

Factors Affecting Consumers' Attitude towards Domestic Products in Developing Countries: A Conceptual Paper

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Abstract

Extant literatures indicate that consumers in developing countries prefer imported products to domestic products in developing, particularly in African countries. Improving the attitude of consumers towards domestic products in such countries may increase competitiveness of the countries' manufacturing industries, which are dominated by micro and small scale enterprises. Exhaustive literature review was conducted to identify factors affect consumers' attitude towards domestic products in developing countries with special emphasis on African countries. Based on the identified factors, conceptual model and propositions were developed drawing upon social identity and system justification theories. Consumers' attitude towards domestic products is positively affected by consumer knowledge and ethnocentrism; negatively by consumer xenocentrism, cosmopolitanism and status consumption. The model will give good insight to those who want to conduct empirical research in the area and it will be a stepping stone for policy makers, international markets and international trade analysts of the sub-continent.

Keywords: Consumer attitude, domestic product consumption, developing countries, African countries, manufacturing industries, country of origin effect, international trade

1. Introduction

"It is evident that nothing so much contributes to promote the public well-being as the exportation of manufactured goods and the importation of foreign raw material." (Fredric List, 1885 Pp. 40)

Consumers' attitude, which is the feeling and proclivity towards products and their cues, is one of factors that affect international trades. Consumers buy a product when they have the willingness to buy and ability to pay (Kotler & Keller, 2011). The willingness to buy comes from consumers' attitude towards the product and its cues, which are categorized as intrinsic and extrinsic (Bandara & Miloslava, 2012; Watson, 2000). The intrinsic cues of a product indicate the basic component or feature which users actually consume at the end. For example, the nutrients and the chemical composition of the product are the core benefits that consumers reap at the end (Chattalas, Kramer, & Takada, 2008). Extrinsic cue, on the other hand, are external information or indicators of the intrinsic values of products. For example, the packages of product are extrinsic cues which indicate the composition,

price, origin and other related information of the product (Vida & Reardon, 2008).

In many circumstances, extrinsic cues significantly affect the attitude and determine the demand of a product (Aqueveque, 2006). One of such extrinsic cues of products is country of origin (Made in...) cue (Chattalas et al., 2008). Country of origin has affected the survival and growth of manufacturing industries of developing countries, particularly of African countries (Batra, Ramaswamy, Alden, Steenkamp, & Ramachander, 2000; Okpara & Anyanwu, 2011). According to World Bank, countries with GNI per capita income less than \$ 12,475 are classified as developing countries or low and middle income countries (Nielsen, 2013). Manufactured products from developing countries, particularly from African countries have low acceptance in developing countries and local markets because of the "Made in..." cue, and consumers are reluctant to consumer products from such origin (Batra et al., 2000; Okpara & Anyanwu, 2011). For example, Okpara & Anyanwu (2011) indicated that footwear industry in Nigeria is affected by lack of demand

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while the same imported products have high demand in the market. Similarly, Ethiopian Central Statistical Agency (ECSA, 2017) indicated that local manufacturing industry suffers from lack of demand while the same imported products are highly welcomed by consumers.

Consumers' reluctance to consume manufactured products from African countries has left the manufacturing industry of African countries with small market share with decreasing trend in the global market (Okpara & Anyanwu, 2011; Schmiege, 2016). For example, Africa's manufactured product global trade share has decreased from 5.92% in 1980 to 3.42% in 2012 despite the whole developing countries manufactured products global trade share has increased from 29.65% in 1980 to 44.61% in 2012 (UNCTAD, 2013a, UNCTAD, 2013b). Africa's global share further decreased to 2.4% with only 1.7% for sub-Saharan Africa in 2016 (Schmiege, 2016). In the same token, based on lack of demand following ill attitude towards manufacturing products from African countries, many manufacturing firms of the continent have been closed and employees have been laid-off and firms capacity utilization has declined as low as 30% (ECSA,

2017). The average share of manufacturing in GDP is about 10% in 2014, much lower than it had been 15% in 1970s (McMillan, Rodrik, & Verduzco-Gallo, 2014).

If we see the trend at country level, for example, Ethiopia's manufacturing industry performance is not promising because of lack of demand. The share of formal employment in overall manufacturing employment is as low as 6% in Ethiopia (McMillan et al., 2014). The import trade has been increasing while the export has been stagnating despite the government has an ambitious plan to increase export and to decrease import (Schmiege, 2016). The country's import has increased from \$1.52 billion in 1997 to \$17.9B in 2017 while the export trade has increased from \$0.68 billion to \$3.13 billion (ITC, 2017) as show on table one. In the same token, many manufacturing enterprises challenged by lack of demand in the local market while similar products imported from developed and emerging countries enjoy sufficient demand (ECSA, 2017). A survey by central statistical agency of Ethiopia in 2015 indicated that lack of demand for manufactured products is the major reason to operate below capacity.

Table 1: Export-Import Trade Balance of Ethiopia

Year	1997	2002	2007	2011	2016
Import (Billion Dollar)	1.52	1.7	5.94	8.83	17.9
Export (Billion Dollar)	0.677	0.502	1.54	2.88	3.13
Balance (Billion Dollar)	-0.843	-1.198	-4.4	-5.95	-14.77
% of Manufacture products	9.65	14.31	13.75	10.37	7.33

Source: International Trade Centre (2017)

Based on the longstanding problem, African countries have been working to strengthen their manufacturing industry. Various political and economic reforms have been implemented to increase export and decrease import. High tax on imported products, banning some imports, and devaluated currency are some of the actions by governments. Non-governmental organizations such as UNDP and/or benevolent foreign governments such as AGOA agreement by America and Cotonou agreement by European Unions have been signed and implemented to

supported export-expansion endeavors by giving preferential access to products from African countries (Osakwe, Banga, & Bolaky, 2014).

However, such approaches have brought very low impact on improving the continent's trade balance and creation of demand for products from manufacturing industries of African countries. On the contrary, consumers are more attracted towards imported products than domestic products because the intervention elicited price-quality relation heuristics (Verma & Gupta, 2004). The increased

tariff and taxes made imported products expensive and less available in some situation. Such less availability and expensiveness resulted in status consumption effect of imported product (Nabi, O' Cass, & Siahtiri, 2019). Such status effect of imported products requires an action to improve the attitude of consumers before making interventions such as banning, high tax and other related actions on imports. Improving the attitude of consumers towards manufactured products from the continent may play its part in creating national competitive advantage. Porter (1990) indicated that strong domestic demand is one of the major reasons for national competitiveness.

Improving the attitude can be done in two fronts: International and Domestic. Improving the attitude of consumers in export destination requires long-term marketing strategies besides political, economic, technological and social endeavors (Koed Madsen, 2006; Paul, Parthasarathy, & Gupta, 2017). Much of the manufacturing industries of the developing countries, particularly African countries are at their micro and small scale (Sveinung, Leo, & Chris, 2010). By their very nature, unfortunately, micro and small scale enterprises are not as good as large enterprises in achieving economy of scale/scope and learning curve (Paul et al., 2017; Sveinung et al., 2010). Further, international trade requires strong international marketing skill and experience which most of the African countries lack (Paul et al., 2017). In addition, breaking international market particularly in markets in developed countries require lower cost with better quality. Thus, changing the attitude of consumers in international market may be taken as long-term objective because it is mainly achieved after success in the local market (Porter, 1990)

Improving consumers' attitude in the domestic market is a possible short and long-term solution with further positive impact on export performance. Improving the attitude of local consumers towards local products may decrease import and assure the survival and growth of micro and small scale dominated manufacturing industry of the continent (Porter, 1990). Similarly, the existence of sufficient local demand may stimulate investment and joint ventures, which play significant role in creating opportunities for technology transfer and

innovation (Porter, 1990). Thus, here we review extant literatures on consumers' attitude towards domestic products to identify factors affect consumers attitude towards domestic and to develop propositions on the identified factors.

2. Literature Review

2.1 Consumers' attitude and country of origin effect.

Consumers' attitude is defined as consumers' feeling towards the products and its cues, which are classified as extrinsic and intrinsic. One of the extrinsic cues that affect the attitude of consumers towards a product is country of origin or the "Made in..." cue of products. After the seminal idea raised by Ernest Dichter (1962) and published in the Harvard Business Review as "The little phrase 'Made in ...' can have a tremendous influence on the acceptance and success of products.", special attention has been given for country of origin and its impact on consumers' attitude towards products (Chattalas et al., 2008). The influence of country of origin on consumer attitude was, for the first time, studied by schooler (1965) who concluded that country of origin of a product has important effect on the opinions and thus the buying behavior of consumers (Shankarmahesh, 2006). A meta-analysis by Chattalas et al (2008) indicated that country of origin cue of products significantly affects consumers attitude towards a product. The intensity of country of origin effect varies with product type, consumer involvement level, amount of cues, consumers' psychological and demographic backgrounds, consumer ethnocentrism tendency, and country and national stereotypes.

Consumers are sensitive for country of origin of products for various reasons. Quality perception, psychological values, social issues are considered as the major factors that trigger country of origin sensitivity (Alden, Steenkamp, & Batra, 2006; Batra et al., 2000). Country of origin cues of products has strong correlation with quality perception particularly when consumers lack sufficient information about the product or have doubt on other cues (Chattalas et al., 2008; Elliott & Cameron, 1994). Consumers associate the quality of products with certain country of origin or a country historically known for a product is also concluded for other products too (Chattalas et al., 2008). Thus, lack of confidence on the quality of products from certain origins

triggers consumers to be sensitive for the “Made in...” cue of products.

In different vein, consumers become sensitive for country of origin when their country is threatened by other foreign country(Shankarmahesh, 2006; Watson, 2000). When there is hostility or war between two countries, consumers in respective countries harbor animosity towards the opponent country and become sensitive for country of origin in order to shun purchase of products from that country(Marti & Jime, 2010; Shankarmahesh, 2006). Further, consumers become sensitive for country of origin when they feel that imported products consumption will affect domestic economy and local culture(Chattalas et al., 2008; Sharma, Shimp, & Shin, 1995). In such a condition, consumers become sensitive for country of origin and prioritize domestic product over imported products(Josiassen, 2011; P. W. Verlegh, 2007). Thus, consumer ethnocentrism in its technical terms, signals consumers to be sensitive for country of origin of products.

In the same, but in different approaches, consumers become sensitive for country of origin of products because of self-esteem effect(Batra et al., 2000). Self-esteem effect shows consumers sensitivity for country of origin because of the status impact of products from certain origins. Consumers try to show their well-off or social status by consuming products from certain origin, which have perceived high quality or expensive or not affordable to other people(Nabi et al., 2019). For example, French wine, Italy Fashion, Switzerland watch etc. have status effect besides their long-standing quality reputation(Balabanis& Diamantopoulos, 2016; Ranjbarian, 2010). Similarly, consumers want to be eclectic in their consumption by buying products from various origins(Prince, Davies, Cleveland, & Palihawadana, 2016). Thus, consumers evaluate the “made in... cue” before making purchase decisions in order to make their consumptions to have the taste of various country of origins with a motive of being a global citizen and increase self-esteem.

2.2 Consumers attitude towards manufactured products from developing countries

The world is divided into two categories, at least: developed and developing, and consumers have different attitude towards products from these two origins(Nielsen,

2013). Studies(Hamin& Elliot, 2006; Okechuku & Onyemah, 1999; Tsai, Lee, Song, Tsai, & Lee, 2013) indicate that consumers have negative attitude towards manufactured products from developing countries. Consumers in developed countries prefer manufactured products from either domestic market or products from other developed countries(Alden et al., 2006; P. W. J. Verlegh, 1999). Similarly, consumers in developing countries prefer products from developed countries to developing countries including home-made products(Okpara& Anyanwu, 2011). Despite consumers in India are much price sensitive, they exhibited strong need for foreign brands(Kumar, Lee, & Kim, 2009; Mukherjee, Satija, Goyal, Mantrala, & Zou, 2012). Consumers in developing countries, particularly in Africa prefer imported products particularly from developed countries to domestic products(Kaynak, Kucukemiroglu, & Hyder, 2000; Okpara & Anyanwu, 2011).

The reason why consumers have positive or negative attitude towards manufactured products from developed and developing countries is directly related with why consumers are sensitive for country of origin(Chattalas et al., 2008). The common feature of consumers in both developed and developing countries is their concern for quality(Balabanis& Diamantopoulos, 2016; Batra et al., 2000; Elliott & Cameron, 1994). Consumers in both developed and developing countries categories lack confidence on the quality of products from developing countries, particularly from African countries (Batra et al., 2000; Ladipo, Bakare, & Olufayo, 2012). Hence, stereotypically, consumers have negative attitude towards manufactured products from developing countries.

In addition to quality effect, consumers in developed countries are reluctant to consume products from developing countries because of their consumer ethnocentrism tendency. Extant literatures (Balabanis & Diamantopoulos, 2016; Steenkamp & Jong, 2010; Tsai et al., 2013)indicated that consumers in developed countries are more ethnocentric than consumers in developing countries. Consumers in developed countries show strong solidarity to their country by buying domestic products in order to support local economy and the job opportunity of their fellow citizens(Josiassen, 2011; P. W. Verlegh, 2007). The more recent protectionism campaignssuch as “buy

local” and bans of imports by American government are good witnesses for the ever growing sentiment of ethnocentrism tendency in developed countries. Further, patriotism plays significant role as consumers in developed economies as consumers are proud of their technology and products than consumers in developing countries, particularly in African countries.

Besides quality effect and consumer ethnocentrism tendency, products from developed countries have status effect in developing countries (Balabanis & Diamantopoulos, 2016; Batra et al., 2000). The existing system which compels countries and consumers to believe that developing countries are inferior to the developed countries tacitly makes consumers in developing countries, particularly in African countries, to undermine their own values and appreciate the imported one (Mueller, Wang, Liu, & Cui, 2016; Okpara & Anyanwu, 2011). Balabanis & Diamantopoulos (2016) indicated that consumers in developing countries, particularly in African countries have developed consumer xenocentrism tendency because of perceived inferiority and social aggrandizement. Similarly, Josiassen (2011) indicated that consumers in developing, particularly in African countries disassociate themselves with the domestic values and people but associate themselves with foreign values and people.

Cognizant to the above points, the impact of consumer ethnocentrism tendency in developing countries, particularly in African countries is oppressed by quality and self-esteem effects (Balabanis & Diamantopoulos, 2016; Shankarmahesh, 2006). Despite theoretically ethnocentrism is expected to be high in less developed and less civilized societies (Sharma et al., 1995), consumer ethnocentrism strength is challenged in developing countries context (Bevan-dye, Garnett, & Klerk, 2012; Pentz, Terblanche, & Boshoff, 2013). Hence, the effect of quality perception and self-esteem dilutes the effect of consumer ethnocentrism effect in developing countries’ context.

2.3 Theoretical Framework

We draw our argument on social identity approach and system justification theories to consolidate factors affect consumers’ attitude towards domestic products in developing countries. Social identity approach comprises

social categorization and social identity theories which are interrelated and overlapped in many circumstances. In view of the social categorization theory, consumers categorize products as domestic and foreign products where the first is about the “in-group” and the latter one is about the “out-group” (Tajfel, H., & Turner, 1979; Tajfel, 1974). Domestic products refers to products produced in the territory of a country using the majority of its resources and labeled as “Made in...” the country, where the consumer is living, and any other country is categorized as foreign country (Chattalas et al., 2008). Consumers have either positive or negative attitude towards domestic or foreign products depending on the overall benefit to themselves and to their “in-group”.

Social identity is defined as “...part of individual’s self-concept which derives from his knowledge of his membership of a social group together with the emotional significance attached to it.” (Tajfel, 1974). People yearn to create positive social identity that increases their self-esteem, which sources from the favorable comparison between the “in-group” (the group that the individual affiliates with) and the “out-group” (the group that is not associate or affiliated with) (Tajfel, H., & Turner, 1979). Such group membership results in intergroup behavior depending on individual’s intensity of identification with the community or the group.

According to social identity theory people prefer the “in-group” to the “out-group” and develop either negative or neutral attitude towards the out-group (Tajfel, 1974). Domestic products are made by the local raw materials, with local labor force, local technology, branded with local symbols and values, and have the taste of the local culture (Alden et al., 2006). Consumers are expected to purchase domestic products in order to increase their self-esteem because of their affiliation to their “in-group” (Chowdhury, 2012). In such a condition, according to social identity theory, consumption of imported products would decrease self-esteem as it keeps the consumer away from the local people (the in-group). Hence, it is possible to infer that consumers will have positive attitude towards and willing to buy domestic products (in-group) than foreign products (out-group).

However, on the contrary, system justification theory argues against the conception of social identity

theory(Balabanis& Diamantopoulos, 2016). System justification theory states that people are satisfied by defending and legitimizing the existing social arrangements even at the expense of personal and group interests(Prince et al., 2016). It aims to describe the phenomena of the “in-group” derogation and the “out-group” favoritism, mainly among the members of low-status groups. Members of groups that are low in social or material standing favor the “out-group” that are high in social and material standing, and derogate the “in-group”. Further, System Justification theory indicates that people tend to validate the existing system by accepting their alleged inferiority as genuine(Jost, Banaji, & Nosek, 2004). Hence, low status groups internalize society’s unfavorable image, and use the “out-group” favoritism to rationalize and perpetuate the system hierarchy that they have internalized(Balabanis& Diamantopoulos, 2016; Prince et al., 2016). To sum up, consumers in developing countries, particularly in Africa have negative attitude towards domestic products while positive attitude towards imported products.

3. Conceptual Framework and Propositions

Based on the arguments using the two theories and empirical evidences from the literature review we identified factors which affect consumers’ attitude towards domestic products in developing, particularly in African countries. Consumer ethnocentrism, consumer xenocentrism, status consumption, consumer knowledge and consumer cosmopolitanism are factors which affect consumers attitude towards domestic products. The identified factors are constructs which are assumed as variables affecting consumers’ attitude towards local. Some factors positively affect consumers’ attitude towards domestic products while some are positively affecting the attitude. In the framework, we conjectured that two factors positively affect the attitude and counteract the effect of factors that affect the attitude negatively.

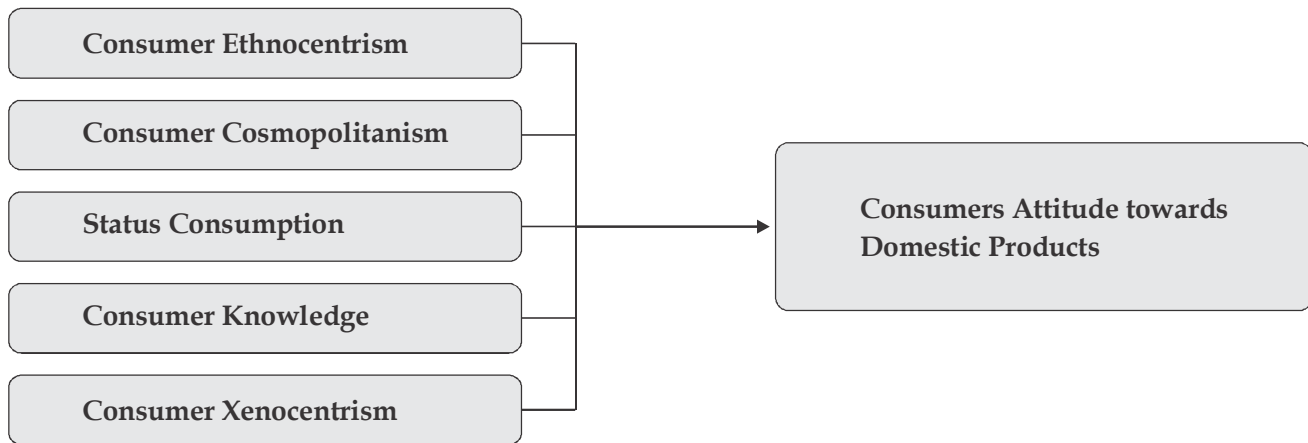


Figure 1: Conceptual Framework

I. Consumer Xenocentrism

Consumer xenocentrism shows consumers preference of imported products to domestic products feeling that purchase of the later one decreases self-esteem. It is defined as a person’s tendency of taking the “in-group” inferior and idealize the value of the “out-group”, and also defined in the contrast of consumer ethnocentrism(Prince et al.,

2016). Consumer xenocentrism and consumers attitude towards domestic products are negatively related because of perceived inferiority and social aggrandizement (Balabanis & Diamantopoulos, 2016). According to system justification theory, people in the lower group acknowledge their inferiority and accept the superiority of the higher group(Jost et al., 2004). Such acceptance leads

derogation of the in-group and appreciation of the out-group. In the same logic, consumers in developing countries appreciate the brands and products from developed countries (Prince et al., 2016). Such appreciation, intentionally and unintentionally, leads to have positive attitude towards manufactured products from developed countries.

Proposition One: *Consumers who have higher consumer xenocentrism tendency have negative attitude towards domestic products.*

II. Consumer Cosmopolitanism

Consumer cosmopolitanism is consumers' global citizenship and a feeling to purchase products from various sources (Zeugner-roth, Zabkar, & Diamantopoulos, 2015). It is about consumers need to travel, to integrate to the rest of the world, to experience the living and life of others without derogating their own. Hence, the existence of higher cosmopolitanism decreases the propensity of patriotism and prejudice against others value (Vida & Reardon, 2008). A study by Prince et al. (2016) indicates that consumer cosmopolitanism has negative relationship with consumer ethnocentrism and has positive relationship with consumer xenocentrism. Similarly, Han (2017) revealed that consumers with higher consumer cosmopolitanism prefer imported products to domestic products. Indicated that consumer cosmopolitanism has negative relationship with consumer ethnocentrism and national identity as well as low attachment to home country attachment. Hence, consumer cosmopolitanism hampers the effect of consumer ethnocentrism on consumers' attitude towards domestic products.

Proposition Two-One: *Consumers who have higher consumer cosmopolitanism tendency have negative attitude towards domestic products.*

Proposition Two-Two: *Consumers who have higher consumer cosmopolitanism tendency have higher consumer xenocentrism tendency*

III. Status Consumption

Status consumption derived from social status, which is defined as individual's hierarchical classification within a community or society based on material possession, power or wealth. Status consumption, thus, is defined as "the

motivational process by which individuals strive to improve their social standing through the conspicuous consumption of consumer products that confer and symbolize status both for the individual and surrounding significant others" (Eastman et al., 1999). It reflects consumers' need to show their well-to-do through purchase of products which are not affordable to the lower class or are not accessible even in their class (Batra et al., 2000; Nabi et al., 2019). The relationship between status consumption and consumers attitude towards domestic products is dependent on which one symbolizes status. In this regard, imported products from developed countries to developing countries are expensive because of high customs duties and other related taxes. Such expensiveness of imported products triggers consumers to prefer imported products in order to demonstrate their uniqueness or affluence. Hence, in developing countries, particularly in African countries, domestic products have low effect on status.

Proposition Three-One: *Consumers who have higher status consumption tendency have negative attitude towards domestic products*

Proposition Three-Two: *Consumers who have higher status consumption tendency also have higher cosmopolitanism tendency*

Proposition Three-Three: *Consumers who have higher status consumption tendency also have higher consumer xenocentrism tendency*

IV. Consumer ethnocentrism

Consumer ethnocentrism is a special type of ethnocentrism and it is defined as "...beliefs held by...consumers about the appropriateness, indeed morality, of purchasing foreign-made products." (Shimp & Sharma, 1987). Consumer ethnocentrism and consumers attitude towards domestic products are positively related (Shankarmahesh, 2006; Sharma et al., 1995; Shimp & Sharma, 1987). According to social identity theory, consumers prefer products from their country to products from other countries in order to increase their self-esteem by being patriotic. Further, social identity theory indicates that people are empathetic and try to support the "in-group" at the expense of personal benefit when they feel that the "in-group" is threatened by (Tajfel, H., & Turner, 1979). Thus, consumers try to support or protect their country (in-

group) by consuming domestic products depending on their ethnocentrism tendency level.

Proposition Four-One: *Consumers who have higher consumer ethnocentrism tendency have positive attitude towards domestic products*

Proposition Four-Two: *Consumers who have higher consumer ethnocentrism tendency have lower consumer xenocentrism tendency*

Proposition Four-Three: *Consumers who have higher consumer ethnocentrism tendency have lower consumer cosmopolitanism tendency*

Proposition Four-Four: *Consumers who have higher consumer ethnocentrism tendency have lower status consumption tendency*

V. Consumer Knowledge

Consumer knowledge is defined as consumers' awareness of domestic product consumption on the local economy and the country at large (Park, Mothersbaugh, & Feick, 2002). Consumer knowledge as the cognitive part of consumer attitude, consumers are willing to sacrifice their benefit when they know the importance of domestic product consumption (Choi & Hwang, 2019). Thus, the more knowledge consumers have about the importance of domestic product consumption, the more they develop positive attitude towards domestic products (Brosdahl & Carpenter, 2010; Ok Park & Sohn, 2018). Further, when consumers have better knowledge about domestic products consumption, the more they become ethnocentric and hence developed positive attitude towards domestic products (Cherian & Jacob, 2012). Thus, consumers' knowledge and awareness of the impact of their purchase on their "in-group" or their significant others leads them to have positive attitude towards the product.

Proposition Five-One: *Consumers who have higher consumer knowledge have positive attitude towards domestic products*

Proposition Five-Two: *Consumers who have higher consumer knowledge have higher consumer ethnocentrism tendency*

Proposition Five-Three: *Consumers who have higher consumer knowledge have lower status consumption tendency*

Proposition Five-Four: *Consumers who have higher consumer knowledge have lower cosmopolitanism tendency*

Proposition Five-Five: *Consumers who have higher consumer*

knowledge have lower consumer xenocentrism tendency

4. Conclusions and Future Directions

As of now, few studies have been focusing on the importance of consumers' attitude towards domestic products in the context of developing countries. There exists a dearth of theoretical and empirical evidences on the factors that affect consumers' attitude towards domestic products in developing countries. This study specifies factors affect consumers' attitude towards domestic products in developing countries drawing upon social identity and system justification theories. Based on empirical and theoretical literature reviews, five constructs are identified as factors affect consumers' attitude towards domestic products in the context of developing countries.

Consumer ethnocentrism and consumer knowledge will have positive effect while the remaining have negative effect on consumers' attitude towards domestic products in developing countries, particularly from Africa. Thus, in order to improve the attitude of consumers towards domestic products and to manage the prevailing demand problems, African countries have to increase consumer knowledge and consumer ethnocentrism. The underlying reason is that consumer knowledge and consumer ethnocentrism will counteract consumer xenocentrism, consumer cosmopolitanism and status consumption effects on consumers' attitude towards domestic products.

This paper is a good starting point for anyone who wants to empirically examine consumers' attitude towards domestic products in the domain of international consumer behavior and international marketing. Further, it will give a good understanding to policy makers to deal with international trade issues and local manufacturing industry's affairs in the context of developing countries, particularly in the African countries. When tested, the model will give a lot of insights to international marketers and international consumer behavior analysis with special emphasis on developing countries, particularly African countries.

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