	1	.262**
	Sig. (2-tailed)	.320	.009	.034	.441	.275		.000
	N	607	607	607	607	607	607	607
Brand Equity	Pearson Correlation	.054	.010	.116**	.050	-.140**	.262**	1
	Sig. (2-tailed)	.186	.813	.004	.218	.001	.000	
	N	607	607	607	607	607	607	607

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Appendix 11: Regression analysis between the antecedents of CET and CET
 (Source: SPSS output)

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Cultural Openness, How old are you?, Patriotism, On a scale from 1 ("Left") to 7 ("Right"), please indicate your political orientation that most represents your opinions and beliefs. ^b	.	Enter

a. Dependent Variable: CETSCALE

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.352 ^a	.124	.118	1.29268

a. Predictors: (Constant), Cultural Openness, How old are you?, Patriotism, On a scale from 1 ("Left") to 7 ("Right"), please indicate your political orientation that most represents your opinions and beliefs.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	142.322	4	35.581	21.293	.000 ^b
	Residual	1005.952	602	1.671		
	Total	1148.274	606			

a. Dependent Variable: CETSCALE

b. Predictors: (Constant), Cultural Openness, How old are you?, Patriotism, On a scale from 1 ("Left") to 7 ("Right"), please indicate your political orientation that most represents your opinions and beliefs.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.216	.455		4.867	.000		
	How old are you?	.011	.003	.146	3.762	.000	.964	1.037
	On a scale from 1 (=“Left”) to 7 (=“Right”), please indicate your political orientation that most represents your opinions and beliefs.	.056	.038	.063	1.486	.138	.814	1.229
	Patriotism	.253	.050	.208	5.103	.000	.878	1.139
	Cultural Openness	-.206	.055	-.151	-3.751	.000	.899	1.113

a. Dependent Variable: CETSCALE

Appendix 12: Regression analysis between CET and ATFP through a moderator
(Source: SPSS output)

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	CETSCALE_centered ^b		. Enter
2	CETSCALETF_centered ^b		. Enter
3	China generally reflects a negative image among western people. ^b		. Enter

a. Dependent Variable: Attitude toward foreign products

b. All requested variables entered.

Model Summary^d

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.106 ^a	.011	.010	1.09977	
2	.179 ^b	.032	.029	1.08919	
3	.246 ^c	.060	.056	1.07398	1.742

a. Predictors: (Constant), CETSCALE_centered

b. Predictors: (Constant), CETSCALE_centered, CETSCALETF_centered

c. Predictors: (Constant), CETSCALE_centered, CETSCALETF_centered, China generally reflects a negative image among western people.

d. Dependent Variable: Attitude toward foreign products

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.381	1	8.381	6.929	.009 ^b
	Residual	731.748	605	1.210		
	Total	740.129	606			
2	Regression	23.586	2	11.793	9.941	.000 ^c
	Residual	716.542	604	1.186		
	Total	740.129	606			
3	Regression	44.611	3	14.870	12.892	.000 ^d
	Residual	695.518	603	1.153		
	Total	740.129	606			

a. Dependent Variable: Attitude toward foreign products

b. Predictors: (Constant), CETSCALE_centered

c. Predictors: (Constant), CETSCALE_centered, CETSCALETF_centered

d. Predictors: (Constant), CETSCALE_centered, CETSCALETF_centered, China generally reflects a negative image among western people.

Coefficients^a

Model		Unstandardized Coefficients		Standardize	t	Sig.	Collinearity Statistics			
		B	Std. Error	d			Beta	Toleranc	e	VIF
1	(Constant)	3.541	.045		79.337	.000				
	CETSCALE_centered	-.085	.032	-.106	-2.632	.009	1.000	1.000		
2	(Constant)	3.543	.044		80.136	.000				
	CETSCALE_centered	-.097	.032	-.121	-3.005	.003	.990	1.010		
	CETSCALETF_centered	-.095	.026	-.144	-3.580	.000	.990	1.010		
3	(Constant)	4.062	.129		31.454	.000				
	CETSCALE_centered	-.094	.032	-.117	-2.957	.003	.989	1.011		
	CETSCALETF_centered	-.098	.026	-.149	-3.744	.000	.989	1.011		
	China generally reflects a negative image among western people.	-.116	.027	-.169	-4.269	.000	.999	1.001		

a. Dependent Variable: Attitude toward foreign products

Excluded Variables^a

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
						Toleranc e	VIF	Minimum Tolerance
1	CETSCALETF_centered	-.144 ^b	-3.580	.000	-.144	.990	1.010	.990
	China generally reflects a negative image among western people.	-.165 ^b	-4.126	.000	-.166	.999	1.001	.999
2	China generally reflects a negative image among western people.	-.169 ^c	-4.269	.000	-.171	.999	1.001	.989

a. Dependent Variable: Attitude toward foreign products

b. Predictors in the Model: (Constant), CETSCALE_centered

c. Predictors in the Model: (Constant), CETSCALE_centered, CETSCALETF_centered

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	CETSCALE_c entered	CETSCALETF_centered	China generally reflects a negative image among western people.
1	1	1.000	1.000	.50	.50		
	2	1.000	1.000	.50	.50		
2	1	1.101	1.000	.00	.45	.45	
	2	1.000	1.049	.99	.01	.00	
	3	.899	1.107	.00	.55	.55	
3	1	1.941	1.000	.03	.00	.00	.03
	2	1.101	1.328	.00	.45	.45	.00
	3	.899	1.469	.00	.55	.55	.00
	4	.059	5.751	.97	.00	.00	.97

a. Dependent Variable: Attitude toward foreign products

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.4578	4.3644	3.5415	.27132	607
Residual	-2.84313	3.08092	.00000	1.07132	607
Std. Predicted Value	-3.994	3.033	.000	1.000	607
Std. Residual	-2.647	2.869	.000	.998	607

a. Dependent Variable: Attitude toward foreign products

Appendix 13: Regression analysis between Brand Equity and ATFP (Source: SPSS output)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Brand_Equity_c entered ^b		. Enter
2	China generally reflects a negative image among western people. ^b		. Enter

a. Dependent Variable: Attitude toward foreign products

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.262 ^a	.069	.067	1.06738
2	.312 ^b	.097	.095	1.05162

a. Predictors: (Constant), Brand_Equity_centered

b. Predictors: (Constant), Brand_Equity_centered, China generally reflects a negative image among western people.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	50.847	1	50.847	44.629	.000 ^b
	Residual	689.282	605	1.139		
	Total	740.129	606			
2	Regression	72.160	2	36.080	32.625	.000 ^c
	Residual	667.968	604	1.106		
	Total	740.129	606			

a. Dependent Variable: Attitude toward foreign products

b. Predictors: (Constant), Brand_Equity_centered

c. Predictors: (Constant), Brand_Equity_centered, China generally reflects a negative image among western people.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
		1	(Constant)	3.541				
	Brand_Equity_centered	.265	.040	.262	6.681	.000	1.000	1.000
2	(Constant)	4.064	.126		32.156	.000		
	Brand_Equity_centered	.267	.039	.264	6.823	.000	1.000	1.000
	China generally reflects a negative image among western people.	-.117	.027	-.170	-4.390	.000	1.000	1.000

a. Dependent Variable: Attitude toward foreign products

Excluded Variables^a

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
						Tolerance	VIF	Minimum Tolerance
1	China generally reflects a negative image among western people.	-.170 ^b	-4.390	.000	-.176	1.000	1.000	1.000

a. Dependent Variable: Attitude toward foreign products

b. Predictors in the Model: (Constant), Brand_Equity_centered

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Brand_Equity_centered	China generally reflects a negative image among western people.
1	1	1.000	1.000	.50	.50	
	2	1.000	1.000	.50	.50	
2	1	1.941	1.000	.03	.00	.03
	2	1.000	1.393	.00	1.00	.00
	3	.059	5.747	.97	.00	.97

a. Dependent Variable: Attitude toward foreign products

Appendix 14: Regression analysis between CET and ATFP when a strong brand (Lenovo) versus a weak brand (Hasee) is considered (Source: SPSS output)

Regression

Variables Entered/Removed^a

Questionnaire number	Model	Variables Entered	Variables Removed	Method
Questionnaire 1	1	CETSCALE_c entered ^b	.	Enter
	2	CETSCALETF_centered ^b	.	Enter
	3	China generally reflects a negative image among western people. ^b	.	Enter
Questionnaire 2	1	CETSCALE_c entered ^b	.	Enter
	2	CETSCALETF_centered ^b	.	Enter
	3	China generally reflects a negative image among western people. ^b	.	Enter

a. Dependent Variable: Attitude toward foreign products

b. All requested variables entered.

Model Summary

Questionnaire number	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Questionnaire 1	1	.026 ^a	.001	-.003	.98452
	2	.063 ^b	.004	-.002	.98444
	3	.097 ^c	.009	.000	.98331
Questionnaire 2	1	.162 ^a	.026	.023	1.20920
	2	.295 ^b	.087	.081	1.17273
	3	.396 ^c	.157	.148	1.12917

a. Predictors: (Constant), CETSCALE_centered

b. Predictors: (Constant), CETSCALE_centered, CETSCALETF_centered

c. Predictors: (Constant), CETSCALE_centered, CETSCALETF_centered, China generally reflects a negative image among western people.

ANOVA^a

Questionnaire number	Model		Sum of Squares	df	Mean Square	F	Sig.
Questionnaire 1	1	Regression	.202	1	.202	.209	.648 ^b
		Residual	305.324	315	.969		
		Total	305.526	316			
	2	Regression	1.223	2	.611	.631	.533 ^c
		Residual	304.303	314	.969		
		Total	305.526	316			
	3	Regression	2.888	3	.963	.996	.395 ^d
		Residual	302.638	313	.967		
		Total	305.526	316			
Questionnaire 2	1	Regression	11.350	1	11.350	7.763	.006 ^b
		Residual	421.106	288	1.462		
		Total	432.456	289			
	2	Regression	37.747	2	18.873	13.723	.000 ^c
		Residual	394.709	287	1.375		
		Total	432.456	289			
	3	Regression	67.797	3	22.599	17.724	.000 ^d
		Residual	364.659	286	1.275		
		Total	432.456	289			

a. Dependent Variable: Attitude toward foreign products

b. Predictors: (Constant), CETSCALE_centered

c. Predictors: (Constant), CETSCALE_centered, CETSCALETF_centered

d. Predictors: (Constant), CETSCALE_centered, CETSCALETF_centered, China generally reflects a negative image among western people.

Coefficients^a

Questionnaire number	Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
			B	Std. Error	Beta		
Questionnaire 1	1	(Constant)	3.597	.055		64.880	.000
		CETSCALE_centered	-.020	.043	-.026	-.457	.648
	2	(Constant)	3.607	.056		63.993	.000
		CETSCALE_centered	-.011	.044	-.014	-.247	.805
		CETSCALETF_centered	-.042	.041	-.059	-1.026	.306
	3	(Constant)	3.834	.182		21.047	.000
		CETSCALE_centered	-.009	.044	-.011	-.194	.846
		CETSCALETF_centered	-.040	.041	-.055	-.963	.336
		China generally reflects a negative image among western people.	-.050	.038	-.074	-1.312	.190
Questionnaire 2	1	(Constant)	3.493	.071		49.076	.000
		CETSCALE_centered	-.134	.048	-.162	-2.786	.006
	2	(Constant)	3.463	.069		49.925	.000
		CETSCALE_centered	-.196	.049	-.236	-4.010	.000
		CETSCALETF_centered	-.163	.037	-.258	-4.381	.000
	3	(Constant)	4.268	.179		23.858	.000
		CETSCALE_centered	-.200	.047	-.241	-4.255	.000
		CETSCALETF_centered	-.180	.036	-.286	-5.013	.000
		China generally reflects a negative image among western people.	-.186	.038	-.265	-4.855	.000

a. Dependent Variable: Attitude toward foreign products

Excluded Variables^a

Questionnaire number	Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
							Tolerance
Questionnaire 1	1	CETSCALETF_centered	-.059 ^b	-1.026	.306	-.058	.961
		China generally reflects a negative image among western people.	-.077 ^b	-1.360	.175	-.077	.997
	2	China generally reflects a negative image among western people.	-.074 ^c	-1.312	.190	-.074	.995
Questionnaire 2	1	CETSCALETF_centered	-.258 ^b	-4.381	.000	-.250	.918
		China generally reflects a negative image among western people.	-.238 ^b	-4.202	.000	-.241	1.000
	2	China generally reflects a negative image among western people.	-.265 ^c	-4.855	.000	-.276	.990

a. Dependent Variable: Attitude toward foreign products

b. Predictors in the Model: (Constant), CETSCALE_centered

c. Predictors in the Model: (Constant), CETSCALE_centered, CETSCALETF_centered

Appendix 15: Mean values (Source: SPSS output)

Descriptives

Descriptive Statistics

	N	Mean	Std. Deviation
CETSCALE	607	2.9901	1.37653
Valid N (listwise)	607		

DESCRIPTIVES VARIABLES=CET_7 CET_4 CET_5 CET_3 CET_10 CET_6
/STATISTICS=MEAN STDDEV.

Descriptive Statistics

	N	Mean	Std. Deviation
China generally reflects a negative image among western people.	607	4.46	1.602
Valid N (listwise)	607		

Descriptive Statistics

	N	Mean	Std. Deviation
Cultural_Openness	607	6.01	1.009
Valid N (listwise)	607		

Descriptive Statistics

	N	Mean	Std. Deviation
Patriotism	607	5.53	1.128
Valid N (listwise)	607		

Descriptive Statistics

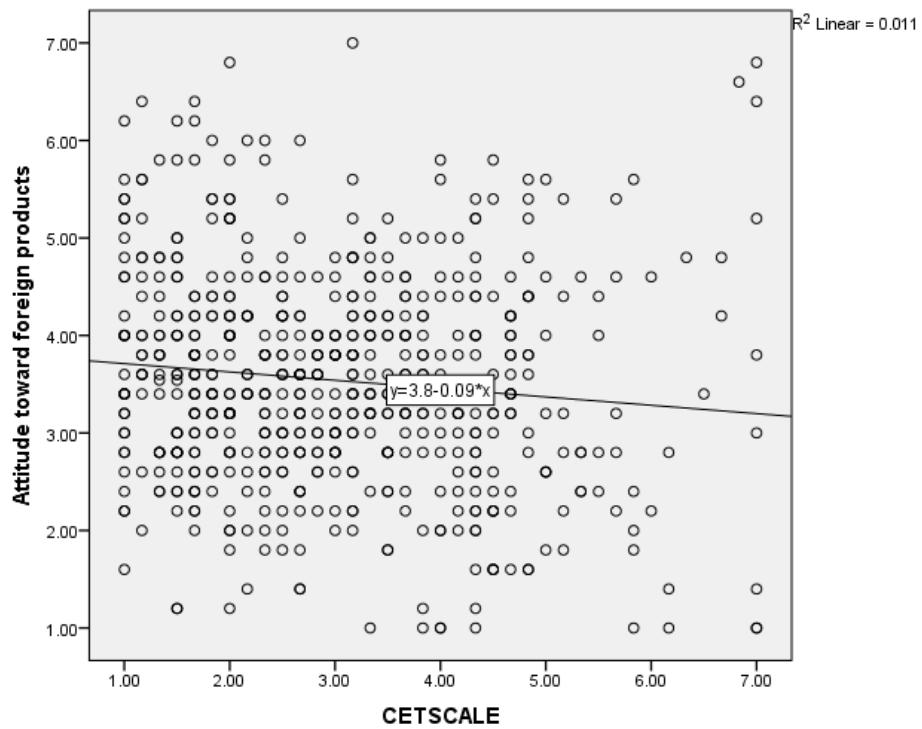
	N	Mean	Std. Deviation
Attitude_ForeignProducts	607	3.5415	1.10514
Valid N (listwise)	607		

Descriptive Statistics

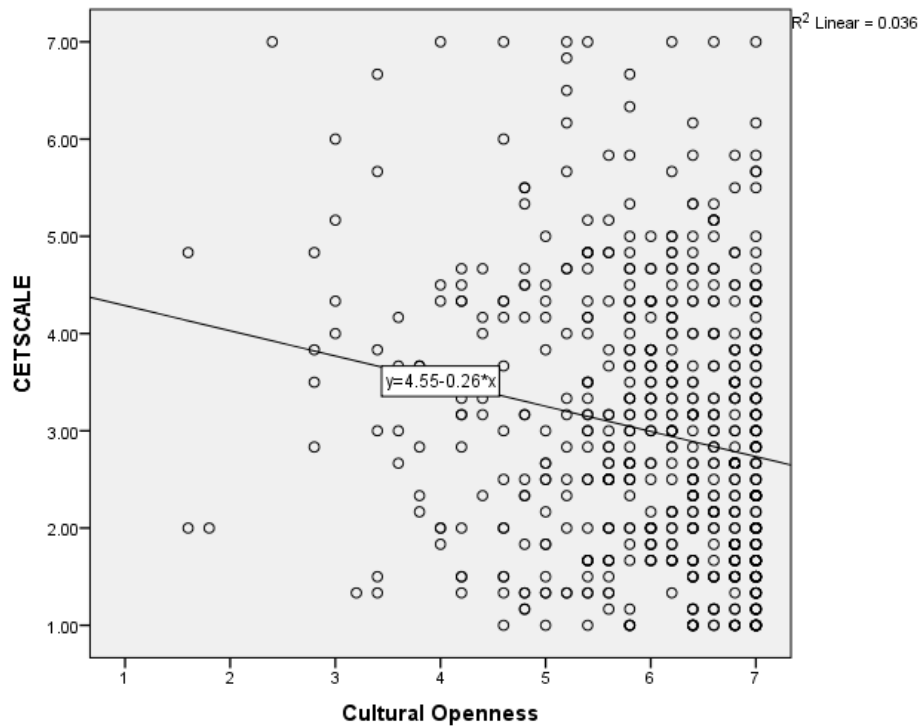
	N	Mean	Std. Deviation
On a scale from 1 ("Left") to 7 ("Right"), please indicate your political orientation that most represents your opinions and beliefs.	607	3.82	1.545
Valid N (listwise)	607		

Appendix 16: Scatterplots (Source: SPSS output)

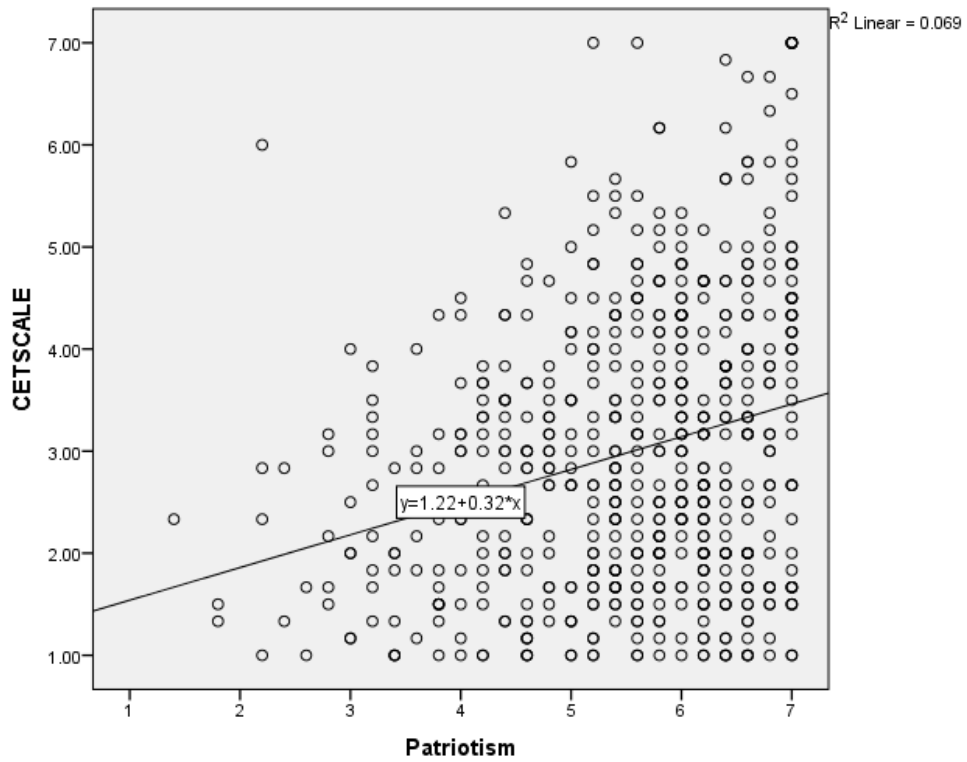
- CETSCALE * Attitude toward foreign products



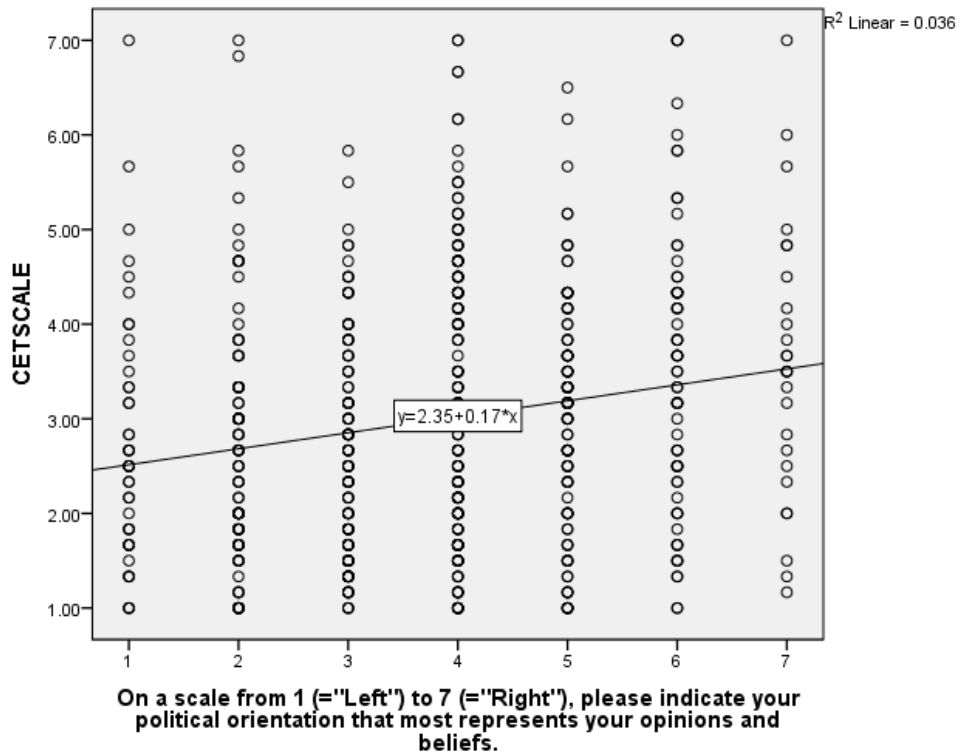
- Cultural openness * CETSCALE



- Patriotism * CETSCALE



- Political orientation * CETSCALE



- Age * CETSCALE

