

# A Multi-Country Study Exploring Relationship of Lifestyles to Ethnocentrism

\*John E. Spillan  
Professor of Business  
University of North Carolina at Pembroke  
Pembroke, NC 28372-1510  
P.O. Box 1510  
One University Drive  
Tel: 910-775-4357  
E-Mail: [john.spillan@uncp.edu](mailto:john.spillan@uncp.edu)

Zhixin Kang  
Assistant Professor of Business  
University of North Carolina at Pembroke  
Pembroke, NC 28372-1510  
P.O. Box 1510  
One University Drive  
Tel: 910-775-4368  
E-Mail: [zhixin.kang@uncp.edu](mailto:zhixin.kang@uncp.edu)

Somjit Barat  
Assistant Professor of Marketing  
Pennsylvania State University  
1 Campus Drive, Mont Alto  
PA 17237, USA

\* Corresponding Author

## **ABSTRACT**

In this paper, we study consumer market segments in four Latin American countries and one U.S. territory by using lifestyle patterns and ethnocentrism. We partition consumer ethnocentrism into low, medium, and high levels, and then investigate the relationship between each level of consumer ethnocentrism and lifestyles. Furthermore, the impacts of gender, age, and marital status on the relationship between ethnocentrism and life style are explored. Data for the study was collected through self-survey in major cities in these countries. The results reveal distinct ethnocentrism- lifestyle relationship patterns at different levels of consumer ethnocentrism among the five Latin American regions. Especially, at the high ethnocentrism level, consumer lifestyles have significant influence on the consumers' ethnocentric tendencies. In addition, we found that the older consumers at the high ethnocentrism level exhibit significant relationship to their lifestyle. These findings have considerable implications for marketers in that, it opens up more opportunities for them in comparison to what others have been exposed to through extant research. Secondly, for marketers who are already operating in a global environment, our analysis offers them ideas in market segmentation, environmental scanning and opportunity analysis.

**Key Word** Consumer Ethnocentrism; consumer lifestyles; factor analysis; linear regression model; ethnocentrism and lifestyle relationship

## **INTRODUCTION**

Businesses must be aware of the importance of globalization. Truly multinational companies are responding not only to new trends in technology, but also to the influence of fundamental changes that sustain globalization as a dynamic business concept (Czinkota and Ronkainen, 2010). One of the important trends in this field is that, customers in international markets are selecting a widening range of foreign branded products (Klein et al., 2006), causing marketers to show a growing interest in such behavior. Consumers in developing countries, who want goods just as people in developed countries do, are no longer mere participants in, but drivers of the globalization process.

The purpose of this paper is to present a different perspective regarding international consumer behavior and ethnocentrism. Specifically, we focus on consumers in the four Latin American countries: Bolivia, Chile, Guatemala, Peru, and the U.S. state of Puerto Rico. We extensively analyzed the levels of ethnocentrism (low, medium and high), and how it relates to the lifestyles of the consumers in these countries. This type of research is an improvement over extant ones because it presents a global marketer with more strategic options than the typical single independent consumer analysis.

The paper is organized into seven sections. The first three sections including the introduction, theoretical framework and the methodology set forth the contextual

direction of the paper. The next three sections present the statistical analysis, including findings, discussions and conclusions and the managerial implications. The last section presents the limitations of the study and provides future directions for research in this international consumer area.

## **THEORETICAL FRAMEWORK**

### *Consumer Ethnocentrism (CE)*

Ethnocentric consumers do not believe in purchasing foreign-made goods, because they consider such an act to be harmful to the domestic economy. Global presence may have negative competitive effects on domestic firms (Lutz et al., 2008)—a feeling echoed by Pappu et al. (2007).

With the increasing pace of globalization and the diversity of manufacturing activities, more studies are needed to guide marketers towards a better insight of buyers' attitudes and behavior with respect to global products. Consumer perceptions of the 'country of origin effect' play a major role in influencing a consumer's choice of a product (Fong and Burton, 2008). It can also influence a multinational's decision on the location of its manufacturing base. Such considerations are separate from the concern of cheap labor costs, tax incentives, access to resources and other considerations (Maznah et al., 2008).

CE can be defined as a consumer's bias toward domestically manufactured products, or conversely, as a dislike toward imported products (Torres and Gutiérrez, 2007). CE comes from the belief that purchasing imported goods are economically harmful to the society and unpatriotic because they eliminate jobs, thus compromising individuals' standards of living (Hamin, 2006). As a result, the issue of imported products turns into a moral and social issue (Poon et al., 2010).

Sharma and Shimp's (1995) study demonstrated that for U.S. consumers the stronger their ethnocentric tendencies, the more likely they are to buy a domestic product. It also implies that those individuals, whose quality of life is put at risk by imports, exhibit the strongest ethnocentric tendencies (Chappell, 2007).

From a functional point of view, CE gives the individual a sense of identity, feelings of belongingness, and more importantly, an understanding of what purchase behavior is acceptable within the group. CE appears to be contingent not only on the culture that espouses it and the group toward which it is directed, but also on the products emanating from these groups (Jaffe and Nebenzahl, 2001). The force of the association between country image and buying behavior depends on whether the country image corresponds with important product attributes (Usunier and Cestre, 2007)

Over the years, a number of studies have demonstrated the impact of consumer ethnocentrism and country-of-origin on consumer attitudes (Bilkey and Nes, 1982; Myers, 1995; Bigne and Marin, 1995; Marin and Miquel, 1997; Ibanez and Montoro, 1996; Spillan and Kucukemiroglu, 2004).

CE may also, in some ways, be situational, as it relates to consumer behavior. For example, ethnocentric tendencies among Korean consumers play an important role in

decision making when the product of interest is an important source of jobs and income for the domestic economy (Sharma et al., 1995), with the intensity and magnitude of CE varying from one culture/country to another. Therefore, the authors argue that CE and its relationship with lifestyle variables is a very important topic that has garnered considerable research attention in the recent past.

In terms of measuring CE, the CETSCALE is the primary research instrument that is most commonly used. It consists of 17 items scored on a seven-point Likert-type format. Shimp and Sharma's (1987) study recommended several possible applications of the scale to population groups in countries other than the U.S. Netemeyer et al. (1991) made a very compelling argument for researchers to translate the CETSCALE into other languages so that it could be applied in other regions of the world. Consequently, we used this scale in our study.

### *Market Segmentation and Lifestyles*

By and large, most responsible marketing researchers understand that there are many different kinds of people with many different types of buying behaviors (Yankelovich and Meer, 2006). As such, in many situations, it is better to identify consumer target groups and aggressively market to smaller, more defined segments (Spillan and Kucukemiroglu, 2004), instead of targeting the entire 'market'. As a result, both strategy formulation and tactical decision-making can be made more effective (Bearden et al., 2007).

Likewise, the concept of 'lifestyle' has been successfully used in the field of marketing communication to influence consumption patterns and as such, the lifestyle concept has become the foundation for a separate category of segmentation research called 'psychographics', which typically uses extemporaneous AIO (activities, interests and opinions) surveys utilizing cluster analysis, and which can direct the marketer toward useful lifestyle typologies.

One major achievement of marketing organizations has been their ability to use psychographics rather than relying solely on the strength of demographics or their merchandise. Lifestyle and psychographic analyses address the manner in which consumers articulate themselves in social and cultural environments. Friends, community and significant events form not just through their family, but also through consumers' lifestyles and value systems; they are also shaped by the generation to which the individual belongs, for instance, Gen X or Gen Y (Du Preez et al., 2007). Moreover, in order to gauge better target market needs, marketers study the way consumers live and spend their money, as well as how they make purchase decisions (Du Preez et al., 2007).

The success of a marketing model inherently lies in the researchers' ability to come up with variables that really distinguish people's performance in the marketplace, especially in a foreign market environment. Historically, even though demographic and social dimensions have received broader acceptance and have lent themselves easily to quantification and easy consumer classification, researchers have argued that those are

not sufficient to obtain meaningful insights into audience characteristics. From this perspective, lifestyle segmentation research can be used more effectively to communicate with and serve customers. Essentially, lifestyle segmenting offers the consumer more choices to buy a product that exactly fits their needs (Doraszelskiw and Draganskaz, 2006). Therefore, the authors cannot overemphasize the importance of the current research.

## **METHODOLOGY**

First a pre-test of the survey was conducted using a small group of participants, and the results were satisfactory. Then, applying a convenience sampling approach, which involved randomly contacted adult respondents at work, at home or on the street, we collected data by means of self-administered questionnaires. We asked the respondents to complete the questionnaire at their convenience, with plans to pick up the completed surveys at a specified time a few days later. The survey was comprised of five sections. A five-point Likert scale was used, with “1” being “strongly disagree” and “5” being “strongly agree.” The second section of the survey consisted of questions relating to the household decision-making process, based on Davis and Rigaux (1974) in previous surveys. The third section featured questions on CE for which, we used the CETSCALE index. In the fourth section of the survey we measured opinions regarding the purchase of foreign products also using a five-point Likert scale. The last section pertained to demographic and socio-economic information.

Employing the above procedure, we were able to collect 353 responses in Bolivia, 602 from Chile, and 197 from Guatemala, a total of 253 responses in Peru, and 239 observations in Puerto Rico. Overall, the total dataset consisted of 1644 cases from all the five regions.

## **STATISTICAL ANALYSIS**

In order to investigate the relationships between consumers’ ethnocentrism and their lifestyles, we explored consumer lifestyle factors in our study. We employed principal component with varimax rotation method on the surveyed consumers’ lifestyles in each of the five regions. We used the scree plots generated therefrom to determine the optimal number of factors. For all the five regions, the “elbow” was near 2; therefore we included only those factors whose Eigen values were at least 2. Table 1 lists the results from the factor analysis.

### **Insert Table 1 here**

As shown in Table 1, the factor analysis reveals six factors for each of Bolivia, Peru, Puerto Rico, five factors for Chile, and eight factors for Guatemala. The consumers’ lifestyles in these countries can be factored as strong-minded personality, children-centered attitudes in consumers’ family life, fashionmonger, housework aversion, active public service participation, saving with self-made replacements for purchased goods, distinctive consumption habits, high on sports, and spending habits with clear goals. The five regions exhibit somewhat similar factor structure in their consumers’ lifestyles, with Puerto Rico, Chile, and Peru having almost identical factor structures.

With the growing popularity of global business, studying the extent of consumer ethnocentrism may help international marketers implement more pertinent marketing strategies. Motivated by this thought, we categorize the consumers' ethnocentrism into three levels: low, medium, and high, which is based on the 17 variables surveyed in the five regions. In identifying these three levels of CE, we employ the following procedure: for each consumer surveyed in a certain country, we partition the 7-point Likert ethnocentrism scale into three subsets: {1, 2}, {3, 4, 5}, and {6, 7}, where {1, 2} represents low ethnocentrism level, {3, 4, 5} the medium ethnocentrism level, and {6, 7} the high ethnocentrism level. Then we count the number of the responses falling into each of these three subsets. For example, if a consumer responded with five "1" answers, with four for each of "2" and "3" answers, and with one for each of "4", "5", "6" and "7" answers to the 17 surveyed questions, then the total numbers of the answers in subset {1, 2}, {3, 4, 5} and {6, 7} are 9, 6, and 2, respectively. We choose the subset with the largest counted number to represent this customer's ethnocentrism level—which, in this case, would be the 'low' ethnocentrism level, since the respondent has 9 (the largest number) count in subset {1, 2}. In case of a tie, we remove that data point from our study in order to avoid the ambiguity in the following linear regression estimation. This procedure is repeated for all of the surveyed consumers in each of the five regions. A percentage distribution representing the three-ethnocentrism levels is listed in Table 2.

**Insert Table 2 here**

### *Implications*

Peru has the lowest percentage at the low level of ethnocentrism, while Puerto Rico possesses the highest. Further, Peru yields the highest percentage, and Puerto Rico presents the lowest percentage at the high ethnocentrism level. Compared to the four other regions, Peru exhibits a quite different pattern: it embraces 70.75% of surveyed customers with high ethnocentrism, but possesses only about 10% of the surveyed consumers with medium ethnocentrism level. Our results, therefore, suggest that in the five regions the distributions of the three-consumer ethnocentrism levels are quite different. This finding may provide international marketers with useful insights into distribution characteristics of the consumer ethnocentrism levels in each of the five regions.

### *Analysis of Relationships between Three Ethnocentrism Levels and Lifestyle Factors*

We employ an ordinary least square (OLS) linear regression analysis to investigate whether there is significant relationship between each ethnocentrism level and lifestyles among the consumers in the five regions. Specifically, we treat each CE level as the response variable, and the different consumer lifestyle factors as independent variables in the linear regression model. A standard linear regression model is in a form of:

$$y_{ij} = \beta_{0j} + \beta_{1j}x_{1,ij} + \dots + \beta_{kj}x_{k,ij} + \varepsilon_{ij} \quad (1)$$

where  $i = 1, 2 \dots N$  represents the  $i^{th}$  observation in the data set,  $j = 1$  to  $5$  represents one of the five regions,  $y_{ij}$  is the  $i^{th}$  consumer's ethnocentrism variable at each of the three ethnocentrism levels in country  $j$ ,  $x_{1,ij}, \dots, x_{k,ij}$  are the lifestyles factor values of the  $i^{th}$  observation in country  $j$ , and  $k$  is the number of factors in country  $j$  in the model.  $\beta_{0j}, \beta_{1j}, \dots, \beta_{kj}$  are the corresponding coefficients for each of the  $k$  factors in country  $j$ , and  $\varepsilon_{ij}$  is the error term for the  $i^{th}$  observation in country  $j$ .  $\varepsilon_{ij}$  is assumed to follow a normal distribution with mean 0 and standard deviation  $\sigma_j$ .

### *Empirical Results*

We use OLS model specified in (1) to regress ethnocentrism against the corresponding lifestyle factors at each of the three-ethnocentrism levels for the five regions. Given each surveyed consumer's ethnocentrism level obtained in the previous subsection, the ethnocentrism numerical measure  $y_{ij}$  for a consumer is computed by averaging the surveyed scores in the consumer's representative subset. The consumer mentioned in the previous example is categorized into low ethnocentrism level. Therefore, he/she has an ethnocentrism numerical measure of 1.44, which is computed as the average of the nine responses in the vector [1, 1, 1, 1, 1, 2, 2, 2, 2]. This procedure is repeated for all of the surveyed consumers in the five regions, and the corresponding low, medium, and high ethnocentrism numerical data set for the regression model is generated. The consumer lifestyles factor value  $x_{k,ij}$  for the  $k^{th}$  factor;  $i^{th}$  consumer in country  $j$  is obtained by averaging the seven-point Likert scales of the included lifestyle variables for factor  $k$ . For example, in Bolivia, our analysis generated 6 factors. For each factor, the lifestyle variables with factor loading of at least 0.5 were included. This resulted in factor 1 being composed of 12 out of the 56-lifestyle variables. Thus,  $x_{k,ij}$  is the average of the scores of these 12-lifestyle variables in factor 1. Table 3 lists the empirical results from the OLS regression model at the low, medium, and high ethnocentrism levels.

### **Insert Table 3 here**

Table 3 shows that in all the five regions, consumers with low ethnocentrism present very weak relationship with the strong-minded personality. In Bolivia, Chile, Peru, and Puerto Rico, consumers at low ethnocentrism level exhibit passion for public service; in Chile and Peru, low ethnocentrism has significant relationships to consumers who are high on sports; in Guatemala, Peru, and Puerto Rico, low ethnocentrism consumers are fashionmongers and tend to avoid housework and finally, low ethnocentrism is significantly related to Chileans who value saving with self-made replacements.

At the medium ethnocentrism level, our results show that there is no significant relationship with the lifestyle factors in any of the five regions, the only exception being Puerto Rico, where the medium ethnocentrism has significant relationship with the lifestyle of saving with self-made replacement. This finding implies that it is harder to predict the purchasing behavior of the moderately ethnocentric consumers from their lifestyles in the five regions studied.

At the high CE level, the results suggest that the strong-minded personality imposes significant impact in all the five regions. In Bolivia and Guatemala, the consumers with high-end ethnocentrism seem to be related to children-centered family lifestyle. In Chile, Guatemala, and Puerto Rico, the consumers at the high ethnocentrism level prefer a lifestyle of saving with self-made replacements to that with purchased products. Finally, Guatemalans exhibit a significant relationship between high ethnocentrism and lifestyle characterized by spending habits with clear goals. Our results, therefore, suggest that different consumer ethnocentrism levels may be related to quite different consumer lifestyles.

#### *Impacts of Gender, Age, and Marital Status on the Ethnocentrism-Lifestyles Relationship*

We investigated in our study the impacts of gender, age, and marital status on the CE-lifestyle relationships at different ethnocentrism levels. We revise the linear regression model (1) by adding the gender, age, and marital status as dummy variables to capture the relationship between the ethnocentrism levels and the three different factors, and these relationships are characterized as follows:  $A_1 = 1$  if a consumer is male and  $A_1 = 0$  otherwise;  $A_2 = 1$  if the consumer is a female and  $A_2 = 0$  otherwise;  $B_1 = 1$  if a consumer is married and  $B_1 = 0$  otherwise;  $B_2 = 1$  if the consumer is single and  $B_2 = 0$  otherwise, and  $B_3 = 1$  if consumer is separated/widowed,  $B_3 = 0$  otherwise. For age, the data set includes 6 ranges, and the dummy variables are defined as:  $C_1 = 1$  if a consumer is under 20 and  $C_1 = 0$  otherwise;  $C_2 = 1$  for consumer between 20 and 30 and  $C_2 = 0$  otherwise;  $C_3 = 1$  for consumer between 31 and 40 and  $C_3 = 0$  otherwise;  $C_4 = 1$  for consumer between 41 and 50 and  $C_4 = 0$  otherwise;  $C_5 = 1$  for consumer between 51 and 60 and  $C_5 = 0$  otherwise;  $C_6 = 1$  for consumer beyond 60 and  $C_6 = 0$  otherwise. Gender, age, and marital status are separately included in the model so as to eliminate the interactive effects among these three factors. A revised model is in the form of

$$\begin{aligned}
 y_{ij} &= \beta_{1j}x_{1,ij} + \dots + \beta_{kj}x_{k,ij} + \varphi_1A_1 + \varphi_2A_2 + \varepsilon_{ij} \text{ (Gender)} \\
 y_{ij} &= \beta_{1j}x_{1,ij} + \dots + \beta_{kj}x_{k,ij} + \theta_1B_1 + \theta_2B_2 + \varepsilon_{ij} \text{ (Marital)} \\
 y_{ij} &= \beta_{1j}x_{1,ij} + \dots + \beta_{kj}x_{k,ij} + \gamma_1C_1 + \dots + \gamma_6C_6 + \varepsilon_{ij} \text{ (Age)}
 \end{aligned} \tag{2}$$

where the definitions for other variables in model (2) are the same as those in the model (1). Note that in model (2), there is no constant term due to the inclusion of the dummy variables in the regression model.

#### *Empirical Results*

We run the model (2) separately based on data set at the three-ethnocentrism levels. The OLS method estimates all the coefficients included in the model. The statistical significances of the estimated coefficients  $\hat{\beta}_{1j}, \dots, \hat{\beta}_{kj}$  for the lifestyle factors in the model (2) are almost identical to those estimated from the model (1). Therefore, we only report the estimation results for the dummy variables in the model (2). The results for the above analyses are presented in Table 4.

**Insert Table 4 here**



The values in the parenthesis are the  $t$  statistics. If the absolute value of a  $t$  statistics is at least 2.00, then the coefficient is significant in the model (2). As is shown in the panel A of Table 4, gender, age, and marital status do not have any significant impact on the relationship between the low ethnocentrism and lifestyle in each of the five regions. As shown in panel B of Table 4, the statistical significance of the gender, age, and marital status in the model (2) is still weak among all the five regions, even though the significance of the coefficients of the dummy variables increases compared with that associated with the low ethnocentrism level. This akin pattern found at both low and medium ethnocentrism levels reveals that in a relatively modest ethnocentrism consumer group, the relationship between CE and lifestyle is not significantly related to the consumers' gender, age, and marital status. However, in panel C of Table 4, the results suggest that the impact of age on the high ethnocentrism- lifestyle relationship becomes significant among consumers 60 years or older in all the regions except Puerto Rico. In addition, the significance of the impacts of gender on the relationship increases, even though overall such impacts are not remarkable. This finding is quite different from that revealed in the low and medium ethnocentrism cases. One explanation is that when a consumer with high CE level becomes older, he/she could be more aware of his/her own ethnicity.

## **DISCUSSION AND CONCLUSIONS**

The purpose of this paper is to explore the relationship between low, medium, and high CE levels and consumer lifestyles in four Latin American countries and one U.S. territory. The literature on international consumer behavior generally discusses CE and consumer lifestyles independently and thus, it is up to the reader to decide which consumer characteristic(s) is/are more important for determining the market segment to target in developing a marketing strategy. This study goes several steps further in that it recognizes that consumers have different levels of CE and lifestyles and they interact with each other. Our study shows that there is a stronger relationship between higher levels of CE and the lifestyles of consumers in these five regions. Furthermore, gender, age, and marital status seem to have weak impacts on the CE-lifestyle relationship at the low and medium ethnocentrism cases. However, at the high CE level, the older consumers tend to exhibit significant influence in casting the ethnocentrism- lifestyle relationship.

## **MANAGERIAL IMPLICATIONS**

Individual CE is not the only factor to learn about consumer behavior that has an effect on international marketing activities in a foreign country. It is barely a guide to international marketing decisions. Consequently, companies should direct more of their attention to these concepts when developing and implementing international marketing activities in the countries surveyed in this study. The study also suggests that special strategies can be built around these concepts. The results can provide international marketing managers with a choice of appropriate markets based on the ethnocentric attitudes of the target market, which can differ according to the economic liberalism of target countries.

It was interesting that the results revealed somewhat identical lifestyle parameters of the five regions we studied. From a global marketing perspective, such findings can provide certain advantages with regard to segmentation of the target markets. On the other hand, from a Theory of Reasoned Action perspective (Ajzen and Fishbein, 1980), which argues that beliefs lead to attitudes and attitudes result in behaviors, this study provides significant insights into purchase behavior of consumers in foreign countries. Specifically, the more ethnocentric the populace is, the more challenging it might be to penetrate that country for global trade purposes (Czinkota and Ronkainen, 2010).

#### **LIMITATIONS AND FUTURE DIRECTION**

Even though our sample size was decent, future research can be based on a larger sample size so that the results are more generalizable. One limitation of the current study was our inability to control for the ‘authenticity’ of responses in the sense that these were self-reported. This problem can be minimized in future studies by conducting research on a focus group in a controlled setting. Such measures can enhance the reliability of the findings. Finally, it might be interesting to investigate if and how the level of ethnocentrism changes with age, income and education and other demographic factors. Past research, for example, suggests that the level of ethnocentrism varies based on whether the individual is a first, second or third generation immigrant. As such, the authors also suggest conducting a longitudinal study of the effects of lifestyle on CE.

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**Table 1.** Factors of Lifestyle in the Five Latin American Regions

	Bolivia	Chile	Guatemala	Peru	Puerto Rico
Factor 1: Strong-minded Personality	x	x	x	x	x
Factor 2: Distinctive Consumption Habits	x		x		
Factor 3: Children-centered Family Lifestyle	x	x	x	x	x
Factor 4: Passion for Public Service	x	x		x	x
Factor 5: Spending Habits with Clear Goals	x		x	x	
Factor 6: High on Sports	x		x		
Factor 7: Fashionmonger		x	x	x	x
Factor 8: Saving with self-made replacements		x	x		x
Factor 9: Housework Aversion			x	x	x

Note: x represents the factor found in each country. The number of the factors in each country is determined in the preliminary factor analysis by including the factors with Eigen value of at least 2.

**Table 2.** Distribution of the Consumers' Ethnocentrism Levels

	Low	Medium	High	Total
Bolivia	33.33%	27.62%	39.05%	100%
Chile	42.50%	20.33%	37.17%	100%
Guatemala	22.10%	20.50%	57.40%	100%
Peru	18.97%	10.28%	70.75%	100%
Puerto Rico	51.29%	27.59%	21.12%	100%

**Table 3. Relationships between Different Levels of CE and Lifestyle factors**

	<i>Bolivia</i>		<i>Chile</i>		<i>Guatemala</i>		<i>Peru</i>		<i>Puerto Rico</i>	
	<i>Coeff.</i>	<i>Stat*</i>	<i>Coeff.</i>	<i>t Stat</i>	<i>Coeff.</i>	<i>t Stat</i>	<i>Coeff.</i>	<i>t Stat</i>	<i>Coeff.</i>	<i>t Stat</i>
<b><u>Panel A: Low Ethnocentrism and Lifestyle Factors</u></b>										
Intercept	2.171	2.417	2.410	9.580	1.191	2.032	1.154	1.132	0.805	2.317
Factor 1: Strong-minded Personality	-0.017	-0.069	0.017	0.367	0.085	0.822	0.162	0.881	0.037	0.551
Factor 2: Distinctive Consumption Habits	-0.126	-0.899			0.082	0.637				
Factor 3: Children-centered Family Lifestyle	0.051	0.630	-0.018	-0.783	0.044	0.446	-0.032	-0.156	0.020	0.745
Factor 4: Passion for Public Service	0.011	<b>2.200</b>	0.024	<b>2.667</b>			0.181	<b>5.171</b>	0.064	<b>2.234</b>
Factor 5: Spending Habits with Clear Goals	-0.172	-0.989			0.011	0.117	0.086	0.596		
Factor 6: High on Sports	0.141	<b>4.548</b>			0.028	<b>2.113</b>				
Factor 7: Fashionmonger			0.035	1.645	0.049	<b>2.418</b>	0.009	<b>2.556</b>	0.032	<b>2.313</b>
Factor 8: Saving with self-made Replacements			0.066	<b>2.011</b>	0.028	0.241			0.008	0.161
Factor 9: Housework Aversion					0.160	<b>2.369</b>	0.140	<b>3.256</b>	0.045	<b>2.240</b>
<b><u>Panel B: Medium Ethnocentrism and Lifestyle Factors</u></b>										
Intercept	2.171	2.417	2.410	9.580	1.191	2.032	1.154	1.132	0.805	2.317
Factor 1: Strong-minded Personality	-0.017	-0.069	0.017	0.367	0.085	0.822	0.162	0.881	0.037	0.551
Factor 2: Distinctive Consumption Habits	-0.126	-0.899			0.082	0.637				
Factor 3: Children-centered Family Lifestyle	0.051	0.630	-0.018	-0.783	0.044	0.446	-0.032	-0.156	0.020	0.745
Factor 4: Passion for Public Service	0.011	<b>2.200</b>	0.024	<b>2.667</b>			0.181	<b>5.171</b>	0.064	<b>2.234</b>
Factor 5: Spending Habits with Clear Goals	-0.172	-0.989			0.011	0.117	0.086	0.596		
Factor 6: High on Sports	0.141	<b>4.548</b>			0.028	<b>2.113</b>				
Factor 7: Fashionmonger			0.035	1.645	0.049	<b>2.418</b>	0.009	<b>2.556</b>	0.032	<b>2.313</b>
Factor 8: Saving with self-made Replacements			0.066	<b>2.011</b>	0.028	0.241			0.008	0.161
Factor 9: Housework Aversion					0.160	<b>2.369</b>	0.140	<b>3.256</b>	0.045	<b>2.240</b>
<b><u>Panel C: High Ethnocentrism and Lifestyle Factors</u></b>										
Intercept	6.554	14.990	5.598	16.194	5.650	12.449	5.615	14.308	6.092	6.745
Factor 1: Strong-minded Personality	0.247	2.111	0.184	3.323	0.076	3.003	0.021	3.000	0.011	2.200
Factor 2: Distinctive Consumption Habits	-0.034	-0.340			0.035	0.454				
Factor 3: Children-centered Family Lifestyle	0.143	2.375	0.102	1.562	0.086	2.043	0.044	1.257	-0.083	-1.203
Factor 4: Passion for Public Service	0.007	0.057	0.059	1.042			0.060	1.502	0.119	0.476
Factor 5: Spending Habits with Clear Goals	-0.143	-1.187			0.184	2.816	-0.086	-1.483		
Factor 6: High on Sports	0.115	0.859			0.048	0.943				
Factor 7: Fashionmonger			0.113	0.699	-0.029	-0.414	0.079	0.806	0.052	0.341
Factor 8: Saving with self-made Replacements			0.032	<b>4.000</b>	0.137	<b>2.273</b>			0.046	<b>2.421</b>
Factor 9: Housework Aversion					0.013	0.235	0.086	1.254	-0.093	-0.777

\*: A coefficient is 95% significant when the absolute value of its *t Stat* is at least 2.00

**Table 4.** Impacts of Gender, Age, and Marital Status on the Relationship between Ethnocentrism and Lifestyle Factors

	Gender		Age						Marital Status	
	$\varphi_1$	$\varphi_2$	$\gamma_1$	$\gamma_2$	$\gamma_3$	$\gamma_4$	$\gamma_5$	$\gamma_6$	$\theta_1$	$\theta_2$
<b>Panel A: Low Ethnocentrism and Lifestyle Factors</b>										
Bolivia	0.3289 (0.8761)	0.7123 (0.5129)	-1.2789 (-1.3028)	0.0387 (0.3089)	0.3759 (1.2237)	0.7239 (0.8219)	-0.0723 (-0.7977)	0.9342 (0.6173)	0.6871 (1.1319)	0.7133 (0.9322)
Chile	0.5833 (0.4108)	0.9293 (0.7239)	0.7389 (0.9329)	0.1577 (1.2103)	0.6833 (0.8187)	-0.9739 (-0.8133)	0.8003 (1.1038)	0.0215 (0.9751)	0.8291 (0.7254)	0.7700 (0.8123)
Guatemala	0.6753 (0.9117)	0.0198 (0.1735)	0.1497 (0.7389)	0.7361 (1.1002)	0.5382 (1.1620)	0.3173 (0.9139)	0.7237 (1.0098)	0.6515 (0.8230)	0.7129 (0.5103)	0.3211 (0.7790)
Peru	-0.1537 (-1.1257)	0.3289 (0.9723)	-0.8239 (-0.5001)	0.1033 (0.9219)	0.6321 (1.3010)	-0.0731 (-0.3211)	0.8334 (0.6544)	0.2016 (0.6460)	0.6574 (1.2814)	0.3033 (0.9726)
Puerto Rico	0.7745 (1.2078)	0.3987 (0.7113)	0.6189 (0.7328)	0.3379 (1.4019)	0.8322 (0.9037)	-0.7813 (-0.8838)	0.6716 (0.4029)	0.3357 (0.9367)	0.7103 (1.1204)	0.4759 (0.8219)
<b>Panel B: Medium Ethnocentrism and Lifestyle Factors</b>										
Bolivia	0.5731 (1.2013)	0.5029 (1.3409)	0.7377 (0.9799)	-0.1179 (-1.0703)	0.5337 (0.8329)	0.5216 (1.7212)	0.4590 (0.8763)	1.1008 (0.7972)	0.4027 (1.3023)	0.5729 (0.6130)
Chile	0.3019 (1.3398)	0.5489 (0.9908)	0.7109 (0.8343)	0.6207 (1.0304)	-0.2730 (-1.0389)	0.5734 (1.3400)	0.6727 (1.5678)	0.4107 (0.9245)	0.1679 (0.8343)	0.8109 (0.7021)
Guatemala	0.3275 (0.7313)	-0.2310 (-0.9720)	0.8321 (1.0351)	0.3727 (1.4729)	0.3726 (1.2001)	-0.3454 (-1.0237)	0.5833 (1.4708)	0.2709 (1.3089)	0.7200 (0.9029)	0.3721 (1.0492)
Peru	0.3012 (0.9973)	0.4728 (1.2030)	0.7108 (1.2393)	-0.7554 (-1.1029)	0.7899 (0.9302)	0.4372 (1.0133)	0.6705 (1.1257)	0.6702 (1.3128)	0.6303 (1.0283)	0.4757 (0.9742)
Puerto Rico	0.3041 (0.8854)	0.5727 (0.8436)	0.4726 (0.8329)	0.3887 (0.8108)	0.8239 (0.9733)	-0.2746 (-0.9902)	0.7509 (1.2329)	0.8933 (1.1267)	0.2038 (0.8934)	0.5698 (1.0212)
<b>Panel C: High Ethnocentrism and Lifestyle Factors</b>										
Bolivia	0.8392 (1.7703)	0.4104 (1.3277)	0.4595 (1.2085)	0.0387 (1.1213)	0.3759 (1.2237)	-0.8216 (-1.7310)	0.3204 (1.7921)	0.5763 (2.0339)	0.2305 (0.9328)	0.7878 (0.8236)
Chile	0.3507 (1.5929)	0.4573 (1.2076)	-0.7571 (-1.0130)	0.3308 (1.5072)	0.4523 (1.1019)	0.7138 (1.5775)	0.2103 (1.1727)	0.8357 (2.0105)	0.5698 (0.8347)	0.6303 (0.9039)
Guatemala	0.7270 (1.4633)	0.3347 (1.4173)	0.0972 (0.9303)	0.4578 (1.2012)	0.6780 (1.5051)	-0.9395 (-1.7359)	0.8331 (1.8929)	0.8018 (2.2792)	0.2993 (1.0135)	0.6174 (0.9723)
Peru	0.3827 (1.0132)	0.7437 (1.1891)	-0.2313 (-0.8742)	0.7307 (1.2039)	0.7209 (1.2663)	0.2058 (1.6439)	0.4414 (1.8939)	0.3032 (2.7902)	0.7231 (1.1320)	0.4108 (0.9449)
Puerto Rico	0.5015 (1.5035)	0.7210 (0.9211)	0.3512 (1.2033)	0.4598 (1.3448)	0.1022 (1.1037)	0.6892 (1.3046)	0.7573 (1.9833)	0.6138 (1.9200)	0.4521 (1.0397)	0.5823 (0.9443)