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The influence of ethnocentrism on consumer behaviour and purchase intention of domestic fruit and vegetables

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Thesis presented in partial fulfilment of the requirements for the Degree of Doctor in Management, specialisation in Marketing

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To the women of my life:

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Resumo

O mercado de agroalimentar, oferece uma múltipla variedade de produtos de distintas origens. Um dos fatores que determina a preferência do consumidor em relação a produtos nacionais é a sua tendência etnocêntrica. Em Portugal, são raros os estudos sobre as tendências etnocêntricas do consumidor no processo de compra de categorias alimentares de consumo recorrente e de baixo valor como frutas e legumes.

Esta tese pretende: 1) Caracterizar o nível etnocêntrico do consumidor na intenção de compra de frutas e legumes de produção nacional; 2) Avaliar da escolha do consumidor por alimentos de baixo valor e de produção nacional; 3) Prever a intenção de compra considerando o nível de etnocentrismo, mediado pelas variáveis da Teoria do Comportamento Planeado; 4). Determinar se a preferência de compra recai em produtos com etiqueta do retalhista baseada na origem ou se uma indicação de origem generalista é suficiente.

Um inquérito foi realizado a uma amostra de 700 indivíduos, residentes nas áreas metropolitanas de Lisboa e Porto. Foi analisada a multidimensionalidade, a validade de construto e a confiabilidade da CETSCALE. Os inquiridos revelaram níveis elevados de etnocentrismo e de intenção de compra de frutas e legumes nacionais. Os resultados indicam que o etnocentrismo influencia positivamente a intenção de compra por via do reforço da atitude e do controlo percebido face aquisição de produtos dessa categoria. Verificou-se uma ligeira tendência para preferência de produtos com indicação de origem generalista quando comparado com a etiquetagem com indicação de origem do retalhista. Esta tendência é reforçada quando o carácter etnocêntrico do consumidor é considerado.

Os resultados apurados permitem sugerir a *marketeers* e gestores do retalho alimentar que considerem o carácter etnocêntrico do consumidor nas suas estratégias de marketing enaltecendo as vantagens de comprar produtos nacionais: seja a contribuição positiva para a economia nacional ou a compra sustentável com o encurtar da distância entre a produção e o consumo.

Palavras Chave: Comportamento do consumidor, Etnocentrismo, País de origem, Retalho, Marca de distribuidor

JEL: M31, Q13, D10

Abstract

The agri-food market offers a multiple variety of products from different origins. One of the factors that determines consumers' preference over domestic products is their ethnocentric tendency. In Portugal, there are few studies on ethnocentric consumer trends in the process of buying food categories of recurrent and low value consumption such as fruit and vegetables.

This thesis had as purpose: 1) to characterise the ethnocentric level of the consumer in the intention of purchasing fruit and vegetables of national production; 2) to evaluate consumers' choice by those foods of low value and national production; 3) to predict the purchase intention considering the level of ethnocentrism, mediated by the variables of the Theory of Planned Behaviour; 4) to determine whether the purchase preference falls on products with a retailer's origin-based label or whether a generalist indication is sufficient.

A survey was applied to a sample of 700 individuals living in the metropolitan areas of Lisbon and Oporto. The multidimensionality, construct validity, and reliability of CETSCALE were demonstrated. Participants revealed high levels of ethnocentrism and intention to purchase national fruit and vegetables. The results indicate that ethnocentrism positively influences the purchase intention through the reinforcement of attitude and perceived control with acquisition of this category. There was a slight tendency towards preference of products with generalist indication when compared to labelling with indication of origin of the retailer. This trend is reinforced when the ethnocentric characteristic of the consumer is considered.

The results suggest that marketeers and food retail managers can consider the ethnocentric characteristic of the consumer in their marketing strategies, reinforcing the advantages of buying national products: whether it is the positive contribution to the national economy or sustainable purchase by shortening the distance between production and consumption.

Keywords: Consumer behaviour, Ethnocentrism, Country of Origin, Retail, Private label.

JEL: M31, Q13, D10

“Life is a journey. When we stop, things don't go right.”

Pope Francis

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List of General Abbreviations

ATT – Attitude

BSE – Bovine Spongiform Encephalopathy

CATI – Computer Assisted Telephone Interviews

CE – Consumer Ethnocentrism

CFA – Confirmatory Factor Analysis

COO – Country of Origin

COOE – Country of Origin Effect

EF – Ecological Footprint

EFA – Exploratory Factor Analysis

EU – European Union

HE – Hard Ethnocentrism

INTT – Intention to Purchase

NB – National Brand

PL – Private Label

PLB – Private Label Brands

PBCNTR – Perceived Behavioural Control

SE – Soft Ethnocentrism

SuBN – Subjective Norm

TPB – Theory of Planned Behaviour

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CHAPTER 1: Introduction

1.1 Research context

Nowadays, food market faces a growing globalization with the diminishing trade barriers and broad competition. Bigger countries direct production surplus internationally in order to expand market or to protect domestic prices, resulting in a price fall in the import country. The world has never been more interconnected with globalized markets and consumer culture, although political tendencies based on protectionism have gained expression throughout the world (Bizumic, 2019). The economic downturn in Europe has heightened the idea of protectionism for local jobs and economies, reviving consumers' ethnocentric tendencies at the expense of foreign products (Balabanis & Siamagka, 2017).

Apart from economic and political issues, food scares as Bovine Spongiform Encephalopathy (BSE), Foot-Mouth disease or dioxins, made consumers confused about food quality and safety (Grunert, 2005), but also uncertain about whether authorities are acting efficiently in their best interests (Spadoni et al., 2014). A growing public distrust and reduced confidence in the safety of food led the European Union (EU) to introduce compulsory label regulation to provide consumers with information about nutritional value, production, grazing or caching techniques, and origin.

Moreover, the growing environmental concern is leading consumers to adopt more sustainable choices in their everyday food purchases, considering carbon footprint opting for domestic food products instead of far produced ones which had to be transported from longer distances (Pedersen et al., 2018; van Dooren & Bosschaert, 2013).

Food quality and traceability (Grunert, 2005), environmental sustainability and impact (Grunert, 2011), as well as production methods and origin demands (Pouta et al., 2010) force producers and retailers to adopt new strategies to attract consumers and boost sales.

The first attempt to ensure food quality was introduced in 2006 by the EU with the creation of the quality labels awarded to products which fulfil certain conditions. Later, in 2011, the EU made the indication of Country of Origin (COO) compulsory not only in meat, but also raw milk, unprocessed foods, single ingredient products, among others (Regulation (EU) No 1169/2011 of the European Parliament and of the

Council., 2011). Applying the certification of origin in the food market became one of the most common strategies to influence consumers' demand for food insurance and a way to promote internal economy.

As indicated by Grunert, et al. (2014), a number of public and private initiatives have started to communicate through label strategies, branding or in-store, and on-pack logos. COO has been found to be a powerful extrinsic cue used in consumers' purchase decisions (Balabanis & Siamagka, 2017; Prendergast et al., 2010). These efforts tend to stimulate consumers' interest and search for information about product national origin.

Producers and retailers use origin labelling strategies in order to face the mass commodity market limitation and operate to differentiate products offered. The adopted strategies include general "COO" labels but also retail origin labels. In Portugal, the government resolution 56/2011, has introduced the programme "Portugal sou Eu" ("*I am Portugal*") which aims to boost and enhance national production (not only food), but also promote informed consumption through an active identification of "Produced in Portugal" or "Made in Portugal" goods (*Portugal Sou Eu*, n.d.). Companies which voluntarily decide to integrate the programme must fulfil its requirements to be authorised to use its stamp on their product labels. Moreover, some retail chains have developed their own labelling strategies with the aim to promote national production with quality and safety (e.g. Sonae, 2019), support the development of regional economies, sustainable agriculture and also to facilitate consumer access to domestic products at low price (e.g. Intermarchê, 2019). All these labelling strategies operate together with the general compulsory "Produced in Portugal" indication, trying to enhance and promote the traditional and natural character of the products sold under such schemes.

1.2. Research problem

Consumers seem to choose domestic products over imported ones (Schjøll, 2017) as they probably believe that domestic food has better quality. This behaviour, called Consumer Ethnocentrism (CE) has been described by Shimp and Sharma, (1987) who were the first to introduce the economical version of this concept. They have described CE construct as a personality trait which represents "the beliefs held by consumers

about the appropriateness and morality of purchasing products originating in a foreign country” (p.280) The same authors considered that CE explains why the preference for domestic products over foreign ones is not always objective.

Consumers also show increasing environmental concerns trying to reduce food ecological footprint (EF) (Pedersen et al., 2018; Thøgersen et al., 2017, 2019; van Dooren & Bosschaert, 2013) which is determined by food consumption and personal dietary choices. Food consumption and food chain are arguably said to be responsible for a large proportion of the human EF (of “foodprint”), with a relevant impact on climate change. Furthermore, issues like product transportation to the market and its consequence in terms of CO₂ emissions are also a growing concern among consumers (e.g. Garnett, 2011; Cristea et al., 2013; or López et al., 2015). Reducing travel distances to the market has been pointed to be one of the solutions in order to reduce carbon emissions associated to food production and caused by transportation and distribution process (Hartling, 2019).

These issues contribute to bring a new perspective on the importance of the discussion about COO effect, labelling, and promotion strategies. Ethnocentrism, as presented by Shimp and Sharma (1987), is an economical protectionism issue and it is closely related to the consumption of domestic goods rather than foreign ones (Erdogan & Uzkuurt, 2010). Although recent studies indicate COO label to be considered together with organic logo (Meyerding et al., 2019; Schjøll, 2017) as an indication of an environmental concern (Moser et al., 2011) which goes beyond the original theory. Also, COO is a product extrinsic quality cue like brand or certification and it has received special attention in food research (Grunert et al. 2004).

All the above factors influence consumers’ food choice in during purchase. COO effect is no longer an independent credence extrinsic quality cue but it is considered together with other attributes like organics or, more broadly speaking, sustainability issues, such as EF (Thøgersen et al., 2019). Therefore, purchasing imported products is no longer considered only to be wrong, as it potentially harms the domestic economy, causes loss of jobs, and is unpatriotic (Shimp & Sharma, 1987), but it is also believed to be unsustainable and unecological (Thøgersen et al., 2019).

COO effect has been studied in the past 50 years, with more than 700 empirical papers being presented on the theme and despite some flaws that have plagued on this issue, research has not reached saturation (Carneiro & Faria, 2016). In fact, recent studies reinforce the importance of the COO effect on consumers’ behaviour,

evaluations, and attitudes. As pointed by Diamantopoulos, et al (2011): “COO remains a relevant and powerful influence on brand perceptions and, through them, on buying intentions and needs to be carefully managed by companies.” (p. 508). COO is a powerful cue when it comes to food purchase, most of the times with an attitude to support local business (Bianchi & Mortimer, 2015). Despite the general acceptance of the positive influence of COO, it is not free from criticism (see Josiassen and Having, 2008) and it is still considered to be a relevant area of research.

As COO and linked cues demonstrate to have either a broad or specific positive influence on consumer behaviour (Pecotich et al, 2001), food retailers and producers have considered its importance when developing labelling strategies for private brands. Thus, COO has been widely used as a communication tool either associated with the legal definition “Produced in...” or with a retail labelling scheme associated to home country of private labels (Rashid & Barnes, 2018).

As Steiner (2004) argues: “...private labels of large retail chains possess unique competitive weapons to constrain the market power of powerful national brands that are not available to rival manufacturers’ brands. Consumer welfare is maximised when private labels and national brands compete vigorously rather than when either one is too dominant” (p. 105). Retailers’ advantage is based on their knowledge of consumer preferences which result in a great investment made in product quality, taste, packaging design, and style of their brands (Dimitrieska et al., 2017). They also mention that retail brands represent a severe competitive threat to national brands due to their popularity which has the power to attract more consumers. This has resulted in an increase of private label use as a differentiation factor when compared with national brands (Reinders & Bartels, 2017). Recent research (Bernard et al., 2020) indicates that consumer intention to buy significantly increases with domestic origin indication label but it is not seen on willingness to pay a premium for low equity products.

To prevent food scare risk, the EU acted to provide certification guarantees to consumers intensifying legislation over the years (Spadoni et al., 2014). This led big retailers to adopt their own origin labelling schemes, and most of them in partnership with food suppliers.

Despite the increasing number of certifications in the food market, not much research has been conducted to the dynamics of the origin-based labelling strategies. As Jahn, Schramm and Spiller (2005) mentioned, labelling has the aim to ensure

marketing claims for (unobservable) product quality cues such as organic farming, animal welfare, fair trade through, sustainability or product origin in a process of reducing uncertainty. The large retailers, in their pursuit for higher quality brands, are imposing and promoting their own quality standards to suppliers (Giacomini et al., 2010).

In Portugal, this strategy has been used by the main retailers to develop labelling schemes based on product origin and appealing to the memory of national grown products as a cue of tradition quality, sustainability and promotion of national and local economy. Labels like “Programa Origens” (Origins Programme, from Intermarché), “Clube de Produtores” (Producers Club, from Sonae MC), “Jaruco” brand (100% national meat, from Lidl) and “Vida Auchan” (Life Auchan, from Auchan) are examples of such strategy.

Studies on COO label and consumer ethnocentrism have mainly focused on durable goods and relatively few studies have examined their effects on food items (Holdershaw & Konopka, 2018), although there is the indication that consumers use COO labelling as a cue to food safety, quality, sustainability, and to support local production (Al-sulaiti & Baker, 1998; Font i Furnols et al., 2011; Hoffmann, 2000; Holdershaw et al., 2013). Despite this, the COO effect on fresh food purchase has received little attention and most of it was towards meat products (see Font i Furnols et al., 2011; Gellynck et al, 2012; Loo et al, 2014; Newman et al, 2014; Tirelli et al, 2016). As recommended by Loureiro and McCluskey (2000), research should pay attention to how COO labelling influences fruit and vegetables purchase decision when compared with meat products, processed food, or durable goods.

According to the last Portuguese Food Balance report (Instituto Nacional de Estatística, 2017), from 2012 to 2016, the consumption of fresh fruit and vegetables increased 11.3% and 11%, respectively, and these were the two highest increases during that period for the food categories analysed. In spite of this, another study from the main Portuguese ecological association (Associação Zero, 2017) indicated after a survey in 94 major retail chains, that 65% of the vegetables and 50% of the fruit available were produced in Portugal. Moreover, and according to an EUROSTAT (2019) in 2017, Portugal was the 2nd fruit consumer and the 4th vegetable consumer within the EU (81% and 78% of daily consumption, respectively).

As reported by the Portuguese DGS-Direção Geral de Saúde, (2014) (General Health Authority) fresh fruit and vegetables are considered to be the two most

important fractions of the food circle (together with dry fruit) and its national consumption is rising slowly (INE-Instituto Nacional de Estatística Portugal -, 2017). There is hence a margin to expand on supplying national fresh fruit and vegetables to the market and it fundamental to firstly understand and evaluate consumers ethnocentric tendencies related to those categories. Nonetheless, fruit and vegetables are not a product category normally implied for measuring consumer ethnocentric tendencies which justifies its use for the present research. Furthermore, it has been demonstrated that consumer ethnocentrism has higher impact on purchases of “the most expensive product categories rather than frequently purchased convenient items” (p. 166) (Balabanis & Siamagka, 2017). This could mean that fruit and vegetables category can set a basis to evaluate consumer ethnocentric tendencies for food purchase intentions.

On the other hand, there has been an increase in official and retail campaigns that promote domestic food consumption in order to help national agri-economy, especially after the Covid-19 pandemic crisis. According to a recent report by the LLYC (2021) consulting group, in 2021, the present Covid-19 crisis brought a sensation of permanent uncertainty which, so far, does not seem to disappear in the near future. This situation is linked to the consumer’s concerns about health and economy which leads people to a more conservative approach when making a decision and questioning how to support national/local producers to avoid economical breakdown and, in turn, slowdown recession.

1.3 Research proposal and questions

A research recap published in February 2021 by the “The Marketing Science Institute” (MSI) says “Local brands can defend against threats from imported global brands by leveraging consumers’ desire to express their patriotism and religiosity. Where conflict with the importing Country of Origin is low, local managers should emphasise local cultural or ethnic identity.” (p.1) (MSI, 2021). This suggests that consumer ethnocentrism and COO labelling, plays a role in retail labelling strategies and consumer product choice.

The present thesis has the following objectives i) to characterise the ethnocentric level of the consumer in the intention of purchasing fruit and vegetables of national

production; ii) to evaluate consumer's aliment choice by those of low value and national production; iii) to predict the purchase intention considering the level of ethnocentrism, mediated by the variables of the Theory of Planned Behaviour; iv) to determine whether the purchase preference falls on products with a retailer's origin-based label or whether a generalist indication is sufficient.

Based on the above argumentation, this thesis discusses the following overall research questions:

- How can CETSCALE be characterised in terms of dimensionality based on the Portuguese fruit and vegetables market?
- What is the level of ethnocentrism of consumers from the two most populated regions of Portugal related to fruit and vegetables consumption?
- How domestic fruit and vegetables purchase behaviour can be predicted when ethnocentrism is considered?
- Can variables from the Theory of Planned Behaviour, namely attitude, subjective norm, and perceived behavioural control, help to explain the relationship between consumer ethnocentrism and purchase intention?
- Is the type of labelling influencing the purchase intention of fruit and vegetables? Specifically, for a commodity, is a general origin indication sufficient or is there a preference for a retail labelling strategy appealing to national origin?

1.4 Structure of the thesis

The present thesis is organised in seven chapters. Chapter 1 introduces the main topic of the study, underlines its relevance and identifies the research questions.

Chapter 2 deals with the theoretical background. In this chapter, the literature review which supports the current research, will be presented. Chapter 3 presents the conceptual framework and methodology that is common to the entire thesis.

The mentioned first three chapters present the main body of this thesis which is based on three empirical studies and each of them is presented in one chapter following the research questions sequence order. Chapter 4, whose title is "*Study 1: Characterising Portuguese Food Consumer Ethnocentrism: An assessment of the Reliability and Validity of the CETSCALE.*", analyses the ethnocentric level of the

Portuguese fresh fruit and vegetables consumers and for this propose, the CETSCALE was used and its dimensionality and validity were verified. Chapter 5, entitled as "*Study 2: The influence of consumer ethnocentrism on purchase of domestic fruit and vegetables: Application of the extended Theory of Planned Behaviour*", evaluates consumers' purchase behaviour intention towards "produced in Portugal" food products applying the Theory of Planned Behaviour. Chapter 6, "*Study 3: Consumer preferences: What ranks first? Retail labelling scheme or General national origin indication?*" compares the influence of the legal general COO labelling and retail origin certification on fruit and vegetables purchase decisions.

Finally, Chapter 7 discusses the main conclusions of the studies conducted and presents the research contributions and its practical implications, in addition to a reflection on the research limitations and suggestions for future investigation.

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CHAPTER 2: Literature review

The present chapter is dedicated to the common theoretical background of this thesis. Moreover, it presents a literature review about consumer ethnocentrism and the COO effect and approaches The Theory of Planned Behaviour as a tool to predict behaviour intention.

2.1 Introduction

The political and economic liberalisation of the European market with its regional integration led to a unified and open market for international firms and food producers. As the international trade barriers diminish, the food market faces major competition from foreign countries that mostly expand their markets competing with smaller countries. Food product surplus is directed internationally to protect domestic prices and expand markets. As a result, consumers are exposed to food products with both domestic and foreign origins. Using the “Country of Origin” effect has become one of the most common strategies adopted by the food market and a form of “protectionism” supported by central government based on a food traceability strategy. One of the most enduring forms of non-tariff barriers is based on the consumer ethnocentrism (CE) (Shimp & Sharma, 1987) indicating that the more ethnocentric consumers are, the stronger their preference is for home made products over foreign ones. The issue whether consumers consider origin information in their routine food purchase decisions is still contentious. On the other hand, consuming nationally produced goods has been promoted as a way to reduce food related footprint, as a form of eco conscious consumption.

Ethnocentrism appears as an act of self-defence reflex from local economies, producers’ organisations or governments (Siamagka & Balabanis, 2015) against what is perceived as an outside “aggression” making ethnocentrism a pro-in-group, as well as an anti-out-group construct (Balabanis & Diamantopoulos, 2004; Sharma et al., 1995).

Marketing research has long been concerned with consumer behaviour towards domestic products when opposed to foreign ones, as well as the fact whether consumers are indeed predisposed towards a preference for national food products. Empirical studies confirm the existence of COO effect manifested by a preference for home-made products compared with foreign ones, from final consumers (Verlegh &

Steenkamp, 1999; Balabanis & Diamantopoulos, 2004; Josiassen, et al 2008; Kalicharan, 2014) to buyers (Moon & Oh, 2017), influenced by product category (Balabanis & Siamagka, 2017; Winit et al., 2014) or even consumer personality (Chiang & Yang, 2018).

CE and Country of Origin effect (COOE) on product evaluation by consumers purchase behaviour has significantly attracted research attention in the past decades. However, results show mixed or even contradictory results, possibly due to distinct combinations of samples, countries where the studies were conducted or even product category (Durand, 2016; Kaynak et al., 2002). Most of the studies indicate that label references to COO of a product influence consumer perception regarding product quality (Bilkey et al., 1982; Balabanis & Diamantopoulos, 2004), although the intensity effects seem to depend on product category (Balabanis & Diamantopoulos, 2004; Sharma et al., 1995). Research on CE is an important issue in the understanding of the way consumers compare home country products with the foreign ones, as CE construct has been increasingly recognised in research and in the marketing practise.

With exceptions such as Chryssochoidis et al. (2007), Orth and Firbasová (2003) or Jiménez-Guerrero, et al. (2014) most of the research has been done on other than food products, like automobiles or electronics. Food studies alone are rare, although this is a major field where producers and retailers try to appeal to values such as tradition, national values or just economic protection (Chryssochoidis et al., 2007). The reason for this may lay on the fact that most of everyday food purchase is considered as not involving or not engaging consumers enough into a great deal of information search and processing (Köster, 2009). Although food product information is very specific, it is basically limited to the point of purchase and the final decision is expected to be made based on price, packaging, and product origin (Verlegh & Van Ittersum, 2001).

Food consumption is a complex form of consumption due to its strong symbolism (Mela, 1999; Sobal & Bisogni, 2009). It derives, as presented by Mela (1999) "...from the prevailing and momentary food, agro-economic and cultural environment, cognitive and biological characteristics of individuals, and the real and perceived intrinsic as well as extrinsic attributes of foods themselves." (p.1). Food consumption can affect moral judgments of eaters based on meal size or types of food eaten (Steim & Nemeroff, 1995) and it is highly influenced by product credence cues (Fernqvist & Ekelund, 2014). For these reasons, choosing food is more than a necessity, it is a social and

economic activity which plays a vital role in human life by expressing, preferences, identities, and cultural meanings (Sobal et al, 2006).

It is generally agreed that food purchase habits are characterised by a limited rationality because of reduced information available and decisions are mainly made within a social context like family. They are also affected by individual factors such as experience and knowledge (Gorton & Barjolle, 2013), but mainly due to the influence of tradition (Vanhonacker et al., 2010) and cultural factors (Shepherd, 2001).

Additionally, it is widely accepted that some products are closely related to certain countries. For example, sparkling wine is linked to France or “Pata Negra” ham to Spain, even though these kinds of products could be found in other countries. The understanding of how consumers choose the current food products, which are not specialities holding some kind of official origin certification or are not even recognised as such, has been beyond the scope of most research. Mandatory “Country of Origin” labelling for specific commodities – beef, veal, fish and shellfish, wine, most fresh fruit and vegetables, honey, olive oil, and poultry meat – was introduced by the European Union in 2000 to assure consumers of the origin of the food and promote trust.

Following the recommendations of Lorenz et al (2015) and Grunert & Aachmann (2016), the current research intends to bring some light into the extent to which label information on COO of a food product can be preceded by an ethnocentric tendency influencing consumers’ purchase behaviour. In order to achieve this, firstly it is necessary to evaluate consumer’s ethnocentric tendencies.

Portuguese consumers show increasing attention to healthy diet and environmental concerns. According to the 2019 Nielsen report, 74% of Portuguese consumers seek to eat healthier. Truninger et al. (2019), from the University of Lisbon’s Social Sciences Institute, pointed out that 51% of the respondents mentioned the intention to reduce meat consumption and 45% indicate the intention to follow a richer vegetable diet by consuming more fruit and vegetables. According to the 2018 Nielsen Shopper Trends study on Portuguese consumers’ purchase behaviour, 72% of the shoppers consider product origin in their purchase decisions; 31% are willing to pay more if the product has Portuguese origin; 60% only choose national food products if they have the same price; and 31% would mind paying more for products labelled as national.

As far as the authors are aware, no research on the ethnocentric tendency of Portuguese food consumers has yet been conducted which is the original value of the

current research. From a managerial perspective, such study helps domestic managers and decision makers to understand the advantage of labelling their products, launching national campaigns, or even creating new labelling strategies considering the “Country of Origin” effect. The focus of this study is on whether and to what extent ethnocentric tendencies influence food products purchase, following what was recommended by Luque-Martínez et al. (2000) and Jiménez-Guerrero et al. (2014) whose both works were carried out in Spain. This research focuses on fruit and vegetables, two main generic food product categories with a high degree of credence character, low value, and frequent purchase (Jiménez-Guerrero et al., 2012). It has been observed that these are food categories not usually studied and 81% of the Portuguese population confirms to eat fruit and vegetables on a daily bases (Eurostat, 2019).

2.2 Consumer Ethnocentrism

Consumer ethnocentrism is a factor that influences attitudes and preferences of consumers regarding national products when compared to foreign ones and its importance is recognised in marketing practice and research (Chrysochoidis et al., 2007; Luque-Martínez et al., 2000; Makanyeza & du Toit, 2016; Shimp & Sharma, 1987).

The term “Ethnocentrism” was first introduced by William Sumner (1907) who defined it from a sociological perspective as the “view of things in which one’s own group is the centre of everything, and all others are scaled and rated with reference to it” (p. 12-13). Consumer ethnocentrism is a fundamental concept in social sciences based on three main concepts: ethnocentrism, ingroup, and outgroup (Bizumic, 2014). Ethnocentrism meant a tendency of ethnical centring, to be rigid in acceptance of cultural alike and rejection of the unlike (Adorno et al., 1950).

More recently, Shimp and Sharma (1987) were the first to introduce the economic definition of this concept describing consumer ethnocentrism as a personality trait which represents “consumers’ beliefs about the appropriateness and morality of purchasing products originating in a foreign country” (p. 208). The same authors considered that CE provides an explanation for the reason why the preference of domestic products over foreign ones is not always objective. The theory specifies that

belonging to a specific social group is an essential aspect for the meaning of the ethnocentrism concept.

Ethnocentric consumers tend to prefer domestic products even when there is no obvious reason for such preference. Balabanis and Diamantopoulos (2004) argue that CE leads consumer to prefer domestic products but not necessarily reject imported ones. Ethnocentric buyers are inclined to consume products from their home country, even when their quality is lower and the price is higher (Siamagka & Balabanis, 2015) because such attitude is considered to support local production instead of promoting foreign economy (Solomon et al, 2013), avoid national unemployment (Vabø et al., 2017; Verlegh, 2007), and promote the well-being of the local community (Newman et al., 2014), Criteria as nationality and ethnicity are common for in-group/out group distinctions which helps to explain the bias of believing in the superiority of one's group (in this case, products) and the inferiority of other (Orth & Firbasová 2003).

Various researchers point out several factors influencing CE. Product category and attributes (Balabanis & Siamagka, 2017; Sharma et al., 1995), development of consumers country (Chrysochoidis et al., 2007), consumer characteristics such as age (Bizumic, 2019; Chrysochoidis et al., 2007; Orth & Firbasová, 2003), gender or income (Sharma et al., 1995) and cultural values (Ma et al., 2020) are the most commonly mentioned.

The concept of ethnocentrism allows to understand how societies perceive events like economic interests and, in the context of consumer behaviour, how consumers represent their beliefs about the appropriateness of buying products from abroad or even from a different region (Orth & Firbasová 2003). Consumer ethnocentrism theory regards several specific properties as elaborated by Shimp and Sharma (1987):

- 1 - CE is a general tendency and not a specific attitude.
- 2 - CE results from a perceived concern for one's own country and the (harmful) effects that imports may bring to the national economy.
- 3 - CE has an ethical dimension in which buying imported goods is unpatriotic.
- 4 - CE is inflexible regard to price or other product attributes.
- 5 - CE is socialised by education during childhood like other social patterns.
- 6 - CE is considered to be an aggregation of individual tendencies.

7 - Ethnocentrism is not only limited to consumer products and preferences for domestic food, it is also present in industrial goods.

The ethnocentrism theory is useful when explaining the connection between ethnocentrism and food purchase behaviour. It says that people define in-groups and out-groups based on geographic boundaries. They attempt to achieve and maintain a positive identity by aligning with positively valued in-groups (national) and differentiating themselves from negatively valued out-groups (foreign).

Ethnocentric consumers perceive themselves and people in their groups as unique and better than others. Additionally, they treat people in the same in-groups more favourably than others. When identity is constructed on regional boundaries, national food products represent the in-group and foreign products represent the out-group (Verlegh, 2007), and purchasing national food includes promoting the well-being of the local community (Newman et al., 2014). Consequently, ethnocentrism concept is an important factor to consider as it affects behaviours related to national food purchase and buyers can be influenced by affective responses towards a certain country. Moreover, CE is not only impacted by affective responses related to one's own country but also by normative pressures to buy domestic products. This is a unique dimension of the CE (Olsen et al., 1993).

Despite various calls for conceptual reassessment, the consumer ethnocentrism construct has remained unaltered since its inception in 1987 (Siamagka & Balabanis, 2015).

2.3 Country of Origin Effect and sustainability

Country of Origin effect, also called the "made in" effect, relates to the influence of the origin of a given product on consumer perceptions and it is closely related to consumers' image of producers' country (Kaynak et al., 2002; Yildiz et al., 2018). As Han (1989) found, Country of Origin image serves as a halo from which consumers infer product attributes which indirectly affect their attitude. As consumers become familiar with products' country or region, the country effect may become a construct that summarises consumers' beliefs about a product and consequently affect directly their purchase behaviour as well as price or brand name. On the other hand, as

indicated by Lee and Lee (2009), consumers are more likely to rely on COO when knowledge about the product is low. Despite this, in case of consumers from developed countries, research has consistently found that there is a preference for products manufactured nationally (Bilkey et al., 1982), although Verbeke and Roosen (2009) state that the favourable impact of the labelling cues as Country of Origin (geographical indications or quality labels) on product evaluation is not unanimous among studies.

Defining COO effect is not a straightforward task as various definitions can be found in literature (Chrysochoidis et al., 2007). According to Al-sulaiti and Baker, (1998) the COO effect can be defined as an intangible obstacle that product or service confronts when entering a new market. The difficulty can be manifested by consumers with the form of a negative disposition towards the new imported product. In other words, consumer perceptions about imported products are affected by the COO and related to consumer ethnocentrism. The information cue – Country of Origin – activates a set of ethnocentric (or not) beliefs which will then influence the evaluation of product attributes (Chrysochoidis et al., 2007).

Therefore, consumer ethnocentrism (CE) is often considered to be the cause of the Country of Origin effect (Chrysochoidis et al., 2007). The concepts are interrelated, but they are different and independent from each other. COOE can be considered the influence of COO on product evaluation and purchase intention (Rezvani et al., 2012; Wei et al., 2021) or the connection to perceptual/evaluative judgments of products (Hui & Zhou, 2002). On the other hand, CE is the preference or empathy for domestic products compared with its foreign counterpart (Balabanis & Siamagka, 2017; Shimp & Sharma, 1987).

Accordingly, the CE is a general tendency to avoid buying foreign products as opposed to a COO image (one can consider a specific product of better quality due to its attributes but avoid buying it due to nationalistic reasons). COOE represents the cognitive and affective aspects of consumer purchase intention whereas CE represents the affective and normative aspects of buyer behaviour (Shankarmahesh, 2006). When making purchase decisions, buyers tend to rely on COO information when more product information is absent.

The growing market globalisation has offered a new potential (and need) for research on COO effect primarily since the 90's. From national labels to local ones, from producer's associations to retail, Country of Origin labelling has grown and become specialised, in order to fulfil consumers' demand for security and quality.

Country of Origin research assumes that consumers use intrinsic and extrinsic cues (like taste and brand, respectively), to evaluate products quality or a symbolic meaning (Yildiz et al., 2018). Therefore, Country of Origin effect is used as an important extrinsic cue in forming positive and negative evaluations which affects decisions and behaviour (Erdogan & Uzkurt, 2010) due to emotional attachment towards a trademark or product (Verlegh & Steenkamp, 1999). Country of Origin labelling is an important factor in consumer well-being as it used as a quality cue of the food purchased (Holdershaw & Konopka, 2018).

Nowadays, sustainable consumption is a growing trend to be taken into consideration when talking about purchase intentions. Consumers show increasing environmental concerns trying to reduce food ecological footprint (EF) (van Dooren & Bosschaert, 2013) which is determined by food consumption and personal dietary choices. Food consumption and food chain are arguably said to be responsible for a large proportion of the human EF, with impact on climate. Issues like product transport to the market and its consequence in terms of CO₂ emissions, are a growing concern for consumers (e.g. Garnett, 2011; Cristea et al., 2013; or López et al., 2015). Reducing travel distances to the market has been suggested to be one of the solutions which could lead to the diminishing of Green House Gases production associated with food production.

All the above factors influence consumers food choice in a purchase situation. COO effect is no longer an independent credence extrinsic quality cue, but it is considered together with other attributes like organics or, more broadly speaking, issues as ecological footprint (Thøgersen et al., 2019) and sustainability. Purchasing imported products is no longer considered only to be wrong once it potentially harms the domestic economy, causes loss of jobs, and is unpatriotic (Shimp & Sharma, 1987), but it is also considered to be unsustainable and unecological (Thøgersen et al., 2019).

In the process of making purchase decisions, consumers are inclined to differentiate products based on their origin sometimes within their own country with a positive impact of local products. The concept of origin effect can be verified on a national, regional, and even local basis (Fernández-Ferrín & Bande-Vilela, 2013).

Country of Origin labelling is not a new concept to food consumers, being used in several countries or regions to promote their own products and protect them from international competition (Puduri et al., 2009). Due to its low cost per unit

compromising a small share of the available consumer budget and low risk, most of the food products purchases are considered low involvement (Insch & Jackson, 2014; Verbeke & Roosen, 2009), although food quality has been a public debate in policy, industry, and research. It was caused by food scares, which led the EU to regulate food origin and traceability and the ways of producing food as well as its origin have caused the general public to become demanding and more critical on its food choices.

Studies on COO and consumer ethnocentrism have mainly focused on durable goods and relatively few studies have examined those effects on food items (Holdershaw & Konopka, 2018). Although there is the indication that consumers use Country of Origin labelling as a cue to food safety, quality, and a way to support local production (Al-sulaiti & Baker, 1998; Font i Furnols et al., 2011; Hoffmann, 2000; Holdershaw et al., 2013). In spite of this, the Country of Origin effect on fresh food purchase has received little attention and, most of it, towards meat products (see Font i Furnols et al., 2011; Gellynck, Banterle, et al., 2012; Loo, et al., 2014; Newman, et al., 2014; Tirelli, et al., 2016). As recommended by Loureiro and McCluskey (2000), research should pay attention to how Country of Origin labelling influences fruit and vegetables purchase decision when compared with meat products or durable goods.

2.4 The Theory of Planned Behaviour

The Theory of Planned Behaviour (TPA) is originated on the Theory of Reasoned Action (TRA) proposed by Fishbein and Ajzen (1975) in response to the failure of broad social attitudes to predict behaviour (Sok et al., 2020). In the TRA future human behaviour is theorised as being determined by behaviour intentions which are affected by attitudes towards the specific behaviour/action and by subjective norms. The TRA proposes two components: one, the attitude formation towards the action which is a result of perceived consequences that can be linked with the consumer behaviour. The other, the subjective norm, is a function of beliefs about the motivation for the performance of the behaviour.

The Theory of Planned Behaviour, represented in Figure 2.1, was proposed as an extension of the TRA due to the original's model limitation to deal with behaviours which people have incomplete volitional control or are difficult to perform (Ajzen, 1991; Madden et al., 1992; Sok et al., 2020). To overcome this aspect, perceived behavioural

control was introduced as the new complementing concept. This variable reflects beliefs related to the access to resources and opportunities needed to perform the behaviour such as access to money, time or product availability (Mahon et al., 2006).

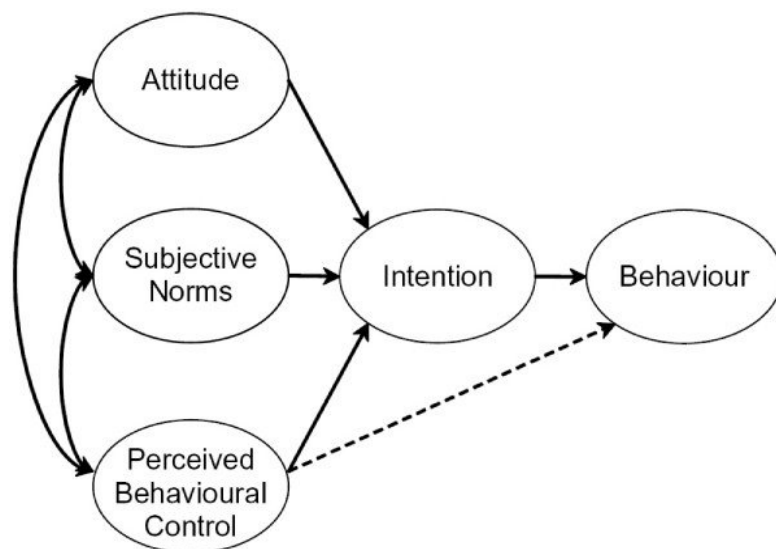


Figure 2.1: The Theory of Planned Behaviour by Ajzen (1991)

The TPB relies not on revealed preferences but in direct assessment of theoretical constructs to infer the decision (Ajzen, 2015). According to the TPB, the intention to perform a behaviour is directly influenced by attitude (i.e. attitude to buy domestic food in the context of this study), subjective norm (i.e. importance of others' opinions regarding buying domestic food) and perceived behavioural control (i.e. the extent to which consumers perceived that they control their behaviour toward the action of buying domestic food). The TPB has been chosen as the theoretical frame in this study once it has demonstrated to be very useful and powerful to predict a wide range of behaviours from food consumption (e.g. Tarkiainen and Sundqvist, 2005; Al-Swidi et al., 2014; Shin, Hancer & Song, 2016; Kumar & Smith, 2017), to hunting (e.g. Hrubes, et al., 2001) or skin care products purchased intention (e.g. Hsu et al, 2017). Despite the wide range of behaviours predicted and explained, the amount of behavioural variance explained by the TPB is about 25% to 30% (Ajzen, 1991).

Attempts to present alternatives (Hamlin, 2010) and criticism (Sniehotta et al., 2014), questioning if a theory based on only four explanatory concepts is sufficient to explain behaviour, has been risen. Despite that, the theory has been widely used to

predict intentions and behaviour in various domains (Armitage & Conner, 2001) and extensions to the original model have long been recommended (Conner & Armitage, 1998) to improve the validity and used ever since.

2.4.1 Behavioural intention (INTT)

The central factor in the TPB is the person's intention to perform a determined behaviour. As said before TPB has been regarded useful to predict a large number of behaviour (Sheppard, et al., 1988) and frequently in the domain of food choice (e.g. Hansen, 2008; Yazdanpanah & Forouzani, 2015) .

According to Mcdermott et al., (2015) intention is an indicator of the amount of effort that a person is likely to devote to perform a behaviour. This was according with what was defined by Ajzen (1985) more in terms of trying to perform the behaviour rather than the actual performance. The stronger the intention towards the behaviour, the more likely that it will be performed. Behaviour intention however, can only find its expression if the behaviour in question is under volitional control (Ajzen, 1991).

2.4.2 Subjective Norm (SuBN)

Subjective norm measures to the extent of the social influence to perform or not the behaviour. This is predicted by the sum of the normative beliefs and motivations to comply. It has been highlighted the influence that significant others (friends, relatives, or colleagues) have on individual decisions (Hee, 2000). Subjective norm results from the individual's beliefs about the extent to which his or her important others would approve or disapprove the behaviour, i.e. the social pressure they feel about a given behaviour. Thus, the more positive the subjective norm is towards a given behaviour, the higher the chances that the behaviour will be performed (Taylor & Todd, 1995; Vabø et al., 2017).

Subjective norm has been demonstrated to be an important determinant of intention in domestic food purchase (Vabø & Hansen, 2016), noticing a positive relation between subjective norm and intention.

2.4.3 Attitude (ATT)

The amount of effort devoted to performing the behaviour is determined by the individual attitude. The “attitude toward the behaviour refers to the degree to which a person has a favourable or unfavourable evaluation or appraisal of the behaviour in question” (Ajzen, 1991, p. 188) and can be divided into social and personal attitudes (Hee, 2000). This is predicted by the sum of products of cognitive beliefs.

The assumption that attitudes are based on such beliefs have been challenged and the model criticised for not giving much attention to the affective aspects of attitude (Arvola et al., 2008). Although a person may hold a large number of beliefs about performing a behaviour, it seems that only a small amount of beliefs can be attitude determinant (Fishbein & Ajzen, 1975).

2.4.4 Perceived behavioural control (PBCNTR)

Perceived behaviour control was included in the TRA and was a variable that has received much attention in social cognition models designed to predict health behaviours (Armitage & Conner, 2001). The PCB refers to the difficulty of performing the behaviour reflecting past experiences or even anticipating obstacles and it is a determinant of both behavioural intention and real behaviour.

This variable has two components: the availability of resources necessary to perform the behaviour (money, time,...) and the individual’s self-confidence to conduct the behaviour (Mahon et al., 2006). As stated by Zhou et al., (2013) the performance of a given behaviour is determined by the ability and motive to perform it, emphasizing, this way the external and general factor influencing the performance.

The positive link between PBC and intention has been demonstrated in various studies related to different context as organic food (Zhou et al., 2013), hunting behaviour (Hrubes et al., 2001) or green food consumption (Paul et al., 2016).

2.5 Food labelling

Follow the past food scares, labelling schemes have gained a considerable importance and attention in order to provide product quality and safety information to increase

consumers trust (Verbeke & Roosen, 2009) and became a major issue in today's food economy (Grunert, 2005). From consumers point of view, origin label is an essential help to identify aspects of a product.

The debates about food labelling are mainly centred on information, its processing by consumers and use (Verbeke, 2005). Fresh food products like the fruit and vegetables are generic food product categories with a high credence character and low perceived importance in the purchasing decision. This makes it likely that consumers use cue labels to easy purchase decision and make quick judgments. On the other hand when consumers have a high degree of involvement with a product, they rely most on their own expertise and have less need for extrinsic cues (Brunso et al., 2002).

Label information commonly include brands nutrition information, production methods, product origin and others. Food labelling has become increasingly important to identify product features and characteristics in order to rise it from the competitive others (Hu et al., 2012).

Currently the majority of the labels are binary which means that it indicates whether or not a product is organic, local or sustainable (Weinrich & Spiller, 2016). Other solutions have been presented to improve label information based on a multi-level approach giving consumers more information in a form of text. However increasing detailed information about product features, might result into information overloading (Verbeke, 2005). Research presented by Grunert and Wills, (2007) indicate that consumers appreciate simplified information cues in their product packaging. From a consumer point of view label information can reduce uncertainty associated to food purchases and related to product characteristics like taste, nutritional value production process or origin. This function can be fulfilled either by manufactures or by retail implemented quality labels.

2.5.1 Origin Labelling as food quality claim?

With the offer of anonymous and standardised food products, consumers have access to a greater than ever variety of food products. The fall of trade barriers encourages the international competition with bigger companies from one nation to flow to the small nations markets with product surplus causing reduction of prices and economical damage on less efficient small enterprises. This reality is even more noted for low-

involvement food products like unbranded fresh groceries, where purchase decision can be less significant (Ahmed et al., 2004).

Food quality is a complex issue. Zeithaml (1988) broadly defined quality as a superiority or excellence and described perceived quality as the consumer's judgment about a product's overall excellence or superiority. From the consumer's point of view, quality is an even more complex issue and it is composed of experience qualities like taste and credence qualities such as origin or production method (Grunert, 2005).

Quality expectations at point of purchase are the sum of perceived intrinsic and extrinsic quality cues (Acebrón & Dopico, 2000; Espejel et al., 2007) and it has two dimensions: objective and subjective. The former refers to the physical characteristics of the product, the latter is the quality perceived by consumers. The relationship between the two dimensions is at the core of the economic importance of quality. Only when producers can translate consumer expectations into physical product characteristics and when consumers can infer desired qualities from the way the product was built, quality will become a competitive parameter (Grunert, 2005). When we refer to products like fresh groceries, the effort has to be placed on the subjective quality, once objective quality is difficult to evaluate, or the knowledge needed for the evaluation is scarce. For this reason, extrinsic claims are usually used (Acebrón & Dopico, 2000).

A "Claim" can be defined as: "Any representation which states, suggests or implies that a food has particular qualities relating to its origin, nutritional properties, nature, processing, composition or any other quality." (FAO/WHO, 2007, p. 3). According to the European Union, (2006); REGULATION (EC) No 1924/2006 (2006), "claim" means any message or representation, which is not mandatory under Community or national legislation, including pictorial, graphic or symbolic representation, in any form, which states, suggests or implies that a food has particular characteristics" (p.24).

Using label claims and certifications as a marketing tool to build trust among consumers has become a clear trend. From fresh fruit and vegetables to the meat industry or aquaculture, claims are used to highlight sustainability, fair trade, environmental efficiency or animal welfare (Santeramo et al., 2018).

It is understood that consumers vary their evaluations about products across different product categories. With regard to "Country of Origin" and other origin cues, consumer ethnocentrism significantly influences food products preferences in the different categories (Balabanis & Diamantopoulos, 2004; Mockaitis et al., 2013). It

seems that once origin is present in product labelling for longer, consumers are more influenced by this cue than by organic logo (Hu et al., 2012).

European governments, including the Portuguese, despite the advantages of free trade, discreetly or openly incentive “buy national” campaigns (as already mentioned in this chapter) aiming to encourage ethnocentric feelings in the population. These campaigns intend to boost a patriotic bias which influences consumers to buy domestically produced goods leading to an increase of national sales in preference to imported ones (Insch et al., 2011).

Country of Origin is often associated with product quality (Lusk et al., 2006) and sustainability (Lazzarini et al., 2017). Labelling according to COO information is not a new issue for food consumers (Puduri et al., 2009) and it has been used in various countries to protect their economy from international competition or promote national specialities preventing copying. Moreover, a greater attention is placed to the modern trading systems and their social and environmental implications (Spadoni et al., 2014). Origin labels (national and local) have also become a sustainability claim with big retailers introducing their own labelling schemes based on origin (see Table 6.1), frequently participated by the suppliers (Spadoni et al., 2014). This strategy is seen as a self-move towards more security through the chain of production especially in retailers' private label brands (PLB).

Consumers seem to be influenced and satisfied by what is seen as product quality. The use of credible labels allows firms to signal quality or to evidence specific attributes. Quality signals, private or public, are used to certificate food markets for brands and for common certified labels. In food product categories, quality cues include safety (free from pathogens or no “Genetic Modified Organisms” content), nutritional value (composition, taste), origin, and process (environmental impact, animal welfare or production method). It appears that an interaction between brand and certification labels occurs when both are present, although in a substitution effect rather than a complement (Fares et al., 2018). Despite that, in retail environments, most of the time consumers have to build up product evaluations without complete information (Berry et al., 2015). Despite that consumer knowledge of product origin in fresh food has increased, especially in vegetables when compared with meat or fruit (Holdershaw & Konopka, 2018).

From a qualitative point of view on “origin”, it seems that evaluations of freshness seem to be related to how much distance food travelled from production point to sales

point, signalling variations on quality control and production procedures according to the place of production.

These aspects lead to an increasing motivation for innovation and making retailers introduce new label strategies as consumers are willing to pay for food products based on quality claims used as origin (national or local), organic or even local business (Chambers 2007; Hu, et al., 2012). A deep understanding of consumers' decision process is essential to provide a better service and product offer and help consumers to make better decisions. On the other hand, they are requested by consumers themselves who demand additional standards such environmental and animal welfare, among others. These demands that are ground for the modern retail strategies (Fulponi, 2006).

2.5.2 Origin as a labelling differentiation strategy

The consumption of food products is influenced by cognitive and affective aspects which relate to consumers' health or safety concerns as well as emotional state, pleasure or social values respectively (Trigui & Giraud, 2013). To address the growing complexity of consumer demand and profile, retailers use different labelling strategies to promote, "locally" "regionally" or nationally grown food (Meyerding et al., 2019).

Origin, together with validity and, to a less extend traceability, are evaluated positively by the consumers (Tsakiridou et al., 2011). Orth and Firbasová's, study (2003) indicated that food origin labelling supports consumer ethnocentric trends which positively influence the purchase of locally produced food. Another aspect to consider is that origin can be related to product freshness and a close attention to quality control procedures and production methods (Holdershaw & Konopka, 2018). Consumers claim to prefer food with a clear origin indication, in particular if associated with environment-friendly and controlled production (Wirthgen, 2005).

Origin is viewed as a quality cue (Banović et al., 2010; Tsakiridou et al., 2011) that is not equally valued across all food categories (Balcombe et al., 2016) but it seems to be more noticed in fresh food than in durables (Holdershaw & Konopka, 2018). Food quality is strategic in marketing and product differentiation (Donnet et al., 2010) as consumer demands for high quality standards, safety, and healthy food products are increasing and they are taken into account by retail managers (Salazar-Ordóñez et al.,

2018) on their decisions for competitive advantage (Grashuis & Magnier, 2018; Grunert, 2005).

Food products are often labelled with geographical indication and related to agro-ecological conditions, animal breeds, plant varieties or even human traditions coming under general label of a local, regional or national border (Deselnicu et al., 2013). Origin is an extrinsic informational cue for consumers (Verlegh & Steenkamp, 1999) that has a positive impact on willingness to pay especially in low involvement settings when compared with high involvement ones and brand familiarity (Koschate-Fischer et al., 2012). Product origin also influences consumers' perception of product quality, attitudes, behaviours, and purchase intention and it is a strong determinant of price premium (Anselmsson et al., 2014; Kalicharan, 2014).

Origin labelling has been seen to impact purchase intentions and is mediated by brand image (Diamantopoulos et al, 2011). It can be argued that the product differentiation based on origin indication intends to reach consumers' origin perceptions and needs. Despite this, little research has been conducted on the subject.

The current labelling strategies based on (food) origin are supported by ethnocentric values or patriotic trends which leads to marketing strategies based on origin labelling (Holdershaw & Konopka, 2018; Orth & Firbasová, 2003). Knowing that origin label could provide a competitive advantage for food products, retailers have recently developed strategies to differentiate private brands based on origin which provides consumers with assured quality and sustainability.

A study by Insch and Florek (2009), pointed the three main reasons for origin labelling: 1) it serves as quality cue (analysed in the next section); 2) origin appeal to consumers who prefer particular origin based on various concepts like ethnocentrism, status or image and 3) country's image can be used to link product and origin. The use of traditional symbols or icons in grocery goods appeal to Fast Moving Consumer Goods (FMCG) has even been considered a "new organic" trend. Recent research by Charry, et al. (2019) demonstrates that consumers are willing to pay a premium price for food products with some sort of eco-friendly certification.

While addressing the new consumer segmentation and trends, agri-food retailers and producers have increased product differentiation strategies (Grashuis & Magnier, 2018). These authors have demonstrated that consumers also indicate a general preference for product origin and that premium prices may exist for producer-retailer cooperative brands and labels.

2.5.3 Private label vs national label

A brand can be defined as a sign or set of signs which certify a product (or service) differentiating it from competition (Kapferer, 2008). Until recently, private labels were perceived by the consumer as low quality (Loebnitz et al., 2020), although in the last decades there has been an increase on consumer preference for private labels brands (PLB) (Kakkos et al., 2015).

With the development of PLB In the 1990s, national brands were pressured due to the success they had reached (Herstein et al., 2012) and a regular consumption of the PLB. As pointed by Amrouche, et al (2008), consumers increasingly consider PLB as valuable substitutes of established national brands. Private labelling strategies developed as a part of the total value retail chain (from producer to customer) led to the development of private brands (also known as private-label merchandise, private-label brands, store brands, house brands or own brands) (Loebnitz et al., 2020). Retailers (and discounters) focused their strategy on offering new private labels in almost every product category which led to the recent trend of introducing premium private labels (Braak et al., 2014). Consequently, in most situations, they are more promoted in higher priced grocery stores than in discount stores (Schnittka, 2015).

As PLB are owned, distributed, and sold by a retail chain and national brands (NB), they are generally owned by producers. The former has a restricted distribution when compared with the latter that are sold nationwide and are not restricted to a retail chain. Despite this, PLB represent competitive advantage for retailers. They can be found in stores which strengthens their image offering consumers a good value for money and also a negotiating leverage with national brands (Ailawadi et al., 2008). The retailers hold a position of advantage in the competition with NB. They are the ones who allocate store space and shelf content to the communication material for the products in their brand assortment (Juhl et al., 2006). For them and despite the strong image of NB, some PLB were developed to build higher brand equity which varies across product lines and categories (Cuneo et al., 2015). There are various factors which can influence PLB consumption: consumer attitudes, perceived product benefits, brand loyalty, trust in PLB products, and income (Chaniotakis et al., 2010).

As said before, NB face a growing competition from PLB and the premium price consumers willing to pay for the former over the latter decreases as PLB quality mature

(Steenkamp et al., 2010). Origin labelling has become an important issue and influences brand managers on making price decisions and differentiating products which are major concerns in a competitive market as the food market (Anselmsson et al., 2014).

In order to respond to consumer demands, and reach broader customer segments, retailers invest in a strategy based on multi-tier private labels (Loebnitz et al., 2020). According to Ailawadi and Keller (2004), this strategy consist of offering a low, or economic private label, a mid-quality or standard private label, and a top quality or premium private label.





Regarding consumer value propositions, Kumar, and Steenkamp (2007) presented in 2007 (p.27-28) a widely accepted division of PLB in four types categories: Copycats, Generic, Premium Store Brands, and Innovators as detailed in Table 2.1

Table 2.1: Four types of private labels (adapted from Kumar and Steenkamp, 2007).

	Generic private labels	Copycat brands	Premium store brands	Value Innovators
Strategy	Cheapest undifferentiated	Me-too at a cheaper price	Value added	Best performance-price ratio
Objectives	Provide customer with a low-price option. Expand customer base	Increase negotiating power against manufacturer Increase retailer share of category profits	Provide added-value products. Differentiate store Increase category sales Enhance margins	Provide the best value Build customer loyalty. Generate word of mouth.
Branding	No brand name, or identified as first price label	Umbrella store brand or category-specific own labels	Store brand with sub-brand or own label	Meaningless own labels to demonstrate variety
Pricing	Large discount, 20%-50% below brand leader	Moderate discount, 5%-25% below brand leader	Close to or higher than brand leader	Large discount, 20%-50% below brand leader
Category Coverage	Basic functional product categories	Originates in large categories with brand leader	Image-forming categories often fresh products	All categories
Quality to Brand Leader	Poor	Quality close to brand manufacturers	Quality on par or better, advertised as better	Functional quality on par with brand leader but with removal of "non-value-adding" product features and Imagery
Product development	None: product put up for contracts to manufacturers with lagging technology	Reverse engineered using manufacturers with similar technology	Considerable effort to develop best products with similar or better technology	Considerable effort and innovation in terms of cost benefit analysis.

Note: (1)- Minipreço; (2)-Intermarchê; (3)-Auchan; (4)- Aldi.

Table 2.1 (Cont.): Four types of private labels (adapted from Kumar and Steenkamp, 2007).

	Generic private labels	Copycat brands	Premium store brands	Value Innovators
Packaging	Cheap and minimal	As close to brand leader	Unique and source of differentiation	Unique but cost-efficient
Advertising/ Promotion	None	Frequent price promotions	Featured in advertisements but limited price promotions	Store not own-label advertising. Normal promotion schedule.
Customer proposition	Sold as cheapest-priced product	Sold as same quality but lower price	Sold as best products on market	Sold as best value price of generics but objective quality on par with brand leaders
Examples	 (1)	 (2)	 (3)	 GOLDEN FRUIT (4)

Note: (1)- Minipreço; (2)-Intermarchê; (3)-Auchan; (4)- Aldi

This division shows that retailers have launched new products and features in their brand portfolio as a strategy for differentiation to meet consumer higher quality demands. According to this division the retail brands presented later (Table 6.1), can be defined as in the Premium Store Brands, because they clearly intend to move upscale from cheap, inferior quality products to added value ones, even in low involvement everyday commodities. PLB and NB brand equity (Reinders & Bartels, 2017) and price premium (Anselmsson et al., 2007) positively influence brand consumption and purchase behaviour as they highlight product uniqueness supported by origin cues (Koschate-Fischer et al., 2012). Studies indicate that consumers are willing to pay a premium price for food produced within national borders and, unlike organic food, it is not perceived as expensive. These trends lead retailers to origin label their food products to meet consumer demands and differentiate the products from competitors (Feldmann & Hamm, 2015), reflected in PLB which can also incorporate sustainability and social issues (Reinders & Bartels, 2017).

As mentioned by Rubio, et al., (2014) since their creation, PLB represent assets of great value for retailers and are a powerful marketing, business, and profitability tools, but they also have achieved a general acceptance in food retailing. In a continuously changing market, it is important that retail managers decide how to position their private brands compared with national brands (Rossi et al., 2015) seeking an efficient method to communicate their quality (Olson, 2012).

Competing on the same grounds as national brands, retailers bring a new market complex perspective providing new opportunities for small suppliers to produce for mass markets that otherwise would struggle to access them, given the costs and risks involved in developing a brand. On the other hand, the bargaining power of the retail chains where retailers are allowed to negotiate more favourable terms brand shares can be seen negatively by suppliers (Cuneo et al., 2015).

Knowing that, a question can be raised: how does consumer behave when a purchase decision has to be made regarding products where brand is not evident like in most fresh groceries, having in mind that consumers feel less uncertain about a product if they are familiar with its brand name?

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CHAPTER 3: Conceptual Framework and Methodology

3.1 Conceptual Framework

This chapter is dedicated to the conceptual framework and methodology of this thesis, following the literature review presented in the previous chapter. The proposed conceptual framework is presented in Figure 3.1 and has originated three studies, as suggested by the different coloured lines.

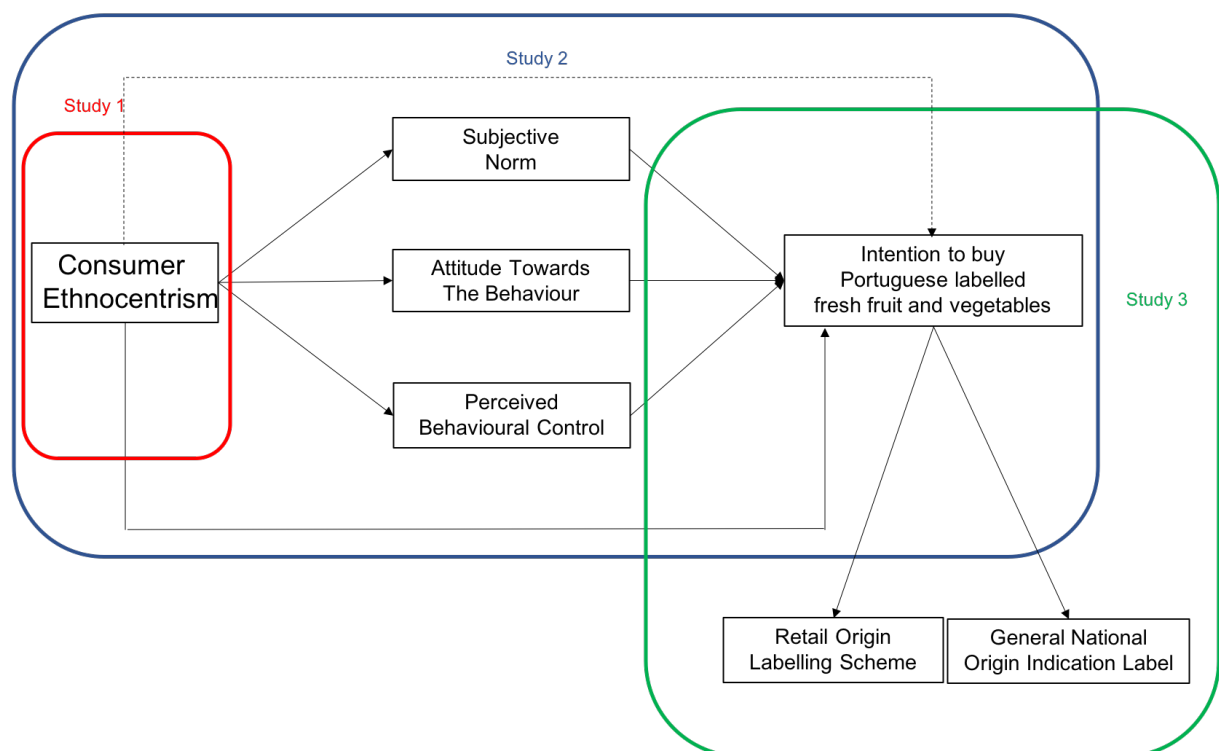


Figure 3.1: Proposed Conceptual Model

The three studies are complementary and provide a wide perspective on the subject under analysis which helps to shed light on consumers' purchase intention of Portuguese labelled fresh fruit and vegetables. The theoretical background which leads to the specific research hypotheses proposed in each study will be presented in the literature review section of the corresponding work, with a specific focus on its purpose.

The first study identifies consumer ethnocentric tendencies as it assesses the reliability, validity, and dimensionality of the CETSCALE (represented in Figure 3.2) among consumers in the two most populated regions in Portugal: Lisbon and Oporto.

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It also evaluates the contribution CETSCALE items to the level of the consumer ethnocentrism. Dimensions are expected to be correlated since they are measuring the construct of Ethnocentrism.

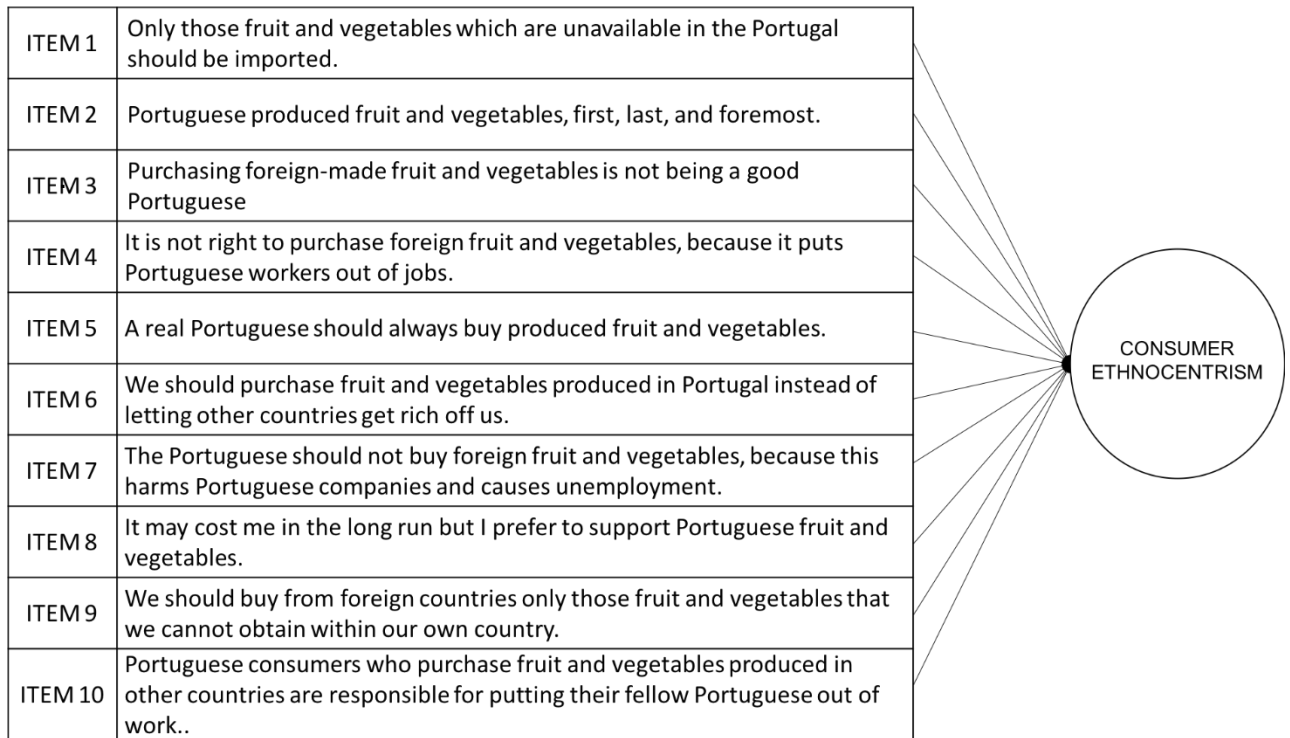


Figure 3.2: Study 1 conceptual model and the CETSCALE

The second study aims to evaluate consumer ethnocentrism as an antecedent of the variables of the extended Theory of Planned Behaviour to predict purchase intention of Portuguese labelled food products. The conceptual model is described in Figure 3.3.

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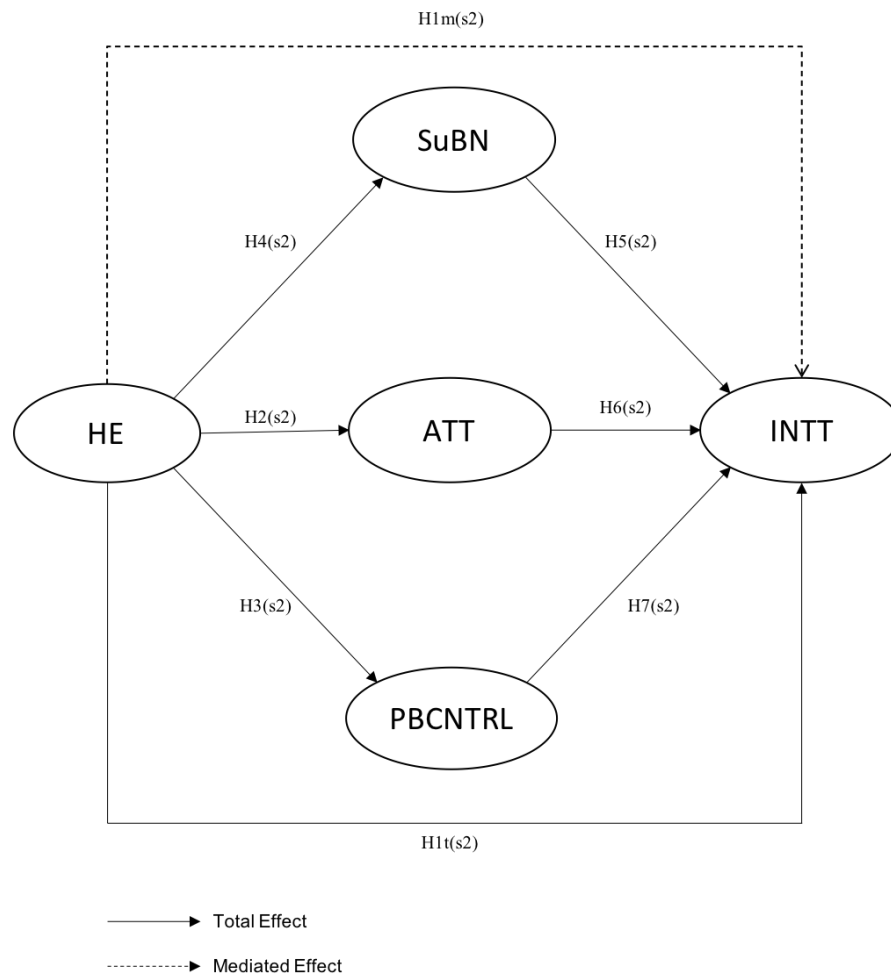


Figure 3.3: Conceptual model of Study 2.

Note: HE - Hard Ethnocentrism; SuBN - Subjective Norm; ATT - Attitude; PBCNTRL - Perceived Behavioural Control; INTT - Intention

After studies 1 and 2 whose purpose is to characterise consumer ethnocentrism and intention to buy fresh fruit and vegetables, this thesis directs its empirical work towards the effect of the product labelling strategy on the purchase intention. The study 3 examines whether it is a general “Produced in Portugal label” or retail origin labelling scheme that mostly influences purchase intention. This is underlined in conceptual model as described in Figure 3.4:

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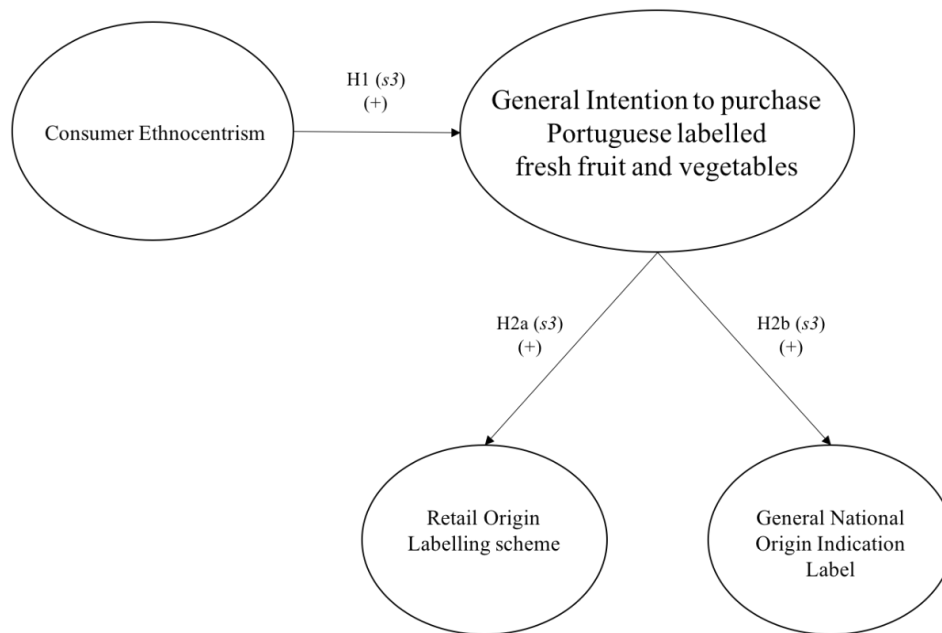


Figure 3.4 Conceptual model of Study 3

The sequence of the three studies follows the aim and the process of research present in this thesis. Based on the literature review and quantitative study, the first one reflects the exploratory phase and it is determinant to characterise the ethnocentrism level of the consumers. The following studies assume an analytical approach, analysing the relationship between constructs.

3.2 Methodology

This section presents information about the quantitative methodology that has been followed in the three studies. The methodological presentation of each study is adapted in order to avoid repetitions and to focus on the specificity of the purpose of each study. The research sample and data collection have a common origin, therefore the analysis in the studies is interconnected. Thus, some similarity can be detected concerning the methods and methodology of each study presented.

For this thesis, primary and secondary data were collected with the objective to address the research hypotheses and to measure the constructs which are shown in the given conceptual model. The quantitative research was developed from the literature review presented.

3.2.1 Quantitative research

The quantitative data collection was conducted by a marketing research company – Eurosondagem - which applied the developed questionnaire through Computer Assisted Telephone Interviewing (CATI) to a sample of Portuguese customers of grocery retailers operating in the market. The data were collected through their panel between the 18th of June and the 27th of July 2019. The decision to choose a research company was due to a higher ease to inquire the sample requested in a shorter period of time.

The questionnaire led to 700 valid answers. The decision to contract a marketing research company was based on its expertise that gave us a guarantee to access the desired sample and an efficient questionnaire application. The company was previously provided with the objectives of the study and the possible limitations as well as difficulties during the telephone interviews process. The questionnaire was structured as described in Table 3.1. This version of the questionnaire is presented in Appendix A, in Portuguese (the original language used for data collection) and in English.

Table 3.1 - Structure of the questionnaire applied to this thesis

Section of the Questionnaire	Description	Source
Q1: Introduction	<p>Informed consent - brief description and explanation about:</p> <ul style="list-style-type: none"> - The scope of the questionnaire and the purpose of data collection. - The guarantee of anonymity in completing it. - A thank you for the availability and collaboration. - The validation question to determinate if respondents buy fresh fruit and vegetables to their household. 	Author's elaboration
Q2: CETSCALE	Ethnocentrism construct measurement scale.	(Shimp & Sharma, 1987)
Q3: Attitude towards purchasing fresh fruit and vegetables	Person's overall evaluation of performing the behaviour in question. It is evaluated whereas the attitude is related.	(Ajzen, 2002; Paul, et al, 2016; Vabø & Hansen, 2016)
Q4: Subjective Norm towards purchasing fresh fruit and vegetables	How the important others (family, friends or colleagues) perceive to approve or disapprove the behaviour.	Ajzen, (1991); Taylor & Todd, (1995); Al-Swidi et al., (2014); Paul, et al, 2016, (2016)
Q5: Perceived Behavioural Control towards purchasing fresh fruit and vegetables	People's confidence that they are capable of performing the behaviour.	(Ajzen, 2002; Paul, et al, 2016, (2016), 2016; Al-Swidi et al., 2014)

Table 3.2 (Cont) - Structure of the questionnaire applied to this thesis

Q6: Fresh fruit and vegetables purchase intention.	Person's intention to perform the behaviour in question: Purchase Portuguese labelled fruit and vegetables		(Ajzen (2002); Al-Swidi et al (2014))
Q7-Q12: Demographic characteristics of the respondents	Gender	Age	Author's elaboration according to data from INE (2011)
	Household size	Education level	
	Family Income	Area of residence	

3.2.2 Sample

The target population of this research was confined to individuals living in Portugal, in the urban areas of Lisbon and Oporto, over 18 years old and responsible for household food purchases. The respondents also confirm to purchase fruit and vegetables in retail chains. The sample details are presented in Table 3.2.

Table 3.3: Sampling details

Population	Individuals (male or female, over 18 years old, responsible for household food purchase decisions)
Geographical Scope	Metropolitan areas of Lisbon and Oporto, Portugal.
Inquiring method	Computer Assisted Phone Interviews (CATI)
Valid Sample Size	700 individuals

These metropolitan areas were chosen as they represent the major population concentration in Portugal with 18% and 29%, of the total continental population, for Oporto and Lisbon, respectively. On the other hand, these metropolitan areas represent almost 50% of the Portuguese NGP and are constituted of typical urban and rural districts, which can be seen as a representation of Portuguese consumer purchase behaviour (INE, 2011).

The socio-demographic profile of the sample, detailed in Table 3.3, corresponds to the characterisation of the Lisbon and Oporto metropolitan areas according to the last Portuguese Censos available (INE, 2011).

Table 4.3: Sample's socio-demographic profile.

	Sample	
	n	%
<i>GENDER</i>		
Male	228	32.6
Female	472	67.4
<i>EDUCATION LEVEL</i>		
Primary	241	34.4
Secondary School	213	30.4
University graduate	241	34.4
<i>Not answered</i>	5	0.7
<i>REGION</i>		
Oporto	258	36.9
Lisbon	442	63.1
<i>MONTHLY INCOME</i>		
≤ 560€	103	14.7
561-1000€	280	40.0
>1000€	216	30.9
<i>Not answered</i>	101	14.4
<i>AGE</i>		
18-35	61	8.7
36-45	140	20.0
46-55	154	22.0
56-65	146	20.9
>65	199	28.4

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CHAPTER 4: “Study 1: Characterising the Portuguese Food Consumer Ethnocentrism: An assessment of the Reliability and Validity of the CETSCALE”

4.1 Introduction: the CETSCALE

The ethnocentrism construct proposed by Shimp and Sharma (1987) may be partially the reason why consumers evaluate domestic products more favourably. This instrument was designed to measure the tendencies of ethnocentric consumers across nations, when facing purchase decisions towards domestic products and its operationalisation (measure and grading) is based on the Consumer-Ethnocentric Tendency Scale CETSCALE (Netemeyer et al., 1991).

The scale was developed by Shimp and Sharma in 1987 and it was initially designed after a series of preliminary studies, pre-tests, and purification techniques to represent the beliefs of American consumers about the appropriateness of purchasing foreign products. It has been widely used for consumer ethnocentrism evaluations from electronics cars to food products, resulting in 17 items. The items were measured on a 7-point Likert-type scale (1 = strongly disagree, 7 = strongly agree; see Appendix A), the overall scale ranges from 17 to 119. Despite the preferential use received by the original CETSCALE, new approaches to measure consumer ethnocentric tendencies have been proposed (Jiménez-Guerrero et al., 2020) in order to respond to the empirical evidence of the multidimensional behaviour of CETSCALE which indicates the existence of various interpretations of ethnocentrism.

The CETSCALE is characterised as a measure of a tendency rather than an attitude. Attitudes are directed to a specific target and objective and are more appropriately used when describing consumer feelings towards a specific product such as a particular brand. The CETSCALE is considered to be beyond this specificity and it involves a general notion of a disposition to act in some consistent fashion towards foreign products in general (Prince et al., 2019; Shimp & Sharma, 1987).

The scale has proved reliability as well as contingent and discriminant validity in all samples to which it was administrated, in four different geographic regions within the United States, where the scale was validated. In their original work, Shimp and Sharma, (1987) also proposed a 10-item scale version which was used for the purpose of the current work (without items 1, 3, 9, 10, 12, 14, and 15). This “short” version has been used widely, as much as the original 17-item scale, presenting an equally high reliability and validity. Other adapted versions with 14, 11, 7, 5 or even 4 items can

also be found in literature (Jiménez-Guerrero et al., 2014, 2020) The values of the overall scale range between 10 and 70.

Netemeyer et al. (1991) were the first to find strong support for the psychometric properties and validity across different western countries outside the USA, namely Germany, France, and Japan. Since then, many other authors have used the CETSCALE in CE research in various countries and cultures finding the same satisfactory psychometric properties (Evanschitzky et al., 2008; Jiménez-Guerrero et al., 2014; Siamagka & Balabanis, 2015).

An important aspect that is mentioned in literature is the dimensionality of the scale (e.g. Luque-Martínez et al., 2000; Chrysochoidis et al., 2007; Evanschitzky et al., 2008; Jiménez-Guerrero et al., 2014) as it is an essential requirement for generating proper measures. The dimensionality of a scale means that a trait or construct, Consumer ethnocentrism for this purpose, is the base of the set of items. When the scale developed in the USA showed to have an unidimensional factor structure across the regions tested (Shimp & Sharma, 1987), the same unidimensionality was found in Netemeyer's (1991) study across the four countries studied. However, many authors, although confirming the internal consistency of the scale, do not confirm its unidimensionality and indeed support its multidimensionality in countries like Greece, Turkey, China, the Netherlands, and India (for a complete review see Jiménez-Guerrero et al., 2014). Results from studies supporting the multidimensionality of the scale were argued to be due to socio demographic aspects of the samples studied, as characteristics such as size, age, and education can lead to differences in scale dimensionality (Bawa, 2004). Yet, this has not been confirmed by Jiménez-Guerrero et al. (2014).

There is no doubt that the CETSCALE is the most frequently used scale in consumer ethnocentrism studies and it has been validated in a wide range of research areas presenting a high internal consistency. Despite this, little has been found in literature that includes product category in the original item statements. Another criticism that can be made about the CETSCALE is the fact that it does not allow the ranking of consumers in terms of their ethnocentrism (Bawa, 2004) revealing only whether or not the consumer is ethnocentric but not providing information about the level of ethnocentrism. Nevertheless, it can be argued that once items are based on a 7-point Likert-type scale, the scale can range from 17 to 119, in the 17-item form or 10 to 70 in the short 10-item version of the scale. Thus, it can be considered that the larger

values correspond to the higher ethnocentric level of the consumer (Shimp & Sharma, 1987).

The CETSCALE used to determine the level of ethnocentrism of each participant has been validated with various cultural consumers like German, French, Italian or Japanese (Balabanis & Diamantopoulos, 2004; Evanschitzky et al., 2008), Spanish (Jiménez-Guerrero et al., 2014), South African (Pentz et al., 2013) or Malaysian (Ramayah et al, 2011). For this reason, the main purpose of this study is to complete a gap in literature, validating the CETSCALE as a measure of Portuguese domestic food consumers ethnocentric tendencies, which have scarcely been analysed.

4.2 Method and Sampling

The present study aims to evaluate the psychometric characteristics of the CETSCALE developed by Shimp and Sharma (1987) in the Portuguese context, namely its construct validity and reliability. It also aims to examine the level of ethnocentrism of Portuguese food consumers in fruit and vegetables categories and analyse if it varies according to sociodemographic characteristics. To assess this, a questionnaire was presented by CATI to 700 individuals responsible for household food purchase randomly chosen in the Lisbon and Oporto metropolitan areas as previously explained.

The respondents were inquired whether they were responsible for purchasing fruit and vegetables for their household. Only the 700 consumers who affirmed to have this responsibility were considered for the study. The version of the CETSCALE applied was adapted from the original 10 item-version considering explicitly the categories under analysis (i.e., fruit and vegetables). Due to the lack of previous studies which incorporate both food categories in the original version of the CETSCALE, our aim is to analyse whether this change in food categories influence the scale dimensionality. The 10-item scale was carefully translated and verified by a bilingual scholar and adapted to fit the Portuguese food market reality (Table 4.1). Higher scores on a 7-point scale (1 = strongly disagree, 7 = strongly agree) indicated a greater consumer ethnocentrism.

Table 5.1: The adapted 10-item version of the CETSCALE used

ITEM1	Only those fruit and vegetables which are unavailable in Portugal should be imported.
ITEM2	Portuguese produced fruit and vegetables, first, last, and foremost.
ITEM3	Purchasing foreign produced fruit and vegetables is not being a good Portuguese.
ITEM4	It is not right to purchase foreign fruit and vegetables, because it puts Portuguese workers out of jobs.
ITEM5	A real Portuguese should always buy nationally produced fruit and vegetables.
ITEM6	We should purchase fruit and vegetables produced in Portugal instead of letting other countries get rich off us.
ITEM7	The Portuguese should not buy foreign fruit and vegetables, because this harms Portuguese companies and leads to unemployment.
ITEM8	It may cost me in the long run but I prefer to support Portuguese fruit and vegetables.
ITEM9	We should buy from foreign countries only those fruit and vegetables that we cannot obtain within our own country.
ITEM10	Portuguese consumers who purchase fruit and vegetables produced abroad are responsible for putting their fellow Portuguese out of work.

4.3 Results

The measures proposed in the conceptual model were checked for dimensionality and reliability by means of principal component analysis and Cronbach alpha values, conducted in the statistical package IBM SPSS Statistics V.26, and confirmatory factor analysis based on AMOS software V.26.

4.3.1 Dimensionality and validity of the CETSCALE

Originally, the CETSCALE was found to present an unidimensional structure (Shimp & Sharma, 1987), even though many studies presented different results indicating a possible multidimensionality of the scale (see Jiménez-Guerrero et al., 2014).

As CETSCALE is widely used to measure ethnocentric tendencies of consumers, it is assumed that its unidimensionality can be measured by the means of the 10 items of the scale as proposed by the authors. Thus, for the present study, it was assumed that consumer ethnocentrism, measured by the CETSCALE, could be explained by a single factor model. In a single factor model, the latent variable is unidimensional, therefore, the different items converge to represent a single construct, assuming that the whole variance is accounted for the “Consumer Ethnocentrism” construct. The alternative hypothesis is the multidimensionality of the construct. This implies that the CE construct is represented by different dimensions.

The dimensionality of a scale is considered to be essential for right measurements (Jiménez-Guerrero et al., 2014) and an essential requirement in summated scale is that the items are unidimensional, which means that the construct is based on a set of items strongly associated with each other and representing a single concept (Hair et al., 2019). However, it is argued that no measurement instrument can be perfectly unidimensional (Jiménez-Guerrero et al., 2014).

The dimensionality of the scale seems to be related to the countries it is applied in or to sample size. Thus, it is recommended to take caution when a scale is employed in a different context or country where it is developed like the case of the CETSCALE (Douglas & Nijssen, 2003).

To assess the dimensionality of the CETSCALE, a confirmatory factor analysis (CFA) by AMOS (version 26) was performed to examine the goodness of fit of the single factor model to the data. The following criteria were considered to estimate the models' goodness of fit (Hair et al., 2019; Kline, 2016). The root-mean-square error of approximation (RMSEA) requires values equal or below 0.08 to be acceptable. The goodness of fit index (GFI) needs to have values equal to or higher than 0.90 to be satisfactory. The comparative fit index (CFI) requires values equal to or higher than 0.90 to be acceptable. The Tucker-Lewis index (TLI) should have values equal to or higher than 0.90 to be satisfactory. Finally, the chi-square to degrees of freedom ratio

(χ^2 / df) must have values below 2–3 to be acceptable. Considering these criteria, the results revealed that the single factor model has a poor fit to the data ($\chi^2=353.281$ [2]; $p < 0.05$; $\chi^2/df=10.094$; $GFI=0.901$; $CFI=0.899$; $TLI=0.870$; $RMSEA=0,114$), indicating that in the present sample this solution is not adequate and that probably a multidimensional structure is more adjusted.

Therefore, to explore the multidimensionality of the scale, exploratory factor analysis (EFA) has been performed using SPSS (version 26). The oblimin method of rotation was chosen because factors were expected to be related as they measure the same construct (Hair, 2019).

The results of the first EFA revealed that the 10 items loaded in two factors. However, one of the items, namely item 9 “We should buy from foreign countries only those fruit and vegetables that we cannot obtain within our own country” had similar high loadings in the two factors with a ratio of 1.1 in this respective pair of loadings. As indicated by Hair (2019), cross loadings with ratios below 2 are problematic and the item should be eliminated to simplify factorial structure (see Appendix B for detailed information).

Hence, the second EFA was then performed without item 9, again revealing two factors accounting for 63.6% of the total variance ($KMO=0.899$; Bartlett: 2801.372; Communalities $> .52$).

Factor 1 contains six items and accounts for 51.2% of the variance. It conceptually contains the items which express a strong national driven behaviour (items 4, 7, 10, 5, 6, and 3) with a clear disapproval towards purchasing foreign fruit and vegetables which causes economical damage to the society (items 6, 7, and 10). Also, factor 1 reflects an attitude of strong national beliefs against the import of foreign fruit and vegetables which “lets other countries get rich off us” (item 6) stating the “un-Portuguese behaviour of those who buy foreign fruit and vegetables (item 3) once a “real Portuguese should always buy Portuguese fruit and vegetables” (item 5). These almost radical statements of the CETSCALE reflect a social reaction towards foreign food product market in Portugal. For this reason, factor 1 was named “*Hard Ethnocentrism*” (HE).

Factor 2 encompasses three items and explains 12.4% of the variance. The items reflect a “moderate” feeling towards the presence of foreign food products in the Portuguese market (Items 2, 1, and 8). Items like “Portuguese produced fruit and vegetables, first, last, and foremost” (item 2) or “It may cost me in the long run but I

prefer to support Portuguese fruit and vegetables.” (Item 8) for example, does not hardly reject foreign products but emphasises the preference for the Portuguese food category under study. Thus, factor 2 is named “*Soft Ethnocentrism (SE)*”.

Factor loadings and cross-loadings obtained by oblimin rotation are displayed in Table 4.2. The chosen bi-dimensional solution obtained with EFA is in line with the results of several studies, including the ones by Luque-Martínez et al. (2000), Douglas and Nijssen, (2003), Chrysochoidis et al. (2007), Evanschitzky et al. (2008), Ramayah et al. (2011), Pentz et al. (2013) and Jiménez-Guerrero et al., (2014).

Table 4.2: Factor loadings obtained in EFA

	Factor 1	Factor 2
ITEM4 It is not right to purchase foreign fruit and vegetables, because it puts Portuguese workers out of jobs.	.851	.365
ITEM7 The Portuguese should not buy foreign fruit and vegetables, because this harms Portuguese companies and leads to unemployment.	.844	.366
ITEM10 Portuguese consumers who purchase fruit and vegetables produced abroad are responsible for putting their fellow Portuguese out of work	.812	.256
ITEM5 A real Portuguese should always buy nationally produced fruit and vegetables.	.808	.476
ITEM6 We should purchase fruit and vegetables produced in Portugal instead of letting other countries get rich off us.	.751	.493
ITEM3 Purchasing foreign produced fruit and vegetables is not being a good Portuguese.	.744	.349
ITEM2 Portuguese produced fruit and vegetables, first, last, and foremost.	.481	.803
ITEM1 Only those fruit and vegetables which are unavailable in Portugal should be imported.	.233	.773
ITEM8 It may cost me in the long run but I prefer to support Portuguese fruit and vegetables.	.476	.698
Explained variance (%)	51.24	12.37

To confirm the multidimensionality of the results proposed by the EFA, a new CFA analysis was performed, examining the goodness of fit of a bi-dimensional model

composed of nine items. The results are presented in Figure 4.1 for a two-dimension solution.

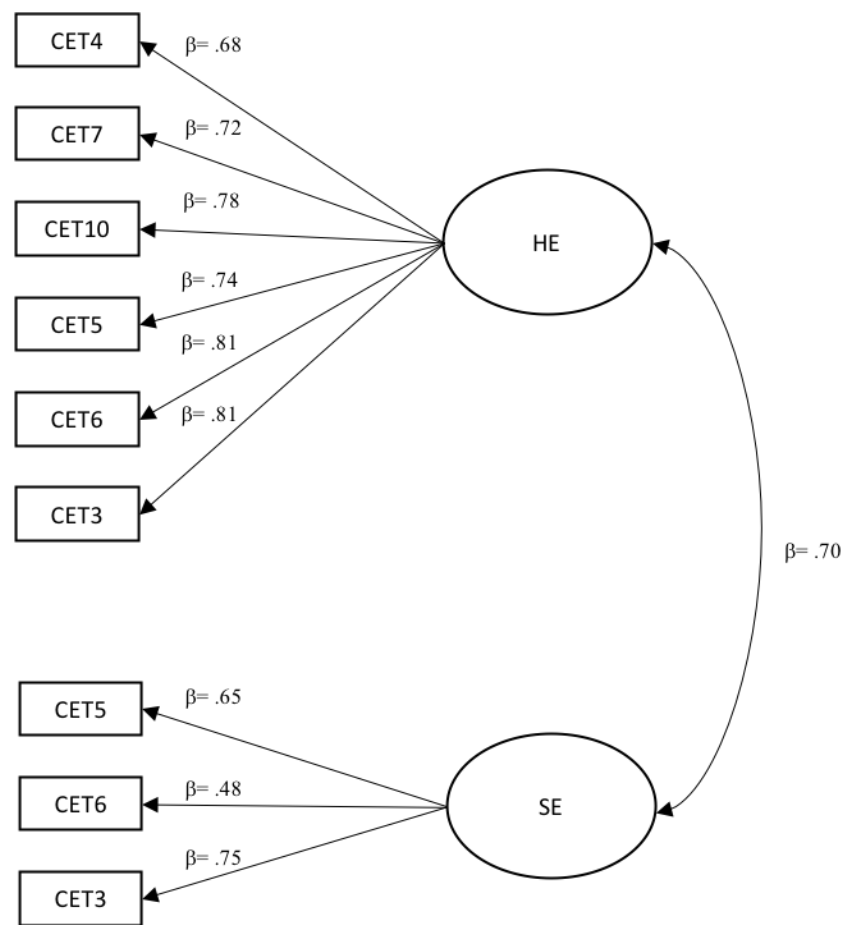


Figure 4.1 The two-factor model

The analysis of the goodness of fit the proposed two-factor model confirmed a good fit to the data and the lambdas were above 0.4 as recommended by Hair *et al.* (2019).

As recommended in the literature, the goodness of fit of the two-factor model was compared with an alternative one single factor model (Table 4.3). Observing the results and following Hair *et al.* (2019) recommendations, it was considered that the two-dimensional model provides a better fit to the data than the single factor model. In addition, when the correlation between the two dimensions (0.70) is examined, the multidimensionality of the scale in the context of the sample analysed is also confirmed.

Table 4.3: CFA results for alternative structural model of the CETSCALE.

	χ^2	χ^2/df	GFI	TLI	CFI	RMSEA	Correlation between dimensions
Single factor model	271.07	10.04	0.92	0.88	0.91	0.11	
Two-factor model	156.62	6.02	0.95	0.94	0.95	0.09	0.70

4.3.2 Reliability

According to Hair et al., (2019) and Malhotra and Birks (2007), reliability (also called, internal consistency) is the degree to which a set of indicators of a latent variable is consistent in its measurements, representing the extent to which a measurement reproduces consistent results if the process has to be repeated. The reliability is evidenced by the R^2 of each indicator or by the Cronbach's alpha coefficient with values above 0.70 being recommended (Hair et al., 2019).

Table 4.4: Cronbach's Alphas for both factors.

Cronbach's alpha	
Hard Ethnocentrism	0.89
Soft Ethnocentrism	0.62

The internal consistency of the two factors of the CETSCALE was assessed using the Cronbach's alpha coefficients (Table 4.4). The factors revealed adequate levels of reliability. Despite the fact that Soft Ethnocentrism factor presented a value below 0.70, it is above 0.60 which is acceptable for exploratory research according to Hair et al. (2019). The Cronbach's alpha value is influenced by the number of items which characterises the factor (3) and it tends to decrease with the number of items of the scale (Field, 2009). Thus, it can be said that the presented value is expected. For Hard Ethnocentrism, it reveals a very good level of consistency ($\alpha=.89$).

4.3.3 Level of ethnocentrism and socio-demographic analysis of the ethnocentric beliefs of the respondents

Following the identification of the two ethnocentric categories, named by Hard and Soft as ethnocentrism, the profile of the consumers in each category was analysed. First, the level of soft and hard ethnocentrism for the total sample was computed. Then, comparative analysis was performed in order to explore the existence of potential differences between respondents based on their demographic characteristics. The results obtained are summarised in Table 4.5.

Table 4.6: Means and statistically significant differences for consumer ethnocentrism levels.

	HARD ETHNOCENTRISM			SOFT ETHNOCENTRISM		
	Mean	SD	test and <i>p</i> value	Mean	SD	test and <i>p</i> value
Total Sample	4.94	1.27	t(699)=21.83, p<001).	5.86	0.93	
Gender						
Male	4.79a	1.25	t(698)=-2.13, p<.05	5.83	0.94	t(698)=-.67 n.s.
Female	5.01b	1.27		5.88	0.93	
Region						
Lisbon	4.83a	1.11	t(616.56)=3.1, p<.01	5.84	0.98	t(603.40)=.88. n.s.
Oporto	5.12b	1.34		5.90	0.84	
Education						
Basic	5.36a	1.13	F(2,69) =30.33, p<.001	5.91	0.92	F(2,29)= 1.70. n.s..
Secondary	4.96b	1.08		5.90	0.88	
University	4.50c	1.38		5.77	0.99	
Age						
18-35	4.29a	1.54	F(4,70) =16.90, p<.001	5.69d	1.02	F(4,70) =4.72, p<.001.
36-45	4.61b	1.14		5.71d	0.84	
46-55	4.70b	1.20		5.72d	0.90	
56-65	5.12c	1.13		6.05e	0.94	
>65	5.41c	1.22		5.98e	0.95	
Income per month (€)						
0-560	5.43a	1.15	F(2,60) =9.56, p<.001	5.97	0.92	F(2,60)= 1.84. n.s.
561-1000	4.93b	1.23		5.78	0.88	
>1000	4.80b	1.27		5.89	0.95	

Note: Different letters identify statistically different mean values.

Regarding the total sample, the results showed that the inquired Portuguese consumers have a high level of both HE (M=4.94, SD=1.27) and SE (M=5.86, SD=0.93), which could mean that consumers tend to prefer Portuguese identified products when available, suggesting a prosocial behaviour in favour of domestic

products as suggested by Siamagka and Balabanis, (2015). The ethnocentric beliefs consider that purchasing foreign products harms domestic economy, causes job losses, and can be understood as unpatriotic. In critical times, products from other countries are objects of contempt to ethnocentric consumers (Fernández-Ferrín et al., 2020).

Statistically, significant differences have been exhibited when comparing both HE and SE means. It is verified that SE is higher than HE ($t(699) = 21.83, p < 0.001$), which can confirm the bi-dimensionality of the CETSCALE for the sample under analysis. Considering the demographic variables, gender, region education, age, and income, the positioning regarding Hard ethnocentric beliefs was more consistently affected by those differences than the positioning of Soft ethnocentric beliefs.

Regarding gender, there is a significant difference when HE group is considered, with women being even more favourable to ethnocentric behaviour than men ($M = 5.01, SD = 1.27, t(698) = -2.13, p < .05$ and $M = 4.79, SD = 1.25$, respectively). These results are in line with studies presented by Sharma *et al.*, (1995), Balabanis, et al., (2001) and Chambers, et al., (2007) who also studied gender as an antecedent of ethnocentrism. When looking at the SE, no statistically significant differences have been observed between men and women which might indicate that the reported gender effect is only noticed when hard ethnocentric tendencies are observed.

Research by Siamagka and Balabanis (2015), Yildiz et al., (2018) and Han and Nam (2019) show that ethnocentrism can be related to cosmopolitanism e.g. cosmopolitan consumers tend to be less ethnocentric. Analysing the ethnocentrism level of consumers from Lisbon and Oporto regions, one more statistically significant difference was observed between these two regions in HE. Oporto consumers seem to present a significantly higher Ethnocentric level ($M = 5.12, SD = 1.34$) when compared with Lisbon consumers ($M = 4.83, SD = 1.11$). As for the SE, despite the higher ethnocentric tendency among Oporto consumers, this difference is not statistically significant when compared with the tendency in Lisbon ($M = 5.9, SD = 0.84$ and $M = 5.84, SD = 0.98$), respectively.

Analysing differences between consumers with various levels of education, it is clear that consumers significantly differ in their support to HE belief among the three levels of education under consideration. The ethnocentrism level decreases as the education level increases ($M = 5.36, SD = 1.13$ for basic, $M = 4.96, SD = 1.08$ for Secondary and $M = 4.50, SD = 1.38$ for University). Similar results, were also observed by

Sharma et al., (1995), Josiassen et al. (2011) and Mockaitis, et al. (2013) As for SE, no significant difference was observed among the three levels of education.

Analysing the age of respondents, statistically significant differences were found in both HE and SE. The ethnocentric beliefs increase with the age of the consumers. The differences within HE are statistically significant among consumers according to their age. At the age of 18-35 years old ($M=4.29$, $SD=1.54$), they are less ethnocentric when compared to consumers between 36-45 and 46-55 years old ($M= 4.61$, $SD=1.14$ and $M 4.70$, $SD=1.20$ respectively) and those within the groups of 56-65 and more than 65 group ($M=5.12$, $SD=1.13$ and $M 5.41$, $SD=1.22$, respectively). Moreover, these three age groups are statistically different from each other. As for SE there are also statistically significant differences among respondents. These can be divided into two statically different age ranges: 18-35 ($M=5.69$, $SD=1.02$), 36-45 ($M=5.71$, $SD=0.84$), 46-55 ($M=5.72$, $SD 0.90$) years old, and older than 56-65 ($M=6.05$, $SD=0.94$) and more than 65 ($M=5.98$, $SD=0.95$) years old groups. The former presents lower ethnocentric levels. These results (Table 4.5) confirm the work of Shimp and Sharma (1987), Sharma et al. (1995), Balabanis, et al. (2001), Javalgi, et al. (2005) and Josiassen, et al. (2011).

Finally, looking at consumers' income, once more, differences in the ethnocentrism level of the respondents are more consistent in the HE. Individuals with lower income of 0-569 € per month ($M=5.43$, $SD=1.15$) present statistically different values when compared with individuals with income of 561-1000 € per month ($M=4.93$, $SD=1.23$) For the SE no statistical differences were observed. These results are in line with work done by Shimp and Sharma, (1987), Sharma et al., (1995), Balabanis, et al., (2001) and Mockaitis, et al. (2013). As summarised in Table 4.5, it can be argued that in the sample studied, hard ethnocentric consumers are more likely to be older females with lower education and lower income, living in Oporto region.

4.4 Discussion and Conclusion

This preliminary study on ethnocentric tendencies of the Portuguese food consumers, in the two most populous regions in Portugal, showed a clear ethnocentric tendency among the food consumers analysed with average value of 52.49 in a range from 10 to 70 (scale mean of 30). This is probably due to the fact that the food categories

analysed are seen as commodities and, most of the time, are not considered for its country-of-origin label alone. These findings are in line with what was presented by Verbeke and Roosen (2009) whose study indicated COO label to be the reason for purchase choice of food products only by 3.5% of the sample analysed. However, an individual can present a high level of ethnocentrism in relation to a specific food category and favourable purchase behaviour towards other category of products from a foreign country.

This study confirms the construct validity and reliability of the CETSCALE for measuring the ethnocentrism of Portuguese food consumers and reinforcing the use of this instrument for ethnocentric tendencies measurements. Furthermore, in the current study, the CETSCALE did not prove its unidimensionality. These results are in line with the majority of the previous studies in different countries like Chrysochoidis et al., (2007) with Greek consumer or Jiménez-Guerrero et al., (2014) with German vegetable consumers. Both authors also indicate a two-factor solution. The multidimensional aspect of the scale was presented by many authors like Bawa (2004); Douglas and Nijssen (2003) or Ramayah, et al. (2011), suggesting that this instrument, despite being the most widely used to analyse ethnocentric consumer behaviour, is composed of different dimensions when applied outside the United States. It can also be argued that the scale should be adapted to different market conditions, especially when considering international trade agreements. Also, it can be assumed that ethnocentrism means different things in different social contexts as the present study suggests. It also can be suggested that the CETSCALE dimensionality can be affected by product category or number of items employed. As empirically expected, the two dimensions presented in this study, Hard and Soft ethnocentrism, are related to different regions within the country and further study on their characteristics should be carried out.

Consumer ethnocentrism is still a field of great importance in marketing research, especially nowadays when globalism threatens small markets and jobs, and internal consumption is heavily promoted. This study contributes to the growing discussion on increasing domestic consumption of the Portuguese food products.

Since 2000, Portuguese agro-food imports have more than doubled according to Pordata, (2020). In a country with continuous issues to maintain jobs and people in the countryside and the pressure to increase production, campaigns to incentivate the purchase of national produced food products have been more common in the past

years, with a special emphasis during the 2008 financial crisis and now during the current Covid-19 crisis. As for the food production sector, certain attempts are made to promote national food products consumption, stimulating consumers' "consciousness" of the importance to support national production through the choice of national labels in the daily purchase decisions.

These aspects have led government authorities, producers' organisations, and retailers to be more attentive and products labelled to inform of food origin or with the purpose to appeal to values such as tradition and authenticity are promoted every day. Campaigns relating consumption of domestic products to job continuity and national economic growth are common, but their efficacy has not been deeply studied.

A national strategy implemented to promote the national production, is a long-time task and ethnocentrism with all its aspects must be validated.

4.5 Contribution

Knowing the level of consumers' ethnocentric tendencies and the market segment to which they belong will enable an advertiser to evaluate whether it is appropriate for communication strategy to include patriotic cues. The present study aims to contribute to producer and retail organisations' knowledge of the ethnocentric tendencies of the consumer. The level of influence of ethnocentric factors on consumers' food purchase decisions especially in fresh food category is also presented. This study provides answers to the dimensionality of the construct of consumer ethnocentrism in Portugal and extent of ethnocentric tendencies of the surveyed Portuguese consumers. The reliability and validity of the CETSCALE in Portugal is also presented. The characterisation of a sample representing the population of the Lisbon and Oporto metropolitan areas can help to bring some knowledge on the ethnocentric profile of those consumers.

The present research advances the current body of consumer behaviour and marketing knowledge showing that, for the sample studied, the construct of ethnocentrism presented two dimensions, namely Soft and Hard ethnocentrism. Previous studies indicated mixed results concerning the dimensionality of the construct which reported to be unidimensional in various countries like Spain, the USA, France or Germany and multidimensional in countries like Zimbabwe, Poland, Ukraine, The

Netherlands, Australia, or Chile (Jiménez-Guerrero et al., 2014; Makanyeza & Du Toit, 2016). Being the first study of consumer ethnocentric tendencies in Portugal, it can be said that these findings set the baseline for future research and shed some light for organisational and communication decisions as well as the implementation of fair differentiation strategies and opportunities for premium pricing national labels with origin promotion. It is important that the extent of consumer ethnocentric tendencies will be quantified to determine the feasibility of such strategies. This, it is necessary to continue research on geo-ethnocentric dynamics and their implications on companies and producers' strategic decisions. With this study the first approach to present an ethnocentric consumer profile is presented. Nevertheless, more studies are to be made to confirm present results and to relate them with the characterisation of the sample region.

Consumer ethnocentrism, unless proved otherwise, is dynamic and changes over time are likely to occur. Sustainability concerns (Schmitt et al., 2017), organic consumption (Shahabi et al., 2021) or economic crisis (De Nisco et al., 2020) are seen to influence ethnocentric tendencies of consumers. Follow-up studies would provide useful insights into the extent and ways that consumer ethnocentrism may change.

4.6. Limitations

The main limitation encountered in this study is related to the applicability of the CETSCALE within the Portuguese context. It was reported by the research company that many respondents had some difficulty in understanding the questions which might have created some bias in the given answers. The number of items seem to be the most significant factor when analysing the unidimensional character of the scale. This could indicate the existence of different interpretations of ethnocentrism.

Due to the extent of the questionnaire, it was not possible to introduce questions to evaluate the personality characteristics of the respondents in order to establish a connection between their ethnocentric tendencies and their personality traits. The conclusions drawn from the present study are limited to the representative sample. Despite that, the sampling procedure selected individuals responsible for fruit and vegetables purchase, in practice CATI procedures only made interview people that could be reached by phone.

4.7. Future research

Consumer ethnocentrism is a dynamic process that changes over time. Follow up studies are necessary to provide a full understanding on how this phenomenon may evolve. Also, the CETSCALE validity and reliability are product related which reinforces the need to study its applicability with more product categories allowing a more direct comparison between the various results.

The CETSCALE proved to have different results depending on where it is applied leading to different approaches with adapted scales. It is important to obtain new empirical evidence on how the scale can be used in the Portuguese reality and if all its items should be considered. For example, item 1: “Only those fruit and vegetables which are unavailable in Portugal should be imported”, it is likely to be seen as a protectionism measure, which is against EU regulations and thus its application is questionable.

CHAPTER 5: “Study 2: The influence of consumer ethnocentrism on purchase of domestic fruit and vegetables: Application of the extended theory of planned behaviour”

5.1. Introduction

For a long time, consumer food choices have been subjected to research addressed from several perspectives. Food choices are part of everyone's daily life as it is an essential need, although, it is much more straightforward and multifaceted as one might think.

In a globalised world, consumers need to decide within a wide range of domestic and foreign products and there are various factors affecting their food purchase behaviour. One of them is consumer ethnocentrism.

Research suggests that food choice is based on intuitive thinking resulting in fast decisions based on habits, routines or beliefs (Köster, 2009). Food choice is a complex process evolving many aspects and differing according to product categories and consumer's culture or personality.

One of the aspects that influences food choice is the product origin with consumers' assuming attitudes towards both domestic and foreign products. According to literature, there is a growing tendency among consumers to prefer local food, i.e. food that travelled short distances or food that is marketed directly by the producer (Feldmann & Hamm, 2015) or within a certain geographical area (Kumar & Smith, 2017), but also national food i.e. food produced in a country and labelled "produced in...". According to previous research, consumers are willing to pay a premium price for domestic (local or national labelled) food, in various distinct markets like the European (Koschate-Fischer et al., 2012; Verbeke & Roosen, 2009), the American (Berry et al., 2015), the Australian (Mugera et al., 2017) or the Chinese (Hui & Zhou, 2002). Research suggests that many consumers prefer domestic products to foreign, even when the quality is lower, and the price is higher, which is considered to be due to "consumer ethnocentrism" (Siamagka & Balabanis, 2015). Much research on this area is focused on the so called Country of Origin effect investigating how product origin is perceived by consumers (Watson & Wright, 2000).

Consumer ethnocentrism (CE) is a factor that influences attitudes and consumers' preferences regarding national products compared with foreign products and its importance is recognised in marketing practice and research (Chryssochoidis et al.,

2007; Luque-Martínez et al., 2000; Makanyeza & du Toit, 2016; Shimp & Sharma, 1987).

As international trade activity and the globalisation became a central part of the world economy, it creates opportunities and threats for consumers and retailers in domestic food market. In developed countries food market is characterised by a large variation in local, national, and imported alternatives for the various food products and consumers have the means to freely choose among them (Vabø & Hansen, 2016).

The 1990s food crisis as the bovine spongiform encephalopathy as well as technological developments such as genetic modified organisms (GMO's) combined with movements to support local and national producers, led consumers to search for products cues other from taste. They also seek products that could transmit safety and quality and that at same time would recall to tradition and "pure" environments in opposition to globalisation and industrialisation of food products (Guerrero et al., 2010). In regard to purchasing decisions, concerns for control, food safety, and quality are constantly increasing everyday issues (Gracia, 2016).

According to Jahn, et al. (2005), the number of customers demanding some kind of certification puts manufacturers under (economic) pressure to become certified. For this reason and in order to ensure consumers about food product quality and safety, a growing attention has been placed on labelling strategies dealing with traceability and origin certification.

In order to satisfy consumers' demand for food safety, European legislation requires retailers to provide origin label for most of fresh foods so that consumers can make their purchase decisions also based on food origin. This mandatory regulation has significant implications for producers and retailers.

Previous studies used the Theory of Planned Behaviour model (TPB) by Ajzen (1991) to explain purchase intentions and behaviour in a variety of food context (e.g. Paul, 2012; Siddique, 2012; Ajzen, 2015; Shin, et al, 2016). However, despite extensive research showing that origin information significantly affects buying behaviour (Magnusson et al., 2011), studies on how ethnocentrism influences attitude to buy national food products is still scarce or even non-existent for the Portuguese food consumer behaviour. The present study sought to answer a major question: Does consumer ethnocentrism tendency influence intention to buy Portuguese labelled food products?

It also has the particular interest to analyse the Portuguese consumers' intention to buy domestic food products in a TPB context as proposed by Ajzen (1991). Moreover, the study also examines to what extent consumer ethnocentrism influences attitude, subjective norm, and perceived behavioural control to buy domestic food products on an extended model of the TPB.

5.2. Theoretical framework and hypotheses

An extended model of the TPB was used in the present study. It aimed to develop and test how its variables mediate consumer ethnocentrism and influence intention to purchase fruit and vegetables among consumers in the two main metropolitan regions in Portugal. The research hypotheses are presented based on literature analysis.

As analysed in Chapter 2, the central premise of the TPB is that a certain behaviour is a function of the intention (INTT) to perform it as well as the perceived behavioural control (PBCNTRL). The stronger these two determinants are, the more likely the behaviour is to occur. Additionally, the TPB postulates that the intention to perform the behaviour derives from the combination of three factors: attitudes (ATT), subjective norms (SuBN), and PBCNTL in respect of the considered behaviour. These are influenced behavioural, normative, and control beliefs, respectively. More favourable ATT and SuBN and greater PBCNTRL correspond to a greater likelihood of consumer intention to engage in the concerning behaviour. Research indicates that TPB variables were found to have medium to large associations with both intention and behaviour. Attitudes had the strongest association with intention, followed by perceived behavioural control and subjective norm (Mcdermott et al., 2015).

Among the factors affecting food choice are the consumer related factors like personality, social psychology factors or psychological factors (Shepherd, 2001). One of the factors widely studied and pointed as a factor of food choice is the consumer ethnocentrism which showed to positively influence favourable domestic product judgments (Prince et al., 2019).

CE is expected to have a strong impact on attitudes and preferences of consumers regarding national products compared with foreign products as they may perceive imports as a threat to national economy (Sharma et al., 1995). The importance of this construct is recognised in marketing practice and research (Chrysochoidis et al.,

2007; Luque-Martínez et al., 2000; Makanyeza & du Toit, 2016; Shimp & Sharma, 1987).

The membership in specific social groups is an essential aspect for the meaning of the ethnocentrism concept and CE is analysed as a group favouritism. Ethnocentric consumers tend to prefer domestic products even when there is no obvious reason for such preference. Although it is argued that CE leads consumer preference for domestic products, it does not mean rejecting imported ones (Balabanis & Diamantopoulos 2004). It is also understood that ethnocentrism represents the beliefs held by consumers about the appropriateness of buying products from abroad or even from a different region (Orth & Firbasová 2003).

Ethnocentrism is the personal belief that one's own group is the centre of everything, and it serves as a comparison standard to whatever is outside the group. It results from a concern for one's country and a fear to lose economic interests. An ethnocentric consumer believes that it is ethical to buy domestic products instead of imported ones and does not have the intention to purchase foreign products. Ethnocentrism represents a moral problem for CE (Sharma et al., 1995) more than an economic issue. Although ethnocentrism refers to a personal level of prejudice against imports, it may also be assumed that the aggregation of individual tendencies results from the overall level of CE.

Individuals who have strong ethnocentric beliefs tend to influence others' behaviour within their close group acting as "significant others" who, in turn accept or reject the ethnocentric consumer behaviour. "Ethnocentric tendencies do not develop in isolation but rather part of a constellation of social-psychological and demographic influences" (p.27) (Sharma et al., 1995). Thus, consumers' subjective norm is influenced by increased ethnocentric consumer behaviour as individuals tend to be appropriate and buy domestic food products instead of imported ones.

Ethnocentric consumers believe in the influence of their purchase actions on the domestic economy, which means that the more ethnocentric they are, the stronger their preference for domestic over foreign products (Evanschitzky et al., 2008).

What should be highlighted is that CE, as a personality value component of the attitude, as suggested by Sharma, et al (1995), has a direct influence on purchase intention for domestic food products. Also, as argued by Ajzen (2011), personal values such as ethnocentrism can be antecedents of attitude, subjective norm and perceived

behaviour control, which consequently can influence those aspects which influence behaviour.

Consumers with strong ethnocentrism behaviour tend to have positive perceptions and attitudes towards domestic products when compared with foreign ones (Maksan, Marina et al., 2019; Vabø et al., 2017; Zeugner-Roth et al., 2015). Consumer ethnocentrism has shown to have a significant impact on purchase behaviour in various food products from functional foods (Xin & Seo, 2020), vegetables (Jiménez-Guerrero et al., 2014) or wine (Maksan, et al., 2019). Ajzen (1991) defended that when a consumer recognises the support from their “significant other” to perform a given behaviour, they are more likely to adopt the group behaviour, such as purchasing national labelled food products. Moreover, Shimp (1984) also indicated ethnocentrism to influence attitudes towards domestic products.

From the above, it is proposed:

H1t(s2) – *Consumer Ethnocentrism is positively related to intention to buy Portuguese labelled fruit and vegetables.*

H2(s2) – *Consumer Ethnocentrism is positively related to attitude towards buying Portuguese labelled fruit and vegetables.*

H3(s2) – *Consumer Ethnocentrism is positively related to perceived behavioural control regarding buying Portuguese labelled fruit and vegetables.*

H4(s2) – *Consumer Ethnocentrism is positively related to the subjective norm regarding buying Portuguese labelled fruit and vegetables.*

H5(s2) – *Subjective norm is positively related to the purchase intention of Portuguese labelled fruit and vegetables.*

H6(s2) – *Attitude is positively related to the purchase intention of Portuguese labelled fruit and vegetables.*

H7(s2) – *Perceived behavioural control is positively related to the purchase intention of Portuguese labelled fruit and vegetables.*

The model presented by Ajzen (1991) has received much support by research for predicting behavioural intentions. Based on the literature review (e.g. Paul et al, 2016), it has been found that other variables could be added to better predict consumer’s purchase intentions for domestic food. After a wide research on consumer purchase intention for domestic (national and local) products, most of the studies focus on the

consumer ethnocentrism effect on purchase intention of domestic products. Despite this, only a few of them integrate consumer ethnocentrism construct in the TPB model. To our knowledge, only Maksan, et al., (2019) has presented an extended version of TPB including CE as a predictor of intention and attitude.

Personal values such as ethnocentrism were considered by Ajzen (2011) to be antecedents of attitude, subjective norm, and perceived behavioral control. Thus, the TPB variables mediate the influence of consumer ethnocentrism on behavioural intention (purchase of Portuguese labelled fruit and vegetables). Several studies applying extended versions of the TPB model (Ajzen, 2015; Arvola et al., 2008; Emanuel et al., 2012; Paul et al., 2016; Shin et al., 2016) supported the idea. Consequently, it is hypothesised that:

***H1m(s2)** – Attitude, subjective norm and perceived behavioural control towards the purchase of Portuguese labelled fruit and vegetables mediate the relationship between consumer ethnocentrism and intention to purchase that type of products.*

This study did not only consider the effect of ethnocentrism as a predictor of attitude, subjective norm, perceived behavioural control and behaviour intention, but also the potential of mediating role of the TPB variables. Figure 5.1 represents all the hypotheses that were tested in order to investigate the effects among the variables considered in the TPB model.

The influence of Ethnocentrism in consumer behaviour and purchase intention of domestic fruit and vegetables

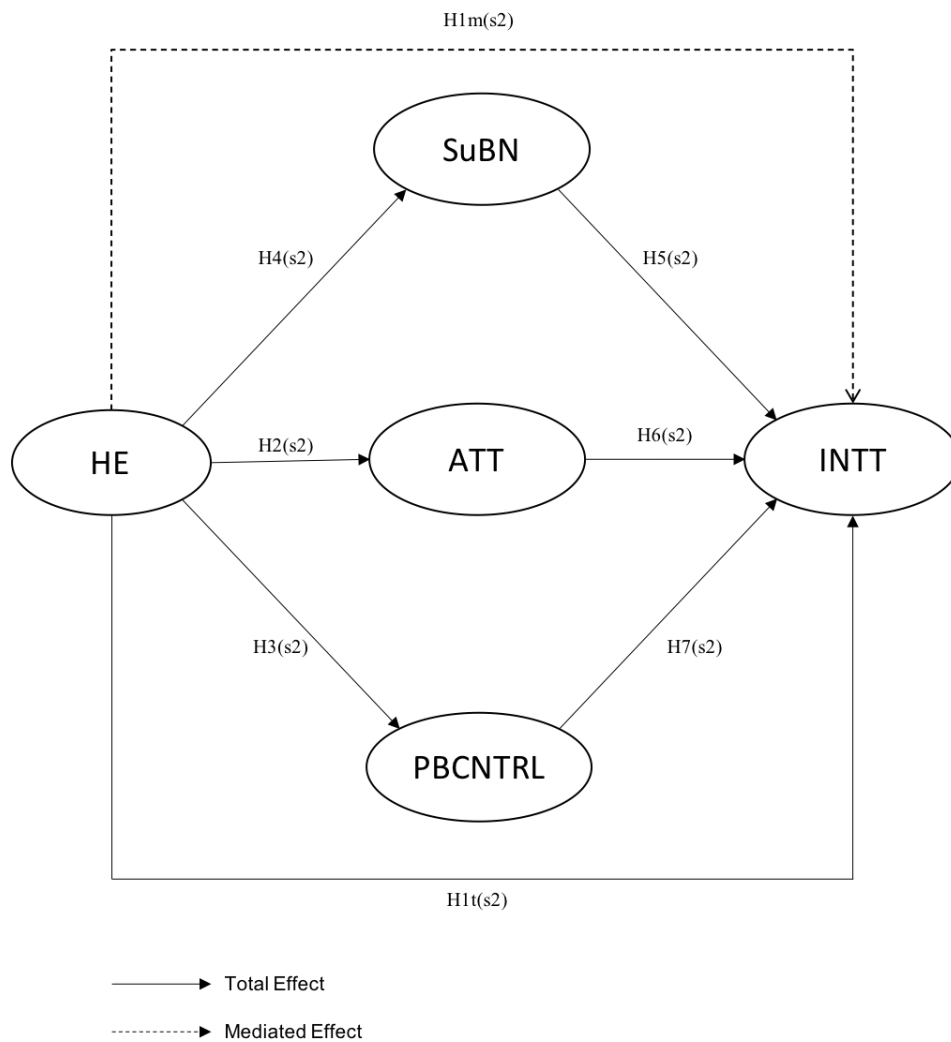


Figure 5.1 The Extended TPB model and the effects (total and mediated) of consumer ethnocentrism.

Note: HE – Hard Ethnocentrism; SuBN – Subjective Norm; ATT– Attitude; PBCNTRL – Perceived Behavioural Control; INTT – Intention to Purchase.

5.3. Methodology

The present study is based on the questionnaire presented in the Appendix A and the answers resulted from computer assisted phone interviewing – CATI.

The respondents were first asked whether they purchase fresh fruit and vegetables. These categories were chosen since they are seen as commodities and in Portugal most of them are not sold in visually designed or brand packaging and they

are not much present in ethnocentric tendencies studies. Only the consumers who confirmed to buy both product categories were considered for the present study.

Based on the previous study on ethnocentric beliefs of the Portuguese consumers (see Chapter 3), it was decided to proceed the present study considering the role of “*Hard Ethnocentric*” beliefs. The decision of using an adapted and reduced scale is not new in marketing research (see Jiménez-Guerrero et al., 2014). In the present sample, these beliefs account for more than the half of the variance of ethnocentrism (51.2% to be precise) and they revealed a higher reliability (0.89) than “*Soft ethnocentrism*” factor (0.62) which is below the recommended value of 0.70 (Hair et al., 2019).

The “*Hard ethnocentrism*” tendencies have shown a greater variability and discriminant capability throughout the demographic characteristics of the sample. This is a more useful tool to predict consumers’ purchase position towards domestic and foreign products.

Consequently, the present study surveyed the relationships between 5 constructs, This included 6 items representing the *Hard Ethnocentrism*, 2 items for *Attitude*, 3 items for *Subjective Norm*, 4 items for *Perceived Behavioural Control* and 3 items for *Purchase Intention*. The 700 responses considered for analysis were higher than the recommended value of 500 (Hair et al., 2019).

Table 5.1: Adapted Theory of Planned Behaviour constructs with measurement items.

Construct	Items
Consumer Hard Ethnocentrism. (HE)	<p>CET4 It is not right to purchase foreign fruit and vegetables, because it puts Portuguese workers out of jobs.</p> <p>CET7 The Portuguese should not buy foreign fruit and vegetables, because this harms Portuguese companies and leads to unemployment.</p> <p>CET10 Portuguese consumers who purchase fruit and vegetables produced abroad are responsible for putting their fellow Portuguese out of work.</p> <p>CET5 A real Portuguese should always buy nationally produced fruit and vegetables.</p> <p>CET6 We should purchase fruit and vegetables produced in Portugal instead of letting other countries get rich off us.</p> <p>CET3 Purchasing foreign produced fruit and vegetables is not being a good Portuguese.</p>
Intention to buy Portuguese labelled fresh fruit and vegetables (INTT)	<p>(INTT1): I intent to buy Portuguese labelled fruit and vegetables during next month.</p> <p>(INTT2): I intent to buy Portuguese labelled fruit and vegetables, regularly.</p> <p>(INTT3): Definitely I want to buy Portuguese labelled fruit and vegetables next month.</p>
Attitude towards buying labelled Portuguese fruit and vegetables (ATT)	<p>(ATT1): I like the idea of buying Portuguese labelled fruit and vegetables.</p> <p>(ATT2): I have a favourable attitude towards buying Portuguese labelled fruit and vegetables.</p>
Perceived Behavioural Control (PBCNTRL)	<p>(PBC1): I believe I have the ability to buy Portuguese labelled fruit and vegetables.</p> <p>(PBC2): If it is entirely up to me, I am confident that I will buy Portuguese labelled fruit and vegetables.</p> <p>(PBC3): I see myself as capable of purchasing Portuguese labelled fruit and vegetables, in future.</p> <p>(PBC4): I have resources, time, and willingness to buy Portuguese labelled fruit and vegetables.</p>
Subjective Norm (SuBN)	<p>(SN1): Most of the people who are important to me think that I should buy Portuguese labelled fruit and vegetables.</p> <p>(SN2): Most of the people who are important to me would appreciate that I buy Portuguese labelled fruit and vegetables.</p> <p>(SN3): People in my life whose opinions I consider prefer me to buy Portuguese labelled fruit and vegetables.</p>

For this study, all constructs were measured using a 7-point Likert type scale. The 6 items derived from the original CETSCALE (see Table 3.2 Chapter 3), were used to measure Hard Ethnocentrism and they were adapted from Shimp and Sharma (1987)'s scale. On the Theory of Planned Behaviour model, *Attitude towards buying Portuguese labelled fresh fruit and vegetables (ATT)* was measured with an adaptation of 2 items suggested by Ajzen, (2002) and Vabø & Hansen, (2016). To measure *Subjective Norm (SuBN)*, a set of 3 items adapted from Ajzen (1991); Al-Swidi et al., (2014); Paul, et al, (2016); was used. *Perceived Behavioural Control (PBCNTRL)* was measured with 4 items adapted from studies of Ajzen (2002), Paul et al. (2016) and Al-Swidi et al., (2014). Finally, *Intention to buy Portuguese labelled fresh fruit and vegetables (INT)* was measured with 3 items, adapted from Ajzen (2002); and Al-Swidi et al. (2014). All the items are detailed in the Table 5.1 above.

5.3.1 Sample

The sample of 700 adults (18 years old or more) household food purchase responsible who reside in the Lisbon and Oporto metropolitan areas (see Table 3.3). The sample size followed the recommendations of Hair et al. (2019) based on a desired level of 15-20 observations per variable studied. The sample is detailed in Chapter 3.

5.3.2 Analytic Procedure

To control common method bias unrotated, principal component analysis was conducted with all the items of the scales used in the present study to verify if the adopted measures passed the Harman's single factor test. This test is a diagnostic technique used to evaluate whether common method variance is a problem (Podsakoff et al., 2012). The analysis showed that the first factor explains less than 50% of total of the variance, more specifically, 46% attributed to the first factor, with a total of 68% of variance explained (Kaiser-Meyer-Olkin = 0.92; $p < 0.00$). Therefore, the results confirm that common method bias did not significantly weaken the validity of the study or distort interpretations of the findings.

Afterwards, the hypothesised model of the present study was tested using the structural equation modelling (SEM) technique supported by AMOS (version 26)

employing the Maximum Likelihood (ML) estimation method. For this study, the measurement model was evaluated before structural model examination. The study followed the two-step approach as suggested by Anderson, et al. (1988) and referred by Schumacker and Lomax (2010). CFA was performed to evaluate the construct validity in the measurement model, before examining structural model to hypothesis testing and observe the model fit. Once more, good model-data fit is assumed when: the chi-square value (χ^2) is not statistically significant ($p < 0.05$), the ratio of χ^2 to its degrees of freedom (χ^2/df) is less than 3.0, the comparative-of-fit-index (CFI), The goodness of fit index (GFI) is above 0.90 the Tucker-Lewis index (TLI), is higher than 0.90, a root-mean-square error of approximation (RMSEA) value, lower than 0.08 is indicative of good fit (Hair et al., 2018).

5.3.3 Measurement model results

Firstly, a five-factor correlated model was tested using CFA. To confirm the model's goodness of fit, distinct measures were used and its goodness of fit was compared to the one of a single-factor model (see Appendix D), where all items are loaded in a general factor. The single-factor model obtained poorer levels of fit to the data ($\chi^2/df=34.12$; GFI=.51; CFI=.57; RMSEA=.22 and TLI=0.51).

As it can be observed in Figure 5.2, the χ^2/df for the measurement model was 3.430 which is close to 3.0 as suggested by Hair et al. (2018). Other fit indexes were GFI=0.94 (higher than 0.90); CFI= 0.97 (above the suggested 0.90); RMSEA=0.06 (reference interval of 0.05 to 0.10) and TLI=0.96 (reference value of 0.90). The results indicate that the measurement model fits the data well.

To establish the measurement model quality further, content and construct validity were confirmed. Content validity is confirmed when the factor loadings ensure that the items designed to measure a given construct load high and are significant in the correspondent construct (Bagozzi & Yi, 1988; Hair et al., 2019). Figure 5.2 shows significant item loadings on respective constructs confirming content validity of the measurement model. According to CFA results, factor loadings were statistically significant to all items and were above the recommended minimum level of 0.60 as indicated by Hair et al. (2019), ranging between 0.67 and 0.99.

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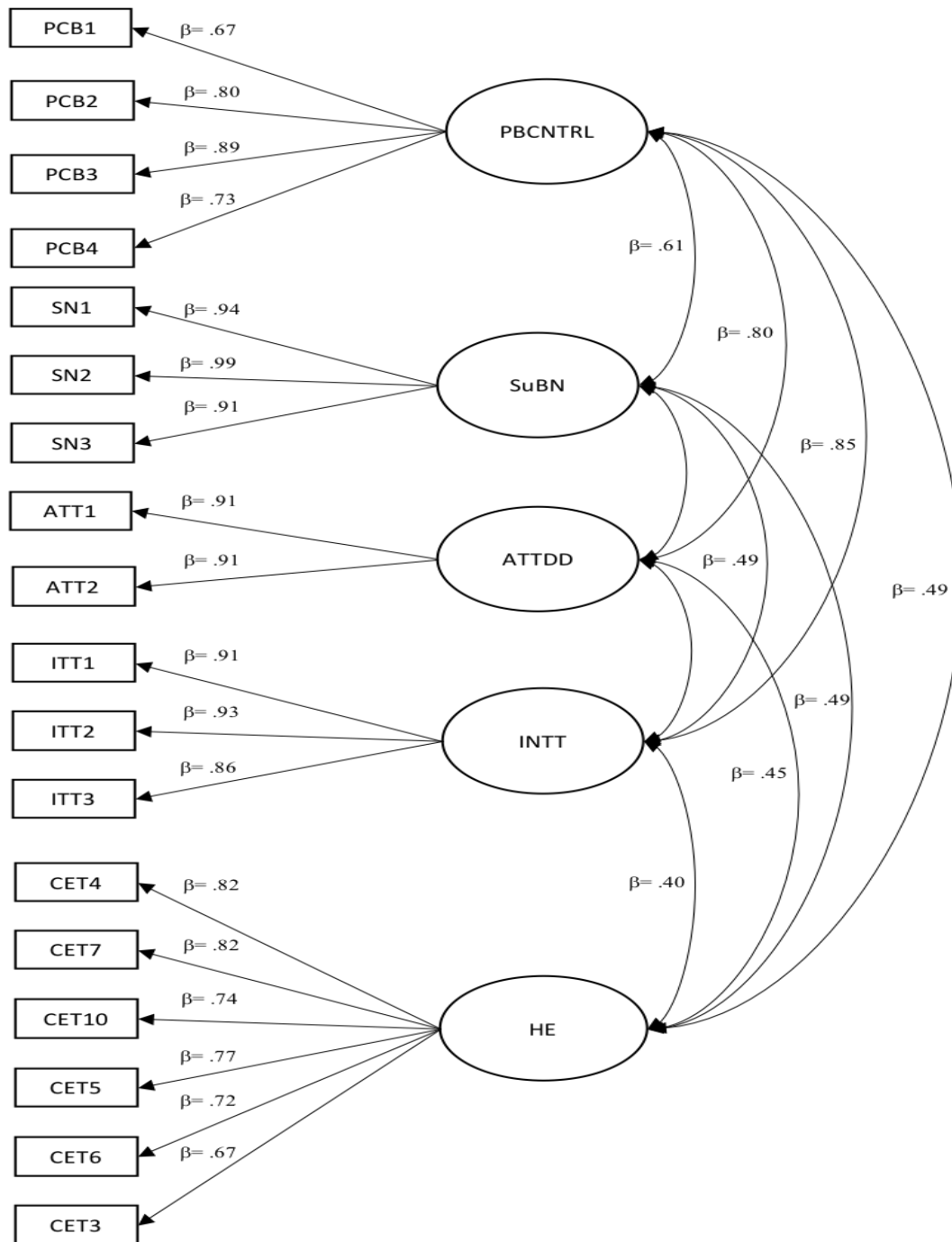


Figure 5.2: Measurement model:

Notes: $\chi^2(126)=432.108; p=000; \chi^2/df=3.43; GFI=.94; CFI=.97; RMSEA=.06; TLI=.96$

Construct validity is established by *convergent* and *discriminant validity*. Convergent validity is demonstrated when the items which constitute the studied construct present a highly positive relation between them. Convergent validity can be

confirmed using coefficient composite reliability (CR) and average variance extracted (AVE) (Hair et al., 2019). CR values of latent constructs were above Hair et al. (2019)'s recommended value of .70, ranging from .86 to .96 (see Table 3.4). Considering the average variances extracted (AVE), they reflect the total amount of shared variance among the indicators that measure a latent construct. Presented values ranging from the lowest .63 to the highest .91 surpass the recommended value of .50 (Hair et al., 2019).

Based on the values presented for both CR and AVE with at least .70 and .50, respectively it can be argued that the proposed measurement model has an adequate convergent validity. To assess the scale internal reliability, Cronbach's alpha (α) was determined by SPSS (version 26). As recommended by Hair et al. (2019) a satisfactory scale internal reliability should present a Cronbach's α value of at least .70. All the constructs presented a value above .85 which shows a high reliability for the present sample (see Table 5.4).

Discriminant validity is the extent to which a set of variables of a particular construct does not correlate with other constructs in the model. This means that the variance shared among a set of items measuring a construct and their own construct is higher than the variance shared with other constructs (Hair et al., 2019). Following the criteria suggested by Hair et al. (2019), discriminant validity is determined by comparing the AVE's square root with the correlations among the constructs. The results presented in Table 5.4 indicate that AVE values are higher than the correlations coefficients and above the threshold value recommended of .50. Thus, it can be assumed that the measurement model has an adequate discriminant validity, an adequate internal reliability as well as a good convergent validity. This gives some assurance that common method variance is not a serious problem in this study (Podsakoff et al., 2003).

Table 5.4: Measurement model convergent validity.

Constructs	ITEMS		Standardised loadings	CR	AVE
PBCNTRL	PBC1	<---	PBCNTRL	0.67	
	PBC2	<---	PBCNTRL	0.80	
	PBC3	<---	PBCNTRL	0.89	
	PBC4	<---	PBCNTRL	0.73	0.91
SuBN	SN1	<---	INTT	0.94	
	SN2	<---	INTT	0.99	
	SN3	<---	INTT	0.91	0.96
ATT	ATT1	<---	ATTDD	0.92	
	ATT2	<---	ATTDD	0.91	0.93
INTT	ITT1	<---	INTT	0.91	
	ITT2	<---	INTT	0.93	
	ITT3	<---	INTT	0.86	0.93
HE	CET4	<---	HE	0.82	
	CET7	<---	HE	0.82	
	CET10	<---	HE	0.74	
	CET5	<---	HE	0.77	
	CET6	<---	HE	0.72	
	CET3	<---	HE	0.67	0.89

5.4. Results

After confirming the reliability and validity of the measurement model, SPSS version 26 and AMOS version 26 software was used to carry out the test of the hypotheses. Structural Equation Modelling (SEM) was conducted to examine the mediation relationship. The use of SPSS and AMOS facilitated testing of both direct and indirect relationships simultaneously.

5.4.1 Descriptive statistics and intercorrelations

Based on Table 5.5, all the mean values of the variables under study, namely hard ethnocentrism, attitude, perceived behavioural control, subjective norm, and intention to buy Portuguese labelled fruit and vegetables are higher than the middle point of the response scale (4) and, therefore, relatively favourable (out of 7). These results

revealed that the respondents have a highly positive attitude (M=6.13) and intention (M=5.98) towards purchasing Portuguese fruit and vegetables. It is also believed that their purchase is easy and under their control (M=5.80). The subjective norm is also above the middle point of the scale (M=5.06), and, as already seen in Chapter 4 (Table 4.5) participants have a moderate level of hard ethnocentrism (M=4.94). All variables present some variability, with standard-deviations ranging from 0.91 to 1.27, which suggests some heterogeneity in participants' positions regarding the variables in analysis.

Table 5.5: Descriptive statistics

<i>Variables</i>	<i>Mean.</i>	<i>SD</i>
<i>HE</i>	4.94	1.27
<i>Attitude (ATTDD)</i>	6.13	0.91
<i>Subjective Norm (SuBN)</i>	5.06	1.40
<i>Perceived behavioural control (PBCNTRL)</i>	5.80	0.91
<i>Intention (INTT)</i>	5.98	0.94

Table 5.6 reports the correlations among the investigated variables. Results presented show positive and significant correlations among all the constructs ($p < 0.01$). Consumers' ethnocentrism has significant and positive correlation with all TPB variables, and all TPB variables have significant and positive correlation with intention.

Table 5.7: Correlations between the latent factors. Note: ** $p < 0.01$.

	1	2	3	4
1 – <i>HE</i>	-			
2 – <i>ATTDD</i>	0.39**	-		
3 – <i>PBCNTRL</i>	0.40**	0.75**	-	
4 – <i>SuBN</i>	0.49**	0.50**	0.55**	-
5 – <i>INTT</i>	0.36**	0.68**	0.79**	0.45**

According to correlations, HE shows the strongest positive correlation with SuBN and PBCNTRL whereas ATT and PBCNTRL are the strongest correlates of INTT.

5.4.2 Hypotheses testing

Having analysed the correlations between variables, the next step was to test the hypotheses by running the structural model. Figure 3.3 shows the causal linkages and fit statistics for the conceptual structural model, in a completely standardised solution.

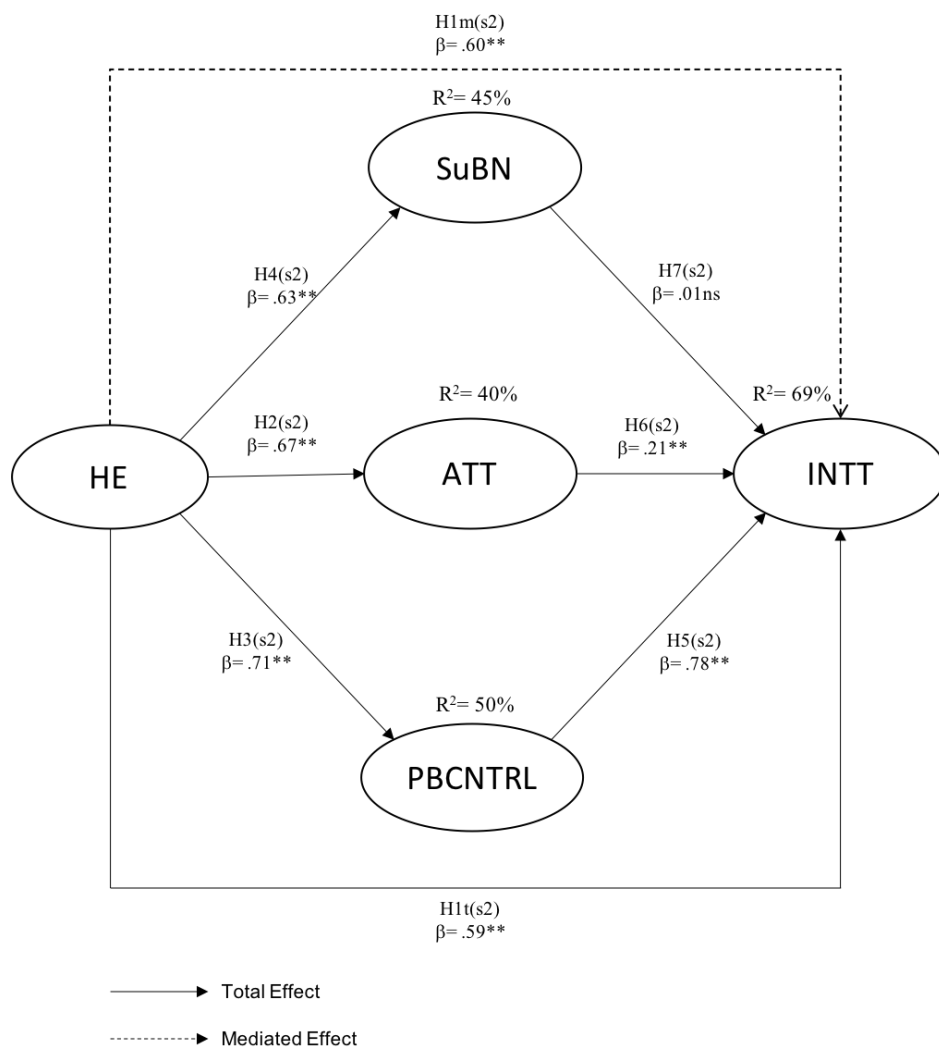


Figure.3.2: Conceptual model:

Notes: $\chi^2(121)=714, 108;p=000$; $\chi^2/df=5,90$; GFI=.89; CFI=.94;; RMSEA=.08; TLI=.93.

The overall goodness of fit of the model was right when compared to the threshold values suggested in the literature, namely the ones suggested by Bagozzi and Yi (1988) and Hair et al. (2018).

Regarding the first hypothesis, as it can be seen from the results reported in Table 4.6, the total effect of consumer hard ethnocentrism (H1t(s2)) on purchase intention of Portuguese labelled fruit and vegetables was significant at the 0.001 level of significance ($\beta=.59$). Therefore, H1t(s2) was empirically supported.

Moreover, the results indicated that consumer ethnocentrism has also positive and significant impact on participants' attitudes ($\beta=.67$), perceived behavioural control ($\beta=0.71$), and subjective norm ($\beta=.63$) towards the purchase of Portuguese labelled fruit and vegetables at the 0.01 level of significance. Hence, hypotheses H2(s2) and H3(s2) and H4(s2), respectively, were also supported as postulated in the study.

In turn, the respondents' attitudes ($\beta=.21$, $p<0.01$) and perceived behavioural control ($\beta=.79$, $p<0.01$) also revealed positive and statistically significant effect on the intention to buy Portuguese labelled fruit and vegetables. Consequently, hypotheses 6 and 7 were supported.

Concerning hypothesis H5(s2), the results did not indicate that subjective norm has a positive significant impact on the intention to purchase Portuguese labelled fruit and vegetables ($\beta=.01$, $p>0.05$). Therefore, this hypothesis was not supported.

Table 4.6: Total, direct, and indirect effects

Hypothesis	Hypothesised	Estimate	p-value	Decision
H1t(s2)	<i>Consumer Ethnocentrism is positively related to intention to buy Portuguese labelled fruit and vegetables.</i>	.59	0.001	Supported
H1m(s2)	<i>Attitude, subjective norm, and perceived behavioural control towards the purchase of Portuguese labelled fruit and vegetable mediate the relationship between consumer ethnocentrism and intention to purchase that type of products.</i>	.60	0.001	Partially supported
H2(s2)	<i>Consumer Ethnocentrism is positively related to attitude towards buying Portuguese labelled fruit and vegetables.</i>	.67	0.001	Supported
H3(s2)	<i>Consumer Ethnocentrism is positively related to perceived behavioural control regarding buying Portuguese labelled fruit and vegetables.</i>	.71	0.001	Supported
H4(s2)	<i>Consumer Ethnocentrism is positively related to the subjective norm regarding buying Portuguese labelled fruit and vegetables.</i>	.63	0.001	Supported
H5(s2)	<i>Perceived behavioural control is positively related to the purchase intention of Portuguese labelled fruit and vegetables.</i>	.79	0.001	Supported
H6(s2)	<i>Attitude is positively related to the purchase intention of Portuguese labelled fruit and vegetables.</i>	.21	0.001	Supported
H7(s2)	<i>Subjective norm is positively related to the purchase intention of Portuguese labelled fruit and vegetables</i>	.01	0,87	Not Supported

Finally, there was a positive and statistically significant indirect effect ($\beta=.70$, $p<0,01$), which indicates the existence of a mediating effect of respondents' attitudes and perceived behavioural control on their purchase intention of Portuguese labelled fruit and vegetables. The mediating role of subjective norm was observed since its direct effect on purchase intention was absent. Comparing the total effect of consumer ethnocentrism in intention to purchase ($\beta=.59$, $p<0,01$) to its direct effect ($\beta=-.11$, $p>0,05$), it is possible to see that the mediation is complete. This indicates that consumers' levels of hard ethnocentric beliefs reinforce their attitudes and perceived behavioural control concerning the purchase of Portuguese labelled fruit and vegetable, which, subsequently, leads to higher intention to buy these products, partially supporting H1m(s2). The mediation model explains (R^2) 68% of unique variance in purchase intention. Also, it was observed that consumer ethnocentrism explained 45% of the variance in attitudes towards purchase of domestic labelled fruit and vegetables, 40% of subjective norm and 50% of the perceived behaviour control.

5.5. Discussion and Conclusion

This study attempted to explore the extended influence of consumer ethnocentrism on the components of TPB, and consequently, modify the applicability of TPB in the context of Portuguese labelled fruit and vegetables purchase. To our knowledge, there is no other study on consumer ethnocentrism influence on purchase of fruit and vegetables, and only one presents an extended version of the TPB including Consumer ethnocentrism (see Maksan, et al. 2019). Findings suggest that extended TPB model is applicable in determining the consumers' intention to buy domestic fruit and vegetables in the two major regions in Portugal.

The study found that consumer ethnocentrism significantly influences directly attitude, subjective norm, perceived behavioural control, and purchase intention. These results are consistent with previous research (Arvola et al., 2008; Dalila et al., 2020; Shin et al., 2016; Vermeir & Verbeke, 2006). It indicates that consumers who hold strong ethnocentric tendencies also hold a stronger positive attitude, feel more social pressure and perceive to have more control with respect to purchase domestic fruit and vegetables.

The consumer ethnocentrism effect on purchase intention is well known (e.g. Fernández-Ferrín et al. 2015; Mockaitis et al. 2013; Weber & Lambert, 2015; Yen, 2018). Maksan, et al. (2019) presented a study using an extended version of the TPB. Their study presented results indicating a positive relation between consumer ethnocentrism and attitude which was also confirmed in the present study. As far as we are concerned, the direct effect of consumer ethnocentrism on subjective norm and perceived behavioural control has not been studied.

Attitude, subjective norm, perceived behavioural control, and behavioural intention as significant predictors of behaviour were verified in most studies where the TPB is examined and where attitude is the strongest predictor variable (e.g. Armitage & Conner, 2001; Povey et al., 2000; Sultan et al., 2020). When the relation between a personal belief (consumer ethnocentrism) and (purchase) intention is mediated by attitude, subjective norm, and perceived behavioural control, subjective norm is the least related to intention (Arvola et al., 2008) and, in some cases, not as significant as demonstrated by Shin et al. (2016). The present work also showed results in line with the study of Shin et al. (2016). The positive direct influence of consumer ethnocentrism on attitude and purchase intention is in line with findings presented by Dalila et al. (2020) and together with perceived behavioural control were found to have notable effects on the purchase intention.

The hypothesised relationships in the original TPB model were all supported except the link between subjective norm and purchase intention, indicating that subjective norm is not a relevant factor for individuals' domestic fruit and vegetables food purchase intention. The present results seem to confirm that consumer will have a higher intention to purchase domestic fruit and vegetables if no barriers such as time, cost, or availability are perceived.

According to these results, it is recommended that the implementation of the marketing mix activities, particularly promotional campaigns, should be more oriented to the benefits of domestic fruit and vegetables purchase, in alignment with ethnocentric beliefs. These campaigns can be oriented to obtain a good connection according to the level of consumer ethnocentrism and in terms of the winning strategy used by retailers or producers' associations. These findings were already postulated by Insch et al. (2016) who indicated that managers tend not to measure the outcomes of the investments in communication strategies based on Country of Origin labelling.

The results of the current study can be used to design the physical or formal attributes for the product and to place strategies. A marketer who knows more about the consumer ethnocentric tendencies belonging to a certain segment, could decide about the appropriateness of including patriotic keys in product communication. Likewise, this information can help to determine in which situations the product's packaging should emphasised its Country of Origin.

As hypothesised, consumer ethnocentrism, as an added construct, is a strong predictor of attitudes about domestic purchase of goods like fruit and vegetables. The results are in line with those presented by Balabanis and Diamantopoulos (2004); Maksan et al. (2019); Mockaitis et al. (2013) and Saffu et al. (2010), indicating that consumers with higher tendency of ethnocentrism have favourable evaluations of domestic products and more positive purchase attitudes of domestic food products (Sharma et al., 1995). It was also found that subjective norms did not have a direct role in shaping buying intentions, but they mediate consumer ethnocentric tendencies on purchase intention. This means that hard ethnocentric consumers are self-orientated to purchase domestic food products and more resistant to outside influence. These findings are in line with evidence presented by other authors (Balabanis et al., 2002; Fernández-Ferrín et al., 2015; Prince et al., 2020; Shankarmahesh, 2006; Sharma et al., 1995; Yoo & Donthu, 2005) who indicate that collectivism is positively related to ethnocentrism. As Sharma et al. (1995) indicate, conservative people show a tendency to follow traditions that have survived thought the time and to introduce changes occasionally, reluctantly, and gradually. Those people have a strong in-group bond and rely on strong personal values.

Present findings suggest that extended TPB model is applicable in determining the consumers' intention to buy domestic fruit and vegetables in Portugal. Also indicating ethnocentrism as a behavioural, normative, and control belief. The extended TBP model, shown to be a valid and reliable instrument to predict consumer ethnocentric character, influences food purchase and reinforces its use domestically by companies and researchers. It provides a valuable aid with analysis, knowledge, or segmentation of a market.

5.6. Contribution

The results of this study can be an informative basis for creating marketing strategies to increase domestic food purchase in general and fruit and vegetables in particular. Another contribution to be considered derives from the assessment of ethnocentric consumer behaviour and its usefulness for detecting groups of origin and sensitive consumers, which can be useful to companies.

The findings of the present study have implication for both producers and retailers who may use it to gain a competitive advantage on promoting labels based on origin of their products. This study adds knowledge on purchase intention considering the ethnocentric tendencies of the consumer applying the theory of planned behaviour which is scarce in literature.

5.7. Limitations

The present study has limitations which need to be considered. Due to the adopted sampling method, results cannot be immediately generalised to the Portuguese population. Additionally, respondents may have provided a socially desirable response and, consequently, a social desirability bias may have been present in some responses. However, the empirical evidence may serve as a basis for future studies in this area.

The CATI (Computer Assisted Telephone Interviewing) method used to collect responses, could be somehow considered limitative once it only reaches respondents by telephone. It would be advisable to confirm results in face-to-face interviews at the shopping point. An observation of consumer behaviour throughout a period of time could give a more detailed knowledge of consumer intention to purchase domestic food. Also, the present research is part of a major questionnaire presented, which limits the study of variables, and that could help to characterise the purchase intention when ethnocentrism is present.

This work would be better supported if followed by a deeper research taken during the current Covid-19 crisis to understand differences in consumer ethnocentric behaviour. The correlational type of study could be also a limitation once it was not possible to confirm if the actual behaviour was in line with questionnaire responses,

although research showed the intention-behaviour relationship (Armitage & Conner, 2001). A face-to-face type of interview at the shopping place with observation of actual behaviour could minimise the intention-behaviour gap (Aschemann-Witzel & Aagaard, 2014; Carrington et al., 2010; Grimmer & Miles, 2017). Its identification and dimension could help to evaluate how communication strategies are perceived by consumers, as well as they could help to adjust these strategies to the intention-behaviour gap mentioned (Sultan et al., 2020).

5.8. Future research

For the future research perspective, it would also be advantageous to identify other determinants apart from consumer ethnocentric tendencies, in addition to psychological determinants of consumers that promote domestic consumption. For this, determinants like patriotism, cosmopolitanism or ecological conscientiousness or even dietary habits could be considered. Furthermore, it could be important to study the actual ethnocentric behaviour when other factors like price, observed or perceived quality are considered.

As pointed out, this is the first study conducted on ethnocentric tendencies among Portuguese food consumers. It would also be advisable to analyse those tendencies in different food categories and obtain additional data which better characterise the Portuguese food consumer including aspects of food choice like extrinsic quality cues perception and evaluation.

The results of the present study support the interest in advancing as regards measurement instruments with the geographical delimitation of the effect of consumer ethnocentrism. This varies depending on product origin and category. In other words, research should continue on what can be called geo-ethnocentric dynamics and its strategic implications.

Furthermore, it would be desirable to use more robust scales, although that would transform the questionnaire into a lengthy process. In order to maintain the conceptual model parsimonious, other possible mediators and/or moderators left out in this analysis, such as price, could be added in future research. It could also reflect on the TPB mediation role and confirm if subjective norm should be considered once this study does not confirm it. Finally, a more detailed questionnaire should include more

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items to measure the variables, namely attitude. Although the two items used can be considered sufficient, more items can improve model analysis.

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CHAPTER 6: “Study 3: Consumer preferences for origin food labelling: What ranks first? Retail or General origin label?”

6.1 Introduction

The high competition in the retail sector leads to new strategies to attract and satisfy customers who are influenced by store environment and label design (Machado, et al., 2012; Marques et al., 2013). Marketing science has studied thoroughly food packaging and labelling as a quality-cue related variable. It plays an important role in food selection and is a major source of information to consumers, which helps in decision-making process (Deliza & MacFie, 2001). In labelling, three important aspects should be considered: first, its potential as a marketing tool, secondly its relevance from point of view of industry and finally, its benefits to consumer. Also, its potential as an empirical evidence in quality evaluations should be considered (Bernués et al., 2003; Verbeke & Viaene, 1999). Consequently, different food label strategies and schemes are utilised in the market aiming to inform consumer and increase trust towards different food quality related cues.

This research will follow the definitions presented by the European Commission funded study on the functioning of voluntary food labelling schemes for consumers in the European Union (London Economics EAHC, 2012):

Food labelling schemes: schemes as those managed by various private or public organisations (such as groups of producers, retailers, NGOs, public authorities) to provide information to consumers about certain aspects of the food they buy or its production method. This is often in the form of a logo and / or a statement on the product packaging which tells the consumer that the food product meets the standards of the scheme. For example, the food is produced in a certain geographic region, is organic, good for the heart or was produced in accordance to additional requirements relating to animal welfare.

Food labelling schemes cannot only cover nutritional values, lists of ingredients, expiration dates, but they should also be distinguished with mandatory information about the country of production of certain products.

Self-declaration schemes: schemes that do not have third party attestation. Adherence to these schemes is done by either a) the scheme operator (in the case where the operator is not a certification body), or b) declaration by the producer or retailer.

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Umbrella food labelling scheme: a collection of food labelling schemes with similar characteristics. (p.12)



The labelling schemes mentioned above aim to reinforce consumer's trust through promoting particular features of a product such as origin, sustainability, or production method in order to differentiate it. As far as the author is aware, no study has been carried out on the purchase of private label fruit or vegetables, considering its importance in consumers' choices and retail product category.

The increase of consumption of food like fruit and vegetables is often perceived to be a "return to origins" trend as the concern about the health issues increases among the young generations (Nielsen, 2019). This trend has been used by retailers to develop self-declaration labelling schemes based on origin, appealing to the "memory" of national grown products as a cue of tradition and quality. As mentioned before, origin-based umbrella food labelling schemes like "Programa Origens" (Origins Programme), "Clube de Produtores" (Producers Club) or "Jaruco" brand (100% national meat) or Vida Auchan Products from Intermaché, Sonae, Lidl, and Auchan retail chains, respectively, are examples of that strategy. In fact, Lidl has just introduced a new programme to promote national production called "da minha terra" (from my country).

All the retail label schemes under study declare to support and incentive national production on a sustainable basis, claiming to correspond to consumer desire for taste, tradition, and national heritage (see Appendix H). Table 6.1 presents the major retail schemes based on origin claim that can be seen in the main Portuguese retail chains. This strategy intends to assure a high level of food safety "from field do table" forming a business to business (B2B) facilitation between suppliers and retailers, where the consumer indirectly benefits from it, although is not directly involved (Spadoni et al., 2014). As mentioned by Puduri et al (2009), retailers like to provide information about product origin in fresh food products. Even though consumers indicate to choose food based on quality or taste, extrinsic cues such as origin have a great impact on their intention and decision (Rossi et al., 2015).



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Table 6.1: Origin based umbrella food labelling schemes and their statements in the main Portuguese retail groups.

Programme	Retailer	Logo	Statement
Origens	Intermarché		<p><i>“The Origens Programme is an exclusive Intermarché programme to support national production. With this support, we were able to bring the best flavours of our land to the entire country at the best prices.</i></p> <p><i>Offering quality at a low price is our job. But playing an active role in the community where we are present is an obligation for us. By supporting local producers, we are contributing to regional development and also providing all our customers with access to regional products.”</i></p>
Clube de Produtores	Continente Sonae		<p><i>“With a focus on national production, innovation, and training of producers, the Clube de Produtores Continente provides technical support to its members and recognises them through an integrated certification system. Recognising the responsibility that the Club has towards the National Production, and with a great focus on sustainability, today, the certified system of the Club members results from the optimisation and use of more demanding agri-food references. This include not only quality and safety indicators food, as well as environmental, social responsibility and animal welfare indicators.”</i></p>

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Table 6.1 (cont): Origin based umbrella food labelling schemes and their statements in the main Portuguese retail groups.

Da minha terra	Lidl		<p><i>“The “Da Minha Terra Project”, the latest Lidl Portugal initiative launched at the end of September (2020) to support Portuguese producers, brought together, in just one month, a total of 180 applications in the areas of Charcuterie, Cheese, Sweets and Dry Cakes. It is a number that reinforces the relevance of this opportunity, especially in the context of current difficulties faced by national producers. We support local producers and promote the best that is produced in Portugal”</i></p>
Local (Auchan)	Auchan		<p><i>“Support for national production is fully rooted in our trade. And in particular, the bet on local products that is assumed as a strategic axis of our brand.</i></p> <p><i>Our local producers are based in the area of influence of the store (radius 50km), supply products with local identity or recipe, items typically consumed by the resident customer, in the area of influence of the store.</i></p> <p><i>Proximity of production: Knowing the national, regional and local production of each of our stores, allows to bring production closer to the customer, ensuring quality and guarantee of supply”</i></p>

In 1992 the EU Regulation 2018/92 introduced the protected designation of origin (PDO) and protected geographical indication (PGI) certification aiming to identify the superior quality characteristics of food products linked to a specific geographical region and production methods used. These certifications were introduced as a mechanism to assure consumers of the products uniqueness and high quality, gaining special importance after 1996 BSE crisis in Europe and aiming at increasing consumer information confidence (Trigui & Giraud, 2013). In this particular situation, quality or

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safety uncertainty were elevated and, labelling information became more dominant as a means to infer product quality (Verbeke & Roosen, 2009).

Since 2011, European legislation has required retailers to indicate origin of most food products (not only meat) including fruit and vegetables, usually considered as undifferentiated or commodity (Canavari, 2018). This led to the creation of new strategies based on new brands and labelling schemes across various food categories aiming to communicate origin and promote national quality. Product labelling strategies range from unregulated use of flags, symbols, images, typical photos on packaging or private certifications, to regulated or officially promoted campaigns with approved and national advertised logos.

These new label schemes are private responses to “official” programmes such as the “Portugal sou eu” (I am Portugal) which is promoted by the Ministry of Economy through the resolution 56/2001: The Programme “aims to boost and enhance the national offer with remarkable national incorporation, that is, national added value and the promotion of informed consumption, through an active identity brand of national production.” (Portugal sou eu, 2019). (Figure 6.1)



Figure 6.1: “Portugal sou eu” stamp to be held on nationally produced goods

The above programme follows the first label scheme attempt of the Portuguese Business Association (AEP), which in 2009 introduced a campaign to label national products with the same objective and a similar certification, the “Compro o que é nosso” (I buy national) Programme. (Figure 6.2)

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Figure 6.2: “Compro o que é nosso” stamp for nationally produced goods

The above label scheme is not the only one to be held on food products once it implicates producers to officially participate in the programme. Origin labels based on the national flag colours are common to indicate the Portuguese origin of the products. The European Union’s Protected Designation of Origin indicators are beyond the scope of this work. For a long time, the labels were promoted nationally throughout various communication means from outdoors to TV adverts and social media aiming to enhance consumers’ awareness of national origin indicators.

The present Covid-19 crisis has resulted in an increase of posts in social media appealing for the national conscience for purchasing Portuguese produced goods and services. Quite spontaneous posts can be found in social media, since the emergency state was declared and its economic consequences were discussed (Figure 6.3).

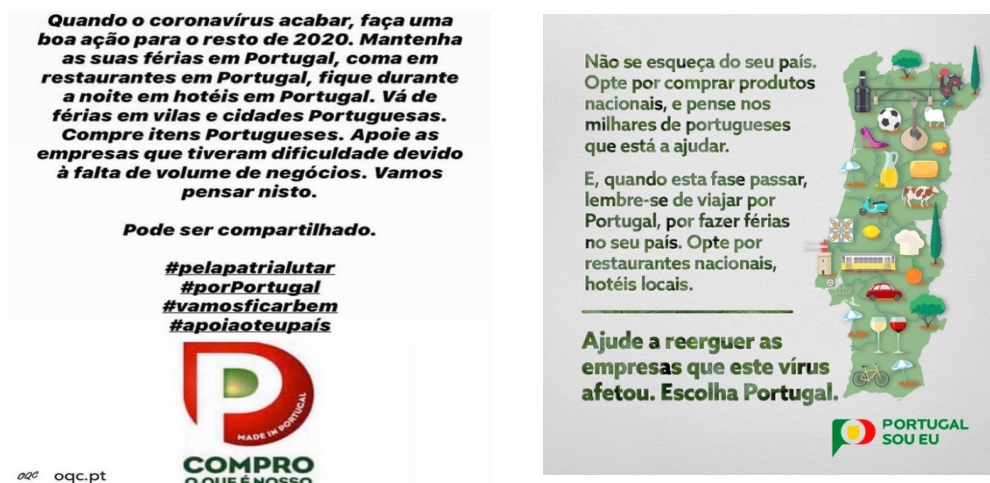


Figure 6.3: “Compro o que é nosso” and “Portugal sou eu” posts in social media during Covid-19 crisis.

More than ever, it is important to know and identify consumer preferences and attitudes towards national food preferences in order to understand their purchase

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decisions and improve food marketing communication. Most of the work on country-of-origin label strategies target processed products that are traditionally identified with a country or a region and little has been studied on unprocessed food products despite its origin label.

6.2 Theoretical framework and hypotheses

Since studies on the effect of origin on purchase intention for fresh food products are scarce, the aim of the present study is to evaluate how consumer values Country of Origin labels in their fruit and vegetables purchase decisions. On the other hand, it focuses on whether consumers prefer to consider the general origin label, or the retail origin certification transformed into a premium brand. The study follows what was presented in the previous chapter where the Theory of Planned Behaviour was applied to predict purchase behaviour.

This study intends to answer the following questions:

1. Are there differences between consumers' purchase intention of domestic fruit and vegetables considering national general indication (ni) and retail labelling scheme (rl)?
2. Do consumers' demographic characteristics and ethnocentrism help explain the purchase intention for domestic fruit and vegetables of each labelling scheme?
3. Is consumers' ethnocentrism positively related to the general intention to buy Portuguese labelled fruit and vegetables?
4. How is the general intention to buy domestic fruit and vegetables related to the intention to buy products with different labelling schemes (ni or rl)?

Until recently, grocery retailers have used private labels as cheaper versions of manufacturer brands, however, it has changed. Nowadays, PBL compete with manufacturer brands on both quality and price adding further sub-brands at different points in the price/quality hierarchy. Sub-brands provide to particular customer preferences or demands, such as organic or allergen free products (Philipsen & Kolind,

2012). Retailers' design develops and market-tests their own-brand products before contracting the final production, in the same way that many branded-goods manufacturers do (Oxera, 2010). It can be said that, at the moment, the main retailers became brand generators, competing for the same market share of NB.

Due to these efforts, consumers increasingly consider PLB to have as much quality as national one (Steenkamp et al, 2010; Rossi et al., 2015;). From a consumer's perspective two factors contribute to this acceptance: first, crisis periods favoured the consumption of PLB which tend to continue after economic recovery (Awada & Yiannaka, 2012). Second, PLB innovation capacity, price (continuous promotions and smart shopping appealing) encourages consumer consumption. Nevertheless, consumers demand that retailers credibly provide on label information about safety, origin, and attributes of production process which covered commodities (Awada & Yiannaka, 2012). Therefore, trust in the food retailer is an important predictor of risk taking and loyalty (Rampl et al., 2012).

Since the moment when PLB were seen as low quality brands, they have grown into products with a comparable quality with NBs allowing the retailer to offer a more differentiated assortment which protects it from competition (Geyskens et al., 2018). Consumer increasingly purchase of PLs, especially since the last financial crisis, reinforces the importance to consider image when thinking of retail brands as it is more effective in communicating to the consumer that products are the extension of store image and values (Loureiro, 2017).

From a regulatory point of view, issues related to food labelling have gained a crescent significance in aspects such as quality, origin, and traceability. Bearing in mind the 90's food safety scares like the dioxins crisis, the mad cow or foot and mouth disease, the EU public entities together with national governments decided to react in order to protect consumers and build food trust. Part of the reaction was the creation of the European Food Agency (in 2001) and its system of certification, record keeping, and the monitorisation of the implementation of the standards.

The retailer's responsibility with respect to food safety and quality introduced changes in the supply chain and sales practices in the fresh food sector where those issues are more accurate due to the perishability characteristics of the products (Codron et al., 2005).

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The new market reality for private labels introduces changes in the pattern of collaboration between retailers and their suppliers or food producers, leading to new collaborative brands based on compromising approaches.

Product differentiation based on credence cues like origin, often combined with environment friendly claims, may constitute an emotional approach to product quality combined with transparency of the food chain. This differentiation is based on criteria that consumers are unable to check but have to trust them (Giampietri et al., 2018; Porral & Levy-Mangin, 2016; Wirthgen, 2005). Given the above, the following hypotheses are proposed:

H1 (s3) *Consumers' ethnocentrism is positively related to the general intention to buy Portuguese labelled fruit and vegetables.*

H2a (s3): *General intention to buy Portuguese labelled fruit and vegetables is positively related to the intention to buy retail origin labelling scheme fruit and vegetables.*

H2b (s3): *General intention to buy Portuguese labelled fruit and vegetables is positively related to the intention to buy general national origin indication labelled fruit and vegetables.*

Figure 6.4 displays the path diagram of the proposed conceptual model, with the postulated research hypotheses:

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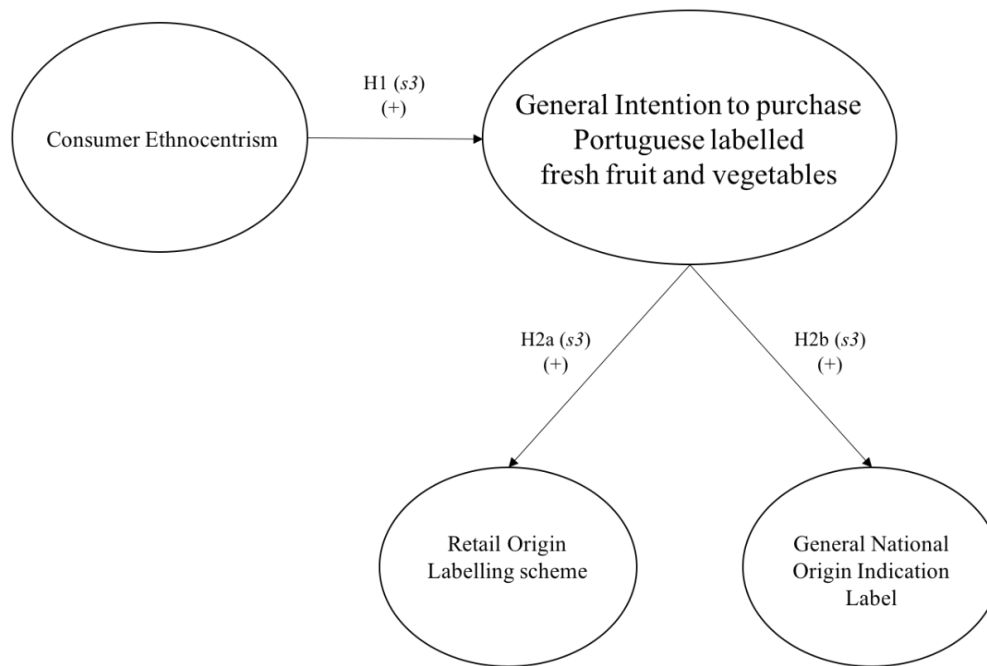


Figure 6.4: Diagram of the conceptual model concerning the effect of two different label origin indications on intention to buy Portuguese fresh fruit and vegetables.

6.2 Methodology

6.2.1 Sample

The present study aims to evaluate the preference of the Portuguese food consumers, in fruit and vegetables categories, when two distinct labels are present: a General National Origin Indication with “Produced in Portugal” label, or equivalent, and a Retail Label scheme with some sort of national indication. Questionnaire main data were analysed for the Portuguese fruit and vegetables purchase intention as a whole. For the purpose of analysing purchase intention of Portuguese fruit and vegetables with a Retail Label, a response option was added in each intention item, as presented in Table 6.1. As indicated in previous chapters, the respondents were asked to evaluate items using a 7-point Likert type scale (1 = strongly disagree, 7 = strongly agree). For measuring ethnocentrism, the CETSCALE was applied (see Chapter 2). The questionnaire was presented to the 700 household food purchase responsible randomly chosen in the Lisbon and Oporto metropolitan areas.

Table 6.1: Purchase intention measurement items. Note: INTTni-Purchase intention for fruit and vegetables with a General National Indication; INTTrl- Purchase intention for fruit and vegetables with a Retail Label.

	General National Indication	Retail Label
	(INTT1ni) : I intend to buy Portuguese labelled fruit and vegetables during next month.	(INTT1rl) : I intend to buy Portuguese labelled fruit and vegetables, with retail label during next month.
Intention (INTT)	(INTT2ni) : I intend to buy Portuguese labelled fruit and vegetables, regularly.	(INTT2rl) : I intend to buy Portuguese labelled fruit and vegetables, with retail label, regularly.
	(INTT3ni) : Definitely I want to buy Portuguese labelled fruit and vegetables next month.	(INTT3rl) : Definitely I want to buy Portuguese labelled fruit and vegetables, with retail label next month.

Respondents were asked whether they purchase fruit and vegetables in supermarkets on a regular basis. Only consumers who confirmed buying both product categories were considered for the present study.

6.2.2 Analytic Procedure

To evaluate internal reliability of the construct, Cronbach Alpha was calculated using SPSS 26 software and composite reliability coefficients as well as analysis of the extracted variance exceeded were calculated (Table 6.3) using AMOS-26 software. Values that ranged from 0.889 to 0.954 indicated a very good internal reliability of the construct (Hair et al., 2019).

The indicators presented significant standardised lambda coefficients exceeding the threshold of 0.50, verifying the convergent validity of the scale (Hair et al., 2019). Regarding the analyses of internal consistency and reliability, composite reliability coefficients, and analysis of the average variance exceeded (AVE) were calculated. Composite reliability coefficients that exceed a value of 0.5 confirm the internal reliability of the construct (Bagozzi & Yi, 1988). In relation to the analysis of extracted

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variance exceeded (AVE), values should exceed the threshold of 0.50 (Hair et al., 2019).

With these satisfactory alpha values, we employed aggregates for the multi-item scales (Ethnocentrism, INTTni and INTTrl) such that the items within each scale were averaged (Walsh et al., 2012).

Table 6.3: Factor loadings and indicators of internal consistency and reliability.

Construct	Items	Standardised loadings	Cronbach α	Mean	S.D	CR	AVE
Intention ni (INTTni)	INTT3ni <--- INTTni	.86	.95	5.99	0.94	.97	.81
	INTT2ni <--- INTTni	.91					
	INTT1ni <--- INTTni	.92					
Intention rl (INTTrl)	INTT1rl <--- INTTrl	.95	.92	5.52	1,24	.96	.88
	INTT2rl <--- INTTrl	.97					
	INTT3rl <--- INTTrl	.90					
HE (Hard Ethnocentrism)	CET3 <--- HE	.68	.89	4,94	1,27	.89	.58
	CET6 <--- HE	.72					
	CET5 <--- HE	.77					
	CET10 <--- HE	.75					
	CET7 <--- HE	.82					
	CET4 <--- HE	.82					

6.3 Results

Following the analysis of internal consistency and validity of the study's measures, several analyses were performed using two kinds of software, IBM SPSS and Amos, in order to answer research questions and examine research hypotheses.

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6.3.1 Differences between consumers' purchase intention of domestic fruit and vegetables considering a National General Indication (ni) and a Retail Label (rl)

The first research question inquired whether there are differences among consumers' intentions to purchase domestic fruit and vegetables with various labelling schemes. A paired samples t-test was performed to compare consumers' levels of intention to purchase products with the two labelling schemes. The results indicate that consumers have a relatively high intention to purchase fruit and vegetables with the two types of labelling (both means above the middle point of the response scale), but an even higher intention in the case of national general indication ($M_{INTTni}=5.99$, $SD=0.94$) comparing to retail labelling ($M_{INTTrl}=5.52$; $SD=1.24$; $t(699)=-11.035$, $p<.001$). The results are presented in Table 6.4.

Table 6.4: Pearson correlation and paired sample t-test results for INTTni and INTTrl

	N	Correlation	Difference between means	Sig	t	df
INTTni/INTTrl	700	.51	-0.46	<.001	11.035	699

The two variables used to test purchase intention have a moderate positive intercorrelation $r=.51$ ($p<.001$) as suggested by Maroco (2014).

6.3.2 Purchase intention and consumers' sociodemographic characteristics and ethnocentrism

Considering the sociodemographic characteristics and ethnocentrism of the sample, we intended to evaluate their influence on the variables under analysis, INTTni and INTTrl. For that reason, linear regression analyses were performed, one for each labelling scheme, comparing two models:

Model 1 – evaluates the predictive ability of demographic variables, namely Income, Area of residence, Gender, Age, and Education.

Model 2 – evaluates the predictive ability of all sociodemographic predictors plus consumer ethnocentrism.

Considering the purchase of fruit and vegetables with retail label (INTTrl), the two-way ANOVA (INTTrl-model 1 x INTTrl model 2) results, shown in Table 6.5, indicate that the first model is not statistically significant, that is, it has a non-significant influence of sociodemographic predictors on purchase intention ($F(5,597)=1,485$, n.s.).

Table 6.5: Regression results for dependent variable INTTrl models 1 and 2.

Model	R²	Adjusted R²	df	F	F Change	p-value
1	0.01	0.01	597	1,485	1.49	.19
2	0.08	0.07	597	7,954	39.81	<.001

Note: Model 1, Predictors-Income, Area of Residence, Gender, Age, and Education; Model 2, Predictors - All sociodemographic predictors plus ethnocentrism.

On the other hand, when ethnocentrism is included as predictor of INTTrl, its influence seems to be significant ($F(6,597)=7.95$, $p<.001$). For the model 2, “Area of Residence” and “Ethnocentrism” showed to have a notable influence on INTTrl ($b=.01$; $p<.05$ and $b=.27$ $p<.001$, respectively). These results indicate that, for a Retail Label, sociodemographic variables are not significant predictors of purchase intention unless ethnocentrism is considered and, even so, only “area of residence” is considered relevant. The two variables explain 7% of unique variance of INTTrl. The results are summarised in Table 6.6.

Table 6.6: Regression coefficients for dependent variable INTTnl models 1 and 2.

	R²	B	t	β
Model 1	.01			
Age		.06	1.45	.07
Gender		.02	0.23	.01
Education		-.05	-0.62	-.04
Area of Residence		.18	1.83	.08
Income		.12	1.27	.07
Model 2	.08**			
Age		.01	0.31	.02
Gender		-.00	-0.02	-.00
Education		.03	0.37	.02
Area of Residence		.21	2.21	.09*
Income		0.08	0.86	.05
Ethnocentrism		0.25	6.31	.27***

Note: Model 1, Predictors - Income, Area of Residence, Gender, Age and Education;
Model 2, Predictors - All social demographic predictors plus ethnocentrism.

* p<.05; **p < .001.

With regard to fruit and vegetables with a General National Indication (INTTni), sociodemographic variables and ethnocentrism, they showed to have a significant influence on purchase intention in both models tested through ANOVA procedure (INTTni-model 1 x INTTni model 2). Consequently, INTTni is positively influenced by socio-demographic predictors alone ($F(5,597)=4.80$ $p<.001$) and also by ethnocentrism level ($F(6,597)=16.62$ $p<.001$). For both models under analysis, results showed a significant positive influence on purchase intention when predictors are considered. Moreover, when “Ethnocentrism” is analysed together with the sociodemographic predictors, a significant increase in the explained variance of purchase intention is verified ($R^2=.03$ and $R^2=.14$ for model 1 and 2, respectively). Summarised results are presented in Table 6.7 and 6.8.

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Table 6.7: Regression results for dependent variable INTTni models 1 and 2.

Model	R²	Adjusted R²	df	F	F Change	p-value
1	.04	.03	597	4,801	4,801	<.001
2	.14	.14	597	16,616	72,782	<.001

Note: Model 1, Predictors - Income, Area of Residence, Gender, Age and Education; Model 2, Predictors - All sociodemographic predictors plus ethnocentrism.

For the model 1 “Area of Residence” and “Age” demonstrated to have a significant influence on INTTni ($\beta=.10$; $p<.05$ and $\beta=.19$; $p<.001$, respectively). As for model 2, four predictors were indicated has having a positive notable influence on INTTni: “Age”, ($\beta=.12$; $p<.05$); “Education”, ($\beta=.17$; $p<.05$); “Area of Residence”, ($\beta=.19$; $p<.05$) and “Ethnocentrism”, ($\beta=.34$; $p<.001$). Although, despite being important for both models, the explained variance is low, which indicates that other factors apart from ethnocentrism and not present in this analysis contribute to explain purchase intention.

Table 6.8: Regression coefficients for dependent variable INTTni models 1 and 2.

	R²	B	t	β
Model 1	.04**			
Age		.13	3.99	.19**
Gender		-.08	-0.97	-.04
Education		.10	1.53	.09
Area of Residence		.19	2.47	.10*
Income		.01	0.12	.01
Model 2	.14**			
Age		.08	2.58	.12*
Gender		-.10	-1.39	-.05
Education		.18	2.95	.17*
Area of Residence		.22	3.05	.12*
Income		-.03	-0.48	-.03
Ethnocentrism		.25	8.53	.34

Notes: Model 1, Predictors - Income, Area of Residence, Gender, Age, and Education; Model 2, Predictors - All sociodemographic predictors plus ethnocentrism * p<.05; **p<. 001.

6.3.3 Confirmatory Factor Analysis

This subsection will report on the analysis regarding research questions three and four, as well as the correspondent hypotheses. As seen with the regression analyses for the different models of the variables studied, the consumer ethnocentric tendencies have a positive influence on intention to purchase domestic fruit and vegetables independently of presenting a General National Indication or a Retail Label. Accordingly, ethnocentrism will be considered in the structural model proposed as a relevant predictor of intention to purchase domestic fruit and vegetables (H1(s3)).

A confirmatory factor analysis (maximum likelihood estimation) in AMOS 26 revealed the final structure of the measurement model (N=700), prior to moving on to the structural model testing.

For the model proposed, it was decided to include a latent variable for general purchase intention of domestic fruit and vegetables (INTT). It was decided once INTT represents the overall intention of purchasing domestic fruit and vegetables of both, a General National Indication (INTTni) and a Retail Label (INTTrl).

The overall measurement model indices indicate satisfactory model fit ($\chi^2=174.97$, $df=49$, $p=0.000$; root mean square error of approximation [RMSEA] = .06; confirmatory fit index [CFI]=.98; Goodness of Fit Index [GFI]=.96; Tucker-Lewis index [TLI]=.98; $\chi^2/df=3.57$). The measurement fit is presented in Figure 6.2.

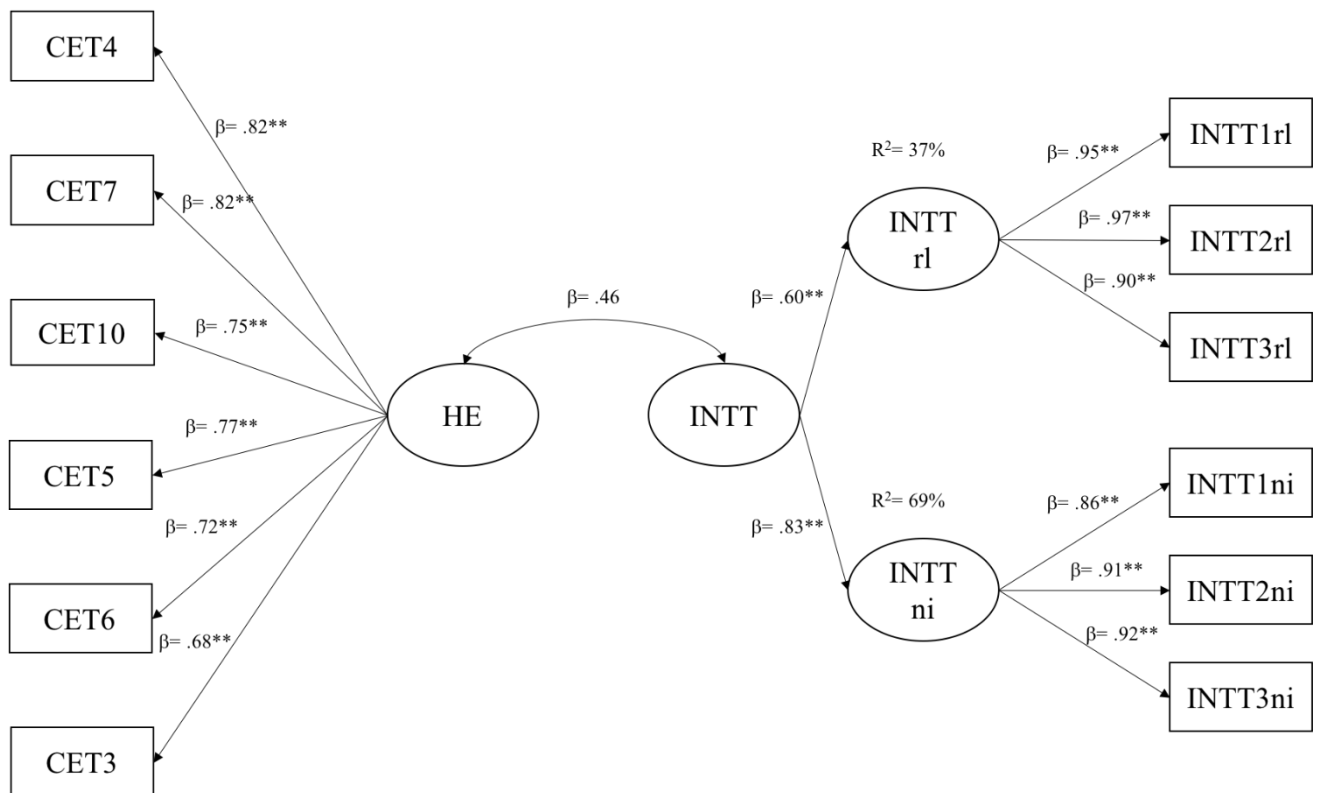


Figure 6.2: Measurement model.

Given that the measure items for both variables INTTni and INTTrl were closely related and constituted part of the same survey question (see Table 4.1), it was assumed to relate the respective residual errors as suggested by (Hair et al., 2019).

After analysing the measurement model results, a hypothesised structural model was proposed and represented in Figure 6.3.

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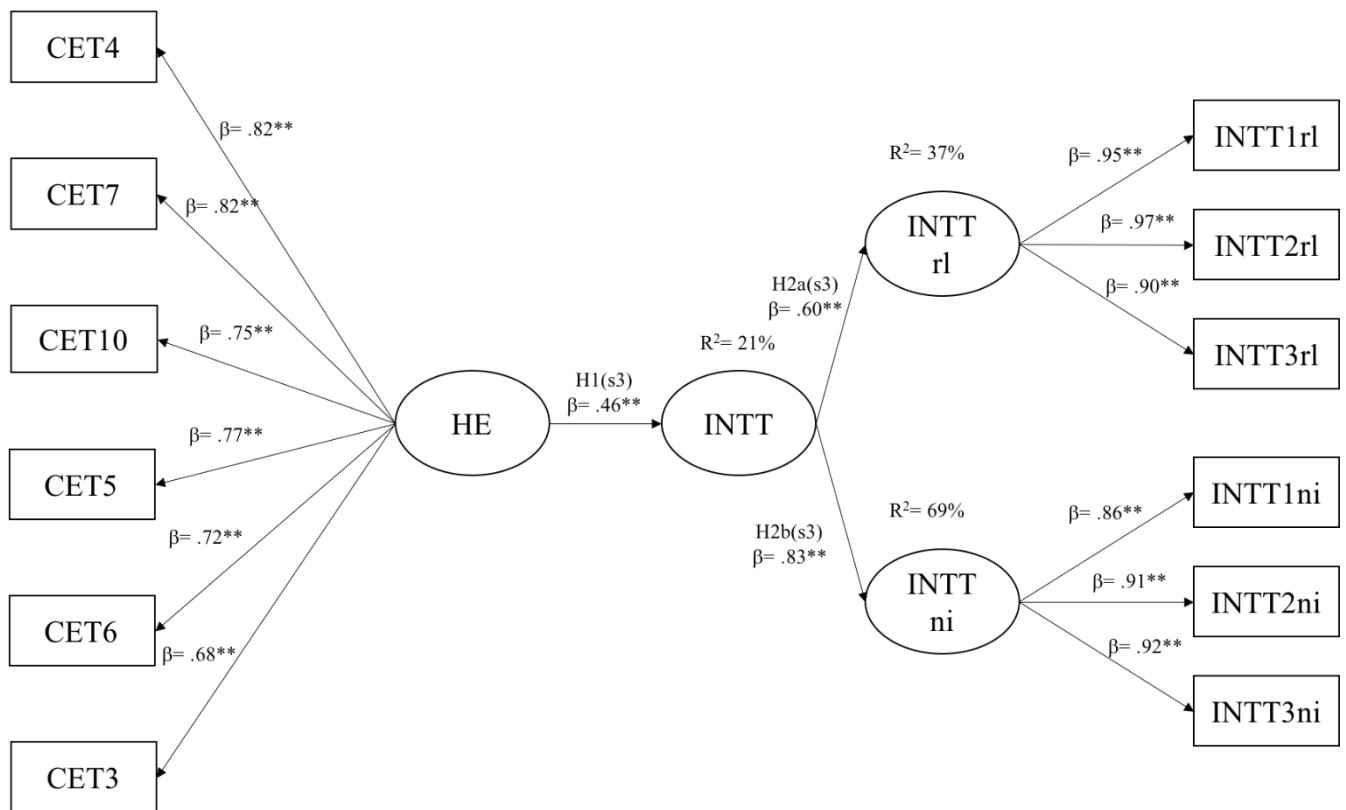


Figure 6.3: Structural model proposed.

The proposed structural model shows a good fit to the data ($\chi^2(49)=174.96$, $p=0.001$; RMSEA=.06; CFI=.98; GFI=.96; TLI=.98; $\chi^2/df=3.57$).

The results indicate that consumer ethnocentrism is positively related to INTT ($\beta=.46$, $p <.001$) explaining 21% of its variance, and consequently confirming hypothesis H1(s3). The latter is moderately associated to purchase intention of fruit and vegetables with a Retail Label ($\beta=.60$, $p<.001$) and strongly associated to intention to purchase fruit and vegetables with a General National Indication ($\beta=.83$, $p<.001$), given support to H2a(s3) and H2b(s3), respectively. Moreover, it was observed that purchase intention of domestic labelled fruit and vegetables explains 37% of the variance of INTT_{rl} and 69% of the variance of INTT_{ni}. Table 4.9 summarises the current findings of the study.

Table 6.9: The hypothesis supported

Hypothesis	Hypothesis	Estimate	p-value	Decision
H1(s3)	<i>Consumers' ethnocentrism is positively related to the intention to buy Portuguese labelled fruit and vegetables.</i>	.46	.001	Supported
H2a(s3)	<i>Intention to buy Portuguese labelled fruit and vegetables is positively related to the intention to buy retail origin labelling scheme fruit and vegetables (r).</i>	.60	.001	Supported
H2b(s3)	<i>Intention to buy Portuguese labelled fruit and vegetables is positively related to the intention to buy Portuguese general origin labelled fruit and vegetables(ni).</i>	.83	.001	Supported

6.4 Discussion and conclusions

This study attempted to explore the influence of labelling domestic fruit and vegetables on purchase intention when ethnocentrism is a predictor.

Private labelling has an increasing market growth and it is positioned using quality strategies with “best” approaches (Rossi et al., 2015), moving from the original positioning as economy products to improved quality products, which became similar to national brands (Sutton-Brady et al., 2017). Retailer strategies made private labels different and sophisticated expanding them to new categories and transforming them into not merely alternatives to national labels (Cuneo et al., 2015).

The present work aimed to evaluate if, in the case of origin indication (Produced in Portugal), for a commodity category (fruit and vegetables), consumers consider the origin indication promoted by retailer (see Table 6.1) or if the general origin indication (“Produced in Portugal”) is more effective on purchase intention.

Past work by Herstein et al. (2012), indicates a high tendency of Portuguese consumers to purchase private label when in presence of its national brand correspondent. It must be pointed that the work of Herstein et al. (2012) did not consider origin as a product cue. On the other hand, it is recognised that consumers tend to modify product evaluation as private labels quality improve (Rossi et al., 2015).

Our findings highlight that, for consumer with a high ethnocentric tendency, origin positively influence domestic purchase intention, which was indicated in the previous chapter of the thesis. Furthermore, the findings are in line with work presented by Berry et al. (2015) who indicate that consumers are more likely to purchase food when its origin is identified.

As for the label preferences, the results indicate a preference for the general origin indication (INTTni) in the category under analysis. This is in opposite to findings in the work of Herstein et al. (2012) who conducted a study on unspecified private label and with a sample of ungraduated students. Balabanis and Siamagka, (2017) also found consumer ethnocentrism to have more positive impact on purchases of items from more expensive categories rather than frequently purchased commodities. This could indicate that consumers, although revealing an ethnocentric tendency, tend not to recognise retail labelling schemes based on product origin as an added value for frequently purchased products like fruit and vegetables.

Modern consumers' concerns increasingly go beyond quality and price to other aspects like sustainability, ethics, social responsibility or image (Gielens et al., 2021). Also, they show a growing concern about environmental characteristics of their products and develop private labels for fresh produce based on high quality standards and friendly production (Masuda & Kushiro, 2018). These private labels strategies lead to the creation of premium agricultural products which tend to be differentiated from the ordinary fresh products. So far, the current work, indicates that consumers do not value yet fruit and vegetables as a premium product for private labelling.

Considering the socio-demographic characteristics of the sample studied, it was observed that, when ethnocentrism is considered, aspects such as age, residential area, and income, have a positive effect on INTTni. This indicates that older consumers who come from Lisbon and have higher income, tend not to consider retail origin indication in their fruit and vegetables purchases. These findings are in some way new in research literature. As indicated in Chapter 2 of this thesis, age, income, and education are known for a long time to affect ethnocentric purchase behaviour,

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although, as far we are concern, it is the first time to assess purchase intention between a General Origin Indication and a Retail Label.

The present work indicates some guidelines to help retail managers to develop segmentation and perform marketing strategies based on new consumer purchase behaviour. As a major contribution, it enables the understanding of domestic purchase intention and how it is reflected on food products normally perceived as commodities and with different types of origin indication. Despite these results, there is a low explained variance noticed. It indicates that, although consumer's ethnocentric tendencies are significantly related to domestic food purchase, no final conclusion can be addressed as other factors seem to contribute to the explanation of the total variance.

6.5 Contribution

This study contributes to the knowledge about how ethnocentric consumers make their domestic food choices based on labelling. The results give an idea of the market potential of labelling products such as domestic fruit and vegetables according to origin. Our findings suggest that for products of low perceived value, retailers might need to improve labelling strategies including quality cues together with origin in order to improve sales of these food categories.

The robustness of our results is to be tested in other food categories. It is believed that the present study provides a basis of information and contribution for those who want to expand their knowledge and understanding of the origin labelling phenomenon. Additionally, it provides directions for implementation of marketing and labelling strategies.

6.6 Limitations

Despite its innovative approach, the current work presented some limitations due to the data collection procedure through telephone interviews. Our study only focuses on domestic fruit and vegetables and might not hold for other food categories. Although the system is reliable, it can lead to bias as respondents tend to become tired with scale questions. This made it difficult to include other variables that could be

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considered predictive of purchase intention. The present study concentrates on ethnocentrism, but it has been demonstrated that, apart from the construct under study, other constructs and variables influence purchase behaviour. The number of questions present in the questionnaire limited the capacity to broaden the research into other factors influencing purchase behaviour.

The present study was time limited which did not allow to identify variations in consumer ethnocentrism tendencies. A longitudinal study is advised in order to gain a higher perception on ethnocentric tendencies influence in purchase behaviour.

This study was limited to telephone interview and failed to directly evaluate choice according to labelling. Relying on answers given at distance does not provide a correct idea on how consumers evaluate and perceive the labels.

6.7 Future research

As Porral and Levy-Mangin (2016) found, retail trust could moderate private label purchase behaviour. The present work does not consider a specific retail store and consequently it is not possible to evaluate if results which benefit general origin indication could be affected if compared with a particular retail label. In addition, trust in labelling origin claims should be considered in future research.

As reported by Han and Guo (2018), ethnocentric advertising influences consumer ethnocentric behaviour. Future research based on a qualitative approach can study how advertising and labelling design impacts consumer purchase intention and behaviour. Moreover, it would be desirable to study the influence on label notoriety based on ethnocentric label design communication according to gender and age and how it influences actual behaviour. Research indicates that perceived communication positively and significantly enhances purchase behaviour Sultan et al.,(2020). Although the present work was based on a questionnaire applied by phone to a chosen sample and the potential intention behaviour gap is not valued, future research could consider a in loco observation of actual purchase behaviour.

Finally, as perceived quality is an important cue on food evaluation (Grunert et al., 2014), future work should consider quality appreciation of food commodities with origin indication, but also features like freshness and production method.

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CHAPTER 7

Discussion, implications, and conclusions

The present chapter contains the main conclusions of the current thesis. It also discusses overall theoretical and managerial contributions to the subject, presents limitations and gives some suggestions for future research.

7.1 Discussion and implications

7.1.1 Theoretical contributions

Ethnocentrism research continues to be an actual research issue. More than ten thousand scientific papers have been written in the past five years and more than two thousand only in the past year. The present thesis contributes to the state of art by addressing the matter of consumer ethnocentrism tendencies, its influence on the purchase intention of fruit and vegetables as a food commodity and the role of labelling. It constitutes new theoretical and empirical knowledge that could be used as a first approach to evaluate nationally produced food choice when no other certification is present.

The main purpose of this thesis is: 1) to measure fruit and vegetables consumer ethnocentric tendencies, assessing the validity, reliability, and dimensionality of the CETSCALE testing its applicability in Portugal; 2) to characterise fruit and vegetables consumer purchase behaviour when purchasing national products by determining the influence of ethnocentric tendencies in purchase intention of domestic fruit and vegetables applying an extended model of the TPB and 3) to evaluate consumers' choice between a general national origin indication and a retail labelling scheme based on origin claim.

The research was developed along the three empirical studies presented before, which characterised and validated consumer ethnocentrism tendencies as a direct predictor of purchase behaviour intention, as previously by mentioned by Maksan et al. (2019). Moreover, the findings have validated attitude and perceived behavioural control as mediators of the above-mentioned relationship when the TPB model is applied as demonstrated. Ethnocentrism is originally described by T. Shimp & Sharma (1987) as a human value, which is a statement supported by various authors (Balabanis et al., 2002; Sagiv & Schwartz, 2021; Schwartz, 1994, 2012). This

mediation is in line with what was also described by Beldad and Hegner, (2018) while studying another moral behaviour such as fair trade. Notwithstanding, the present work does not confirm a total mediation because subjective norm did not reveal a significant relationship with intentions to purchase, which can be seen as a new contribution and an approach to be followed in future research. It was also understood that, as far we were concern, no such approach has been made before within the Portuguese context.

Ethnocentrism and Country of Origin effect has been little studied using food commodities like fruit and vegetables (Jiménez-Guerrero et al., 2014). Most of the studies focus on products such as beverages, personal computers, motorcycles or appliances that can be easily identified with a country. The literature acknowledges differences in ethnocentric tendencies due to the influence of the socio-cultural context, culture (Orth & Firbasová, 2003; Ramayah et al., 2011; Sharma, 2015; Watson & Wright, 2000), and product categories under study (Balabanis & Siamagka, 2017) which sometimes lead to contradictory results and to new ethnocentrism approaches (Jiménez-Guerrero et al., 2020). This thesis is a contribution that widens the context of the consumer ethnocentrism research, approaching the Portuguese market in a less studied food category.

The first study was devoted to characterising the Portuguese consumer ethnocentrism through the CETSCALE and its validation following the approach of several researchers (e.g .Bawa, 2004; Douglas & Nijssen, 2003; Jiménez-Guerrero et al., 2014; Lindquist et al., 2001; Makanyeza & Du Toit, 2016; Nielsen & Spence, 1997; Petrovicova, 2014; Ramayah, et al., 2011; Sharma, 2015). It was noted that literature presents different points of view regarding the dimensionality of the ethnocentrism construct. From a unidimensional perspective, ethnocentrism was originally presented as a single factor construct, although different results can be found in literature (see Jiménez-Guerrero et al. (2014) for a review). Thus, our intention was to begin by characterising ethnocentrism in a sample of 700 individuals responsible for household fruit and vegetables purchases, in the two major metropolitan areas in Portugal. The results showed a clear ethnocentric tendency among the sample analysed which demonstrates the pertinence of the subject studied in the thesis. Its important feature is the first approach that was carried out in Portugal, including fruit and vegetables, a food category that is usually not included in measuring ethnocentric tendencies that are more focused on other categories like beverages, or traditional specialities (Font-i-Furnols & Guerrero, 2014; Jiménez-Guerrero et al., 2014; Van Loo et al., 2019).

The CETSCALE has shown to be bi-dimensional representing two different ethnocentric tendencies: hard and soft. The hard ethnocentric consumers presented a strong feeling towards purchasing national fruit and vegetables. It was the factor explaining the highest proportion of the variance and for this reason, it was considered in the subsequent studies. The study also confirmed internal validity or reliability of the CETSCALE for evaluating ethnocentric tendencies of the Portuguese consumers which reinforces its application in further studies. Regarding the ethnocentric characteristic, studies indicated that it is influenced by gender, age (Josiassen et al., 2011), education, and the region (Carpenter et al., 2013). Our research has confirmed that women presented higher ethnocentric tendencies compared to men. Moreover, generally speaking, lower levels of education are positively related to ethnocentric tendencies, just as lower income. As for age, the elder individuals presented higher levels of ethnocentrism. These results are in line with main findings in the literature which gives positive indication of the theoretical strength of the present work (e.g. Bianchi & Mortimer, 2015; Font i Furnols et al., 2011; Josiassen, et al., 2011; Matić, 2013; Prince et al., 2020; Sharma et al., 1995; Tirelli et al., 2016).

The aim of the second study was to understand ethnocentric consumers' purchase behaviour intention towards "produced in Portugal" fruit and vegetables, following the work of Maksan et al. (2019) who proposed an extended version of the TPB model integrating the ethnocentrism construct as a predictor of attitude and behavioural intention. Considering that ethnocentrism can be seen as personality trait which favours ingroup belongingness (Bizumic, 2019), that is, to be ethnically centred (Adorno et al., 1950), and influenced by social interaction, as it is reported (Carpenter et al., 2013), it was decided to include social norm and perceived behavioural control as mediators resulting in an extended version of the Theory of Planned Behaviour model with Ethnocentrism construct as a predictor of the TPB components.

Our findings suggest that the extended Ajzen's TPB model (Ajzen, 1991) is effective on determining consumers' intention to purchase domestic labelled fruit and vegetables which is in line with literature (Hamlin, 2010; Hansen, 2008; Mahon et al., 2006; Maksan et al., 2019; Mcdermott et al., 2015; Vabø & Hansen, 2016). Attitude, subjective norm, perceived behavioural control, and purchase intention directly indicating a strong ethnocentric tendency and positive attitude with respect to purchase of national fruit and vegetables which are in line with the work of Maksan et al., (2019) and Beldad and Hegner, (2018).

Ethnocentric consumers are indifferent to social pressure and perceive more behavioural control with respect to the food category under study, confirming a high purchase intention if no barriers are perceived (Zeugner-Roth et al., 2015). Consumer ethnocentrism was found to be a strong predictor of attitudes about purchase of food goods as fruit and vegetables. The extended TPB model has shown to be a valid and reliable instrument to predict a behavioural, normative, and control believe such as ethnocentric character of food consumers. The application of the TPB as a mediator of behaviour intention is not new in literature, despite not being common in studies where the ethnocentrism construct is applied (e.g. Dalila et al., 2020; Hagger & Hamilton, 2021; Lwin et al., 2020; Sok et al., 2020).

In the second study, the mediation effect of the TPB has been partially verified once subjective norm has been found to be out of mediation. This is understood as a novelty in the existing literature and available approaches.

The third study aims to evaluate if ethnocentric consumers' choice for national fruit and vegetables presented a particular preference depending on its label claim. The labels under study were the general national origin indication (ni) or a retail labelling scheme based on national origin (rl). Despite the fact that the values did not indicate a clear high influence of the presented label, there was a tendency in favour of general national label indication. Empirically, it is suggested that it occurs once fruit and vegetables are not generally perceived as a speciality (exception made for certified fruit) but a commodity or a low value category as suggested by Jiménez-Guerrero et al. (2012) and results indicate that, origin might not be a primer issue considered at the purchase.

The three studies are thoroughly described in the previous chapters, with the respective results and their practical and theoretical implications. They provide a broad analysis on the consumer ethnocentric tendency helping to shed a light on how a food commodity like fruit and vegetables is perceived when its production origin is indicated both in a general national label or a retail labelling scheme. The current research aids retailers and producers in their relationship and communication with final consumers.

Despite being the first approach in Portugal, this research has been conducted in a rigorous manner based on primary information and relevant literature available. The questionnaire was conducted among consumers from the two major metropolitan areas in Portugal obtaining a total of 700 valid responses. The representativeness of the population was beyond the scope of the present thesis, although the sample size

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and its diversity are sufficient to allow to draw considerations and clues for both management and academia, as well to give some indications for future research.

Furthermore, the proposed model aims to integrate ethnocentrism with the Theory of Planned Behaviour resulting in an extended model. The present study introduces the subject of ethnocentrism in food purchase among Portuguese consumers which can be completed to rank its influence when other cues are present.

Moreover, based on our results, theoretical implications can be risen regarding consumer ethnocentrism in Portugal and its influence in food purchase intention. Firstly, the ethnocentrism construct is a reliable construct to be applied within the Portuguese context and it is also a tool to consider when characterising the food purchase intention and consumers. Also, it adds a new insight for segmentation and positioning when used as a strategic tool. The findings also suggest that ethnocentric tendencies vary across the country which indicates that it requires a more careful study, probably at a local level.

Secondly, it was revealed that ethnocentrism influences food purchase behaviour and these findings are confirmed by literature. However, it is suggested that other constructs and variables might be considered when predicting purchases intention and they might reinforce the need to include a specific food product, usually found in the market, bought frequently and not at a general or abstract level.

Thirdly, despite what is found in the studies one and two, consumers do not strongly notice or consider food labels in their fruit and vegetables purchase intentions, nevertheless ethnocentric consumers reveal a higher attention to labelling. These findings are somehow in line with what was addressed by Van Loo et al. (2019).

Broadly speaking, the results presented in this thesis suggests that, for the sample analysed, consumers generally have an ethnocentric tendency towards domestic food. It has also been possible to characterise the social demographic profile of the ethnocentric consumer in the sample analysed. Furthermore, this thesis demonstrated that ethnocentrism is a reliable predictor of attitude towards national fruit and vegetables purchase behaviour in a general manner. Moreover, ethnocentric consumers do not seem to favour retail label schemes with origin indication, when a general national indication is present. This is probably because fruit and vegetables are perceived more as commodities than a speciality (with some exceptions). The present thesis has produced in its studies a number of valuable cues for academic researchers and also managers and producers.

7.1.2 Managerial implications

This thesis provides a profile of the ethnocentric consumer tendencies and its influence on purchase behaviour which retailers, producers, and government authorities can consider to be more effective marketing strategies. These strategies can improve product positioning and increase consumer awareness for domestic produced products, especially during crisis when national food production needs to be boosted or imports are difficult. Analysing the ethnocentric profile of consumers can promote its social responsibility in order to choose national products as long as they are available.

Moreover, the thesis also presents evidence of ethnocentrism level among fruit and vegetables consumers and its socio-demographic profile which can contribute for a more detailed segmentation of the market. This knowledge can aid retailers, producers, or authorities in designing strategies more effectively in order to promote national food products according to the targeted consumers' profiles. For example, awareness of how ethnocentrism is influenced by gender (e.g. Prince et al., 2020; Sharma et al., 1995), product labels could be designed considering gender in order to facilitate targeting communication (Machado et al., 2020; Vacas de Carvalho et al., 2020). In the same line of thought it can also be used to reinforce brand engagement.

For those who want to appeal to the ethnocentric tendency of consumers, it is important to understand how those tendencies influence behaviour and what socio-demographic characteristics need to be accounted. Ethnocentrism as a personal value or moral foundation has been studied for a long time indicating its influence in purchase behaviour (Fernández-Ferrín et al., 2015, 2020; Insch et al., 2011; Janda & Rao, 1997; Kavak & Gumusluoglu, 2007; Ma et al., 2020; Maksan et al., 2019; Shahabi et al., 2021).

Furthermore, this thesis also demonstrates that consumer ethnocentrism is a strong predictor of attitudes towards domestic food purchase, indicating that ethnocentric consumers present more positive evaluations of domestic products even if no other label cue like organic or origin certification is present apart from "Produced in Portugal". This is an important finding as labelling strategies could reinforce national origin of the products and boost national consumption. Additionally, it also suggests

that ethnocentric consumers are less susceptible to outside influence. There are some evidences that ethnocentric advertising discourages foreign brand purchases (Han & Guo, 2018). The findings of the present studies support the idea of promotions and more personal communication strategies that are also directed to the identified ethnocentric consumer profile. The self-orientation of the ethnocentric consumer has already been suggested by different authors (Balabanis et al., 2002; Fernández-Ferrín et al., 2015; Prince et al., 2020; Shankarmahesh, 2006; Sharma et al., 1995; Yoo & Donthu, 2005).

Finally, it was also curious that for consumers concerning undifferentiated fruit and vegetables, a label with an indication of origin like “Produced in Portugal” seems more important than a retail label scheme with indication of Portuguese origin. It is probable that it occurs as consumers perceive these schemes as more expensive. Retail managers and producers can use this information to design more effective and differentiated labels for commodity goods, with a clear indication of national produce and therefore, retail schemes can be directed to products with a perceived added value.

7.2 Limitations and future research

7.2.1 Limitations

The present research has some limitations needed to be considered that could set the basis for future research. The sample method adopted makes it difficult to generalise the results to the Portuguese population. The focus on fruit and vegetables limits its generalisability to different food categories. Nevertheless, it can serve as a basis for future work with a more representative sample of the population and food category. Moreover, the method used to collect information is slightly limitative as it reaches only consumers available to answer questions by phone and in only two regions, Lisbon and Oporto.

From the operationalisation point of view and data collection, the high number of questions constitutes a barrier to achieve a desirable accuracy of responses. Additionally, despite the anonymous character of the questionnaire, some responders may have provided what they thought to be a socially and ethically expected answers

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which may have resulted in information bias. The need for an approach as parsimonious as possible focused this research on consumer ethnocentrism alone, leaving other determinant variables, such as price, out of analysis which could constitute a value base point for future research. These variables should be analysed in conjunction with consumer ethnocentrism with a broader set of products. Furthermore, the exclusion of some psychographic and behavioural variables, although mentioned by studies reviewed, can limit a deeper analysis of the universe analysed. An approach centred on those variables and based on values and lifestyles could help achieve a better characterisation of the consumer profile.

The results presented were all based on quantitative analysis which can limit the depth of the study and for this reason, it could be useful to include a qualitative component composed by focus groups and in-depth interviews for a better understanding of the explanations and opinions of the consumers concerning the main topics under study.

Ethnocentrism as a multidimensional construct has reported to have a complex relationship with consumer ethnocentrism which precedes the development of consumer ethnocentrism. Its dimensions may lead to different mediating variables, such as nationalism, national ingroup positivity, and prejudice against foreigners, which in turn enhance consumer ethnocentrism (Bizumic, 2019). This research has not considered a sociodemographic and economic characterisation of the regions under study to help a more detailed understanding of the consumer ethnocentric tendencies. While our findings support the literature available on consumer ethnocentric tendencies and TPB, it is recognised that food purchase occurs in a complex environment, and the present findings did not account for other personal or product related environmental factors that may have influenced the observed results.

7.2.2 Future research directions

As far as we know, this is the first study on Portuguese ethnocentric tendencies when purchasing food commodities like fruit and vegetables and therefore, some topic for future research can be suggested.

It is compelling to evaluate to what extend consumer ethnocentrism influences food purchase when other cues such as brand and price are present. Moreover, what

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antecedents of consumer ethnocentrism, as presented by Sharma et al. (1995) and Shankarmahesh (2006), are more relevant for Portuguese consumers, which could contribute to characterise more thoroughly the general profile of national food consumer. The populations in countries like Portugal tend to be heterogenous, which is an issue that researchers need to consider in future studies. Information generated from such studies can provides a better knowledge of the characteristics of the food consumer in Portugal as far as its ethnocentric tendencies are concern. As humans' values and their moral foundations influence consumer ethnocentrism (Prince et al., 2020), but also vary across the country or region studied, it would be valuable to do a characterisation of the sample studied. It could give an indication of domestic food purchase behaviour and for this, application of the CETSCALE and the Schwartz (1994) social value scale would be recommended.

Furthermore, a great improvement would be evaluation of consumer behaviour in a real purchase situation after a face to face interview in order to identify which condition mostly contributes to a possible intention-behaviour gap described by several researchers like Aschemann-Witzel and Niebuhr Aagaard (2014), Sultan et al. (2020) or Vermeir and Verbeke, (2006), among others.

This work has registered the intention of the participants to purchase Portuguese fruit and vegetables, but despite that, the knowledge evaluation of the product origin prior purchase was not included. Seitz and Roosen, (2015) have reported that consumer ethnocentrism is associated with the knowledge of the product and therefore, future work should evaluate the degree of knowledge consumer has about the origin of the products studied. The present research was conducted with a sample of consumers from Lisbon and Oporto metropolitan areas, and had fruit and vegetables under study. As reported by Balabanis and Diamantopoulos (2004), domestic country bias, due to ethnocentrism, can be product-specific and country-specific. Hence, future studies could evaluate the relation between ethnocentrism and choice among consumers from other regions and in other product categories. It would be also advisable to evaluate which food categories are mostly affected by the ethnocentric character of the consumer.

Literature suggests that consumer ethnocentrism positively impacts purchase of products that present some regional and traditional character (Fernández-Ferrín et al., 2018), however, are not always purchased. Future work should include specific food products that consumers usually buy and not the category alone. It is also suggested

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that national ethnocentrism is an important predictor of sustainable consumption at a regional level (Bryła, 2019) and that domestic food products are more positively perceived due to their environmental impact and social sustainability (Lazzarini et al., 2017). Future work can study how ethnocentric consumers perceive domestic food products in Portugal and how trust impacts their purchase intention and behaviour.

In regard to retailers, research could be done in order to identify how label design can contribute to triggering consumer ethnocentric tendencies based on consumer's socio-demographics characteristics and values. As consumer ethnocentrism has demonstrated to affect visual attention paid to labelling (Van Loo et al., 2019) and that logo design and colour could reinforce certain consumer characteristics perceptions (Machado et al., 2020), is there an "ethnocentric label" which englobes the characteristics of the consumer? Hence, the impact of brand logo on ethnocentric affective responses towards domestic food products should be explored. Finally, it is significant to study how consumer ethnocentric tendencies can contribute to consumer engagement to retail brands according to the perspective proposed by Bilro and Loureiro (2020)

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Appendices

Appendix A. Questionnaire

O presente estudo, insere-se num projeto de doutoramento em gestão do ISCTE-IUL e tem como objetivo estudar o comportamento de compra de produtos produzidos em Portugal com ou sem certificação de distribuidor.

O questionário é anónimo e confidencial e os resultados obtidos serão apenas utilizados para efeitos académicos. O tempo previsto para a conclusão deste questionário é de cerca de 10 minutos.

Q1: É usual comprar, para o seu agregado familiar, **Frutas** (por exemplo: **maçãs, peras, laranjas, morangos, entre outros.**) e **Legumes** (por exemplo: **Brócolos, cenouras, alfaces, couve-flor, entre outros**), em supermercados e/ou hipermercados?

Sim
Não

Q2. Tenha em consideração a compra de produtos alimentares quando efetua as compras regulares para si ou para o seu agregado familiar. Responda ao seguinte quadro considerando as questões apresentadas utilizando a escala entre 1 e 7 em que 1 significa "Discordo completamente" e 7 significa "Concordo Completamente"

Para responder às próximas perguntas, tenha em consideração as seguintes definições:

Etiqueta Nacional: Designação de origem do produto (Frutas e Legumes) como "Nacional" ou "Portugal". Pode ser representada com as cores da bandeira nacional ou simplesmente com indicando Portugal como local de origem do produto.

Certificação do Retalhista: Frutas e Legumes inseridos em programas de certificação de origem nacional promovidas pelo retalhista. São exemplos: "Clube de Produtores Continente", "Programa Origens do Intermarchê" ou outra qualquer indicação de origem nacional por parte do Retalhista.

ITEMS

1 2 3 4 5 6 7

Somente as frutas e legumes que não são produzidos em Portugal devem ser importados.							
Frutas e legumes Portugueses, primeiro, último e acima de tudo.							
Comprar frutas e legumes estrangeiros não é ser bom português.							
Não é correto comprar frutas e legumes estrangeiros, porque retira postos de trabalho aos produtores portugueses.							
O verdadeiro português deve comprar sempre frutas e legumes produzidos em Portugal.							
Devemos comprar frutas e legumes produzidos em Portugal em vez de ajudar a enriquecer países estrangeiros							
Os Portugueses não devem comprar frutas e legumes estrangeiros, porque isso prejudica as empresas portuguesas e causa desemprego.							
Pode custar-me a longo prazo, mas eu prefiro apoiar as frutas e legumes portuguesas.							
De países estrangeiros devemos comprar somente aquelas frutas e legumes que não podemos produzir dentro de nosso próprio país.							
Os consumidores portugueses que compram frutas e legumes produzidos noutros países são responsáveis por colocar os seus concidadãos portugueses no desemprego.							

Q3. Tomando em consideração a compra de **frutas e legumes** responda às seguintes perguntas, considerando as questões apresentadas utilizando a escala entre 1 e 7 em que 1 significa "Discordo completamente" e 7 significa "Concordo Completamente".

ITEMS	Etiqueta Nacional							Certificação do Retalhista						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Eu gosto da ideia de comprar produtos com:														
Eu tenho uma atitude favorável em relação à compra da versão:														

Q4. Tomando em consideração a compra de **frutas e legumes** responda às seguintes perguntas, considerando as questões apresentadas utilizando a escala entre 1 e 7 em que 1 significa "Discordo completamente" e 7 significa "Concordo Completamente"

ITEMS	Etiqueta Nacional							Certificação do Retalhista						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
A maioria das pessoas que são importantes para mim acham que eu deveria comprar frutas e legumes com														
A maioria das pessoas que são importantes para mim gostaria que eu comprasse frutas e legumes com														
Pessoas cujas opiniões eu valorizo preferiria que eu comprasse frutas e legumes com														

Q5. Tomando em consideração a compra de **frutas e legumes** responda às seguintes perguntas, considerando as questões apresentadas utilizando a escala entre 1 e 7 em que 1 significa "Discordo completamente" e 7 significa "Concordo Completamente"

ITEMS	Etiqueta Nacional							Certificação do Retalhista						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Acredito que quando compro frutas e legumes tenho a capacidade de escolher produtos com:														
Se dependesse inteiramente de mim, estou confiante quando comprasse frutas e legumes compraria produtos com:														
No futuro, quando comprar frutas e legumes, vejo-me capaz de comprar produtos com:														
Tenho recursos, tempo e disposição para quando compro frutas e legumes comprar produtos com:														

Q6. Tomando em consideração a compra de **frutas e legumes** responda às seguintes perguntas, considerando as questões apresentadas utilizando a escala entre 1 e 7 em que 1 significa "Discordo completamente" e 7 significa "Concordo Completamente"

ITEMS	Etiqueta Nacional							Certificação do Retalhista						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Tenciono comprar durante o próximo mês frutas e legumes com:														
Tenciono comprar regularmente frutas e legumes com:														
Tenciono recomendar aos meus amigos a compra de frutas e legumes com:														
Definitivamente, no próximo mês quero comprar frutas e legumes com:														

Q7. Qual a sua Idade?

18-25

26-35

36-45

46-55

56-65

Mais de 65

Q8. Qual o seu género?

Masculino

Feminino

Q9. Qual o seu nível de habilitação?

Básico

Secundário

Frequência Universitária

Licenciatura

Mestrado

Pós-graduação

Doutoramento

Outro

Q10. Qual o seu Rendimento (líquido mensal em Euros)?

0-560	<input type="text"/>
561-1000	<input type="text"/>
1001-2000	<input type="text"/>
2001-2500	<input type="text"/>
Mais de 2500	<input type="text"/>
Não sabe/Não responde	<input type="text"/>

Q11. Qual o seu Agregado Familiar?

1	<input type="text"/>
2	<input type="text"/>
3	<input type="text"/>
4	<input type="text"/>
5	<input type="text"/>
6	<input type="text"/>
Mais de 6	<input type="text"/>

Q12. Onde reside?

Área Metropolitana de Lisboa	<input type="text"/>
Área Metropolitana de Porto	<input type="text"/>
Concelho	<input type="text"/>

Appendix B- Exploratory factor analysis - Study 1

10 ITEMS solution

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.905
Bartlett's Test of Sphericity	Approx. Chi-Square	3,173.478
	df	45
	Sig.	.000

Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings ^a
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	5.023	50.233	50.233	5.023	50.233	50.233	4.687
2	1.142	11.418	61.651	1.142	11.418	61.651	3.115
3	.772	7.718	69.369				
4	.654	6.539	75.908				
5	.524	5.245	81.153				
6	.501	5.010	86.162				
7	.419	4.186	90.348				
8	.369	3.692	94.040				
9	.319	3.187	97.227				
10	.277	2.773	100.000				

Extraction Method: Principal Component Analysis.

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

Structure Matrix

	Component	
	1	2
Q2.6 Não é correto comprar frutas e legumes estrangeiros, porque retira postos de trabalho aos produtores portugueses	.849	.390
Q2.11 Os Portugueses não devem comprar frutas e legumes estrangeiros, porque isso prejudica as empresas portuguesas e causa desemprego	.846	.418
Q2.17 Os consumidores portugueses que compram frutas e legumes produzidos noutros países são responsáveis por colocar os seus concidadãos portugueses no desemprego	.813	.284
Q2.7 O verdadeiro português deve comprar sempre frutas e legumes produzidos em Portugal	.806	.484
Q2.8 Devemos comprar frutas e legumes produzidos em Portugal em vez de ajudar a enriquecer países estrangeiros	.745	.504
Q2.5 Comprar frutas e legumes estrangeiros não é ser bom português	.741	.342
Q2.4 Frutas e legumes Portugueses, primeiro, último e acima de tudo	.471	.769
Q2.2 Somente as frutas e legumes que não são produzidos em Portugal devem ser importados	.227	.753
Q2.13 Pode custar-me a longo prazo, mas eu prefiro apoiar as frutas e legumes portuguesas	.470	.722
Q2.16 De países estrangeiros devemos comprar somente aquelas frutas e legumes que não podemos produzir dentro do nosso próprio país	.585	.649

Extraction Method: Principal Component Analysis.

Rotation Method: Oblimin with Kaiser Normalization.

9 ITEMS Solution.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,899
Bartlett's Test of Sphericity	Approx. Chi-Square	2801,372
	df	36
	Sig.	,000

Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings ^a
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	4,612	51,241	51,241	4,612	51,241	51,241	4,378
2	1,113	12,365	63,606	1,113	12,365	63,606	2,653
3	,756	8,398	72,004				
4	,561	6,232	78,236				
5	,524	5,826	84,062				
6	,453	5,031	89,093				
7	,370	4,113	93,206				
8	,328	3,641	96,848				
9	,284	3,152	100,000				

Extraction Method: Principal Component Analysis.

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

Structure Matrix

	Component	
	1	2
Q2.6 Não é correto comprar frutas e legumes estrangeiros, porque retira postos de trabalho aos produtores portugueses	,851	,365
Q2.11 Os Portugueses não devem comprar frutas e legumes estrangeiros, porque isso prejudica as empresas portuguesas e causa desemprego	,844	,366
Q2.17 Os consumidores portugueses que compram frutas e legumes produzidos noutros países são responsáveis por colocar os seus concidadãos portugueses no desemprego	,812	,256
Q2.7 O verdadeiro português deve comprar sempre frutas e legumes produzidos em Portugal	,808	,476
Q2.8 Devemos comprar frutas e legumes produzidos em Portugal em vez de ajudar a enriquecer países estrangeiros	,751	,493
Q2.5 Comprar frutas e legumes estrangeiros não é ser bom português	,744	,349
Q2.4 Frutas e legumes Portugueses, primeiro, último e acima de tudo	,481	,803
Q2.2 Somente as frutas e legumes que não são produzidos em Portugal devem ser importados	,233	,773
Q2.13 Pode custar-me a longo prazo, mas eu prefiro apoiar as frutas e legumes portuguesas	,476	,698

Extraction Method: Principal Component Analysis.

Rotation Method: Oblimin with Kaiser Normalization.

Appendix C- Confirmatory Factor Analysis - Study 1

Single-factor Model

Model Fit Summary

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,100	,916	,860	,549
Saturated model	,000	1,000		
Independence model	,925	,372	,215	,298

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,904	,872	,913	,883	,912
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,750	,678	,684
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,114	,102	,126	,000
Independence model	,332	,322	,343	,000

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
CET4 <--- CET	,810
CET7 <--- CET	,805
CET10 <--- CET	,735
CET5 <--- CET	,783
CET6 <--- CET	,727
CET3 <--- CET	,681
CET2 <--- CET	,539
CET1 <--- CET	,331
CET8 <--- CET	,516

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
CET	1,618	,129	12,586	***	par_9
e1	,845	,057	14,818	***	par_10
e2	,796	,053	14,974	***	par_11
e3	1,147	,070	16,328	***	par_12
e4	,985	,064	15,490	***	par_13
e5	,942	,057	16,433	***	par_14
e6	1,717	,101	16,959	***	par_15
e7	,719	,040	17,878	***	par_16
e8	2,049	,111	18,449	***	par_17
e9	,923	,051	17,972	***	par_18

Matrices (Group number 1 - Default model)

Factor Score Weights (Group number 1 - Default model)

	CET8	CET1	CET2	CET3	CET6	CET5	CET10	CET7	CET4
CET	,077	,030	,092	,087	,134	,155	,124	,186	,184

Standardized Total Effects (Group number 1 - Default model)

	CET
CET8	,516
CET1	,331
CET2	,539
CET3	,681
CET6	,727
CET5	,783
CET10	,735
CET7	,805
CET4	,810

Standardized Direct Effects (Group number 1 - Default model)

	CET
CET8	,516
CET1	,331
CET2	,539
CET3	,681
CET6	,727
CET5	,783
CET10	,735
CET7	,805
CET4	,810

2-factor model: Hard and Soft ethnocentrism

Model Fit Summary

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,077	,951	,915	,550
Saturated model	,000	1,000		
Independence model	,925	,372	,215	,298

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,944	,923	,953	,935	,953
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,722	,682	,688
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,085	,072	,098	,000
Independence model	,332	,322	,343	,000
Independence model	4,056	3,812	4,310	4,056

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
CET4 <--- HE	,817
CET7 <--- HE	,809
CET10 <--- HE	,745
CET5 <--- HE	,781
CET6 <--- HE	,721
CET3 <--- HE	,683
CET2 <--- SE	,751
CET1 <--- SE	,476
CET8 <--- SE	,649

Covariances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
HE <--> SE	,675	,059	11,374	***	par_8

Correlations: (Group number 1 - Default model)

	Estimate
HE <--> SE	,697

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
HE	1,643	,129	12,717	***	par_9
SE	,571	,061	9,437	***	par_10
e6	,820	,056	14,530	***	par_11
e5	,780	,053	14,754	***	par_12
e4	1,112	,069	16,126	***	par_13
e3	,992	,064	15,448	***	par_14
e2	,960	,058	16,458	***	par_15
e1	1,708	,101	16,896	***	par_16
e9	,442	,043	10,295	***	par_17
e8	1,780	,106	16,867	***	par_18
e7	,728	,052	13,913	***	par_19

Matrices (Group number 1 - Default model)

Factor Score Weights (Group number 1 - Default model)

	CET8	CET1	CET2	CET3	CET6	CET5	CET10	CET7	CET4
SE	,185	,075	,316	,017	,025	,030	,025	,037	,037
HE	,040	,016	,069	,090	,134	,158	,133	,196	,197

Standardized Total Effects (Group number 1 - Default model)

	SE	HE
CET8	,649	,000
CET1	,476	,000
CET2	,751	,000
CET3	,000	,683
CET6	,000	,721
CET5	,000	,781
CET10	,000	,745
CET7	,000	,809
CET4	,000	,817

Standardized Direct Effects (Group number 1 - Default model)

	SE	HE
CET8	,649	,000
CET1	,476	,000
CET2	,751	,000
CET3	,000	,683
CET6	,000	,721
CET5	,000	,781
CET10	,000	,745
CET7	,000	,809
CET4	,000	,817

Appendix D- Single Factor Model - Study 2

Model Fit Summary

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,317	,505	,373	,398
Saturated model	,000	1,000		
Independence model	,735	,211	,118	,189

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,563	,504	,570	,512	,569
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,882	,496	,502
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

RMSEA

Model	RMSEALO	HI 90	PCLOSE
Default model	,218	,212	,223
Independence model	,312	,306	,317

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
Q5.1_a <--- F1	,637
Q5.2_a <--- F1	,783
Q5.3_a <--- F1	,839
Q5.5_a <--- F1	,691
Q4.1_a <--- F1	,687
Q4.2_a <--- F1	,695
Q4.3_a <--- F1	,671
Q3.1_a <--- F1	,755
Q3.2_a <--- F1	,776
Q6.1_a <--- F1	,770
Q6.2_a <--- F1	,820
Q6.4_a <--- F1	,755
CET4 <--- F1	,483
CET7 <--- F1	,574
CET10 <--- F1	,353
CET5 <--- F1	,492
CET6 <--- F1	,553
CET3 <--- F1	,330

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
F1	,498	,054	9,220	***	par_18
e7	1,097	,062	17,827	***	par_19
e6	1,117	,063	17,705	***	par_20
e5	1,156	,065	17,746	***	par_21
e12	,463	,027	17,289	***	par_22
e11	,313	,019	16,520	***	par_23
e10	,401	,023	17,149	***	par_24
e4	,746	,042	17,727	***	par_25
e3	,280	,017	16,169	***	par_26
e2	,440	,026	17,017	***	par_27
e9	,382	,022	17,093	***	par_28
e8	,368	,021	17,290	***	par_29
e1	,730	,041	17,973	***	par_30

	Estimate	S.E.	C.R.	P	Label
e18	2,852	,154	18,565	***	par_31
e17	1,390	,076	18,230	***	par_32
e16	1,930	,105	18,357	***	par_33
e15	2,184	,118	18,544	***	par_34
e14	1,515	,083	18,175	***	par_35
e13	1,889	,103	18,374	***	par_36

Matrices (Group number 1 - Default model)

Standardized Total Effects (Group number 1 - Default model)

	F1
CET4	,483
CET7	,574
CET10	,353
CET5	,492
CET6	,553
CET3	,330
Q5.1_a	,637
Q3.1_a	,755
Q3.2_a	,776
Q5.2_a	,783
Q5.3_a	,839
Q5.5_a	,691
Q6.1_a	,770
Q6.2_a	,820
Q6.4_a	,755
Q4.1_a	,687
Q4.2_a	,695
Q4.3_a	,671

Standardized Direct Effects (Group number 1 - Default model)

	F1
CET4	,483
CET7	,574
CET10	,353
CET5	,492
CET6	,553
CET3	,330
Q5.1_a	,637
Q3.1_a	,755
Q3.2_a	,776
Q5.2_a	,783
Q5.3_a	,839

	F1
Q5.5_a	,691
Q6.1_a	,770
Q6.2_a	,820
Q6.4_a	,755
Q4.1_a	,687
Q4.2_a	,695
Q4.3_a	,671

Appendix E- Confirmatory Factor Analysis - Study 2

Structural Model Fit Summary

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,148	,888	,841	,628
Saturated model	,000	1,000		
Independence model	,735	,211	,118	,189

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,932	,914	,943	,928	,943
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,791	,737	,746
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,084	,078	,090	,000
Independence model	,312	,306	,317	,000

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Standardized Regression Weights: (Group number 1 - Default model)

		Estimate
ATTDD	<--- HE	,671
SuBN	<--- HE	,630
PBCNTRL	<--- HE	,709
INTT	<--- SuBN	,005
INTT	<--- ATTDD	,212
INTT	<--- HE	-,107
INTT	<--- PBCNTRL	,782
Q4.3_a	<--- SuBN	,905
Q4.2_a	<--- SuBN	,989
Q4.1_a	<--- SuBN	,945
Q6.4_a	<--- INTT	,891
Q6.2_a	<--- INTT	,957
Q6.1_a	<--- INTT	,874
Q5.5_a	<--- PBCNTRL	,725
Q5.3_a	<--- PBCNTRL	,902
Q5.2_a	<--- PBCNTRL	,798
Q3.2_a	<--- ATTDD	,896
Q3.1_a	<--- ATTDD	,927
Q5.1_a	<--- PBCNTRL	,663
CET3	<--- HE	,530
CET6	<--- HE	,733
CET5	<--- HE	,721
CET10	<--- HE	,554
CET7	<--- HE	,756
CET4	<--- HE	,697

Matrices (Group number 1 - Default model)

Standardized Total Effects (Group number 1 - Default model)

	HE	ATTDD	PBCNTRL	SuBN	INTT
ATTDD	,671	,000	,000	,000	,000
PBCNTRL	,709	,000	,000	,000	,000
SuBN	,630	,000	,000	,000	,000
INTT	,593	,212	,782	,005	,000
CET4	,697	,000	,000	,000	,000
CET7	,756	,000	,000	,000	,000
CET10	,554	,000	,000	,000	,000
CET5	,721	,000	,000	,000	,000
CET6	,733	,000	,000	,000	,000
CET3	,530	,000	,000	,000	,000
Q5.1_a	,470	,000	,663	,000	,000
Q3.1_a	,621	,927	,000	,000	,000
Q3.2_a	,601	,896	,000	,000	,000
Q5.2_a	,566	,000	,798	,000	,000
Q5.3_a	,640	,000	,902	,000	,000
Q5.5_a	,514	,000	,725	,000	,000
Q6.1_a	,519	,186	,684	,005	,874
Q6.2_a	,568	,203	,749	,005	,957
Q6.4_a	,528	,189	,697	,005	,891
Q4.1_a	,595	,000	,000	,945	,000
Q4.2_a	,623	,000	,000	,989	,000
Q4.3_a	,570	,000	,000	,905	,000

Standardized Direct Effects (Group number 1 - Default model)

	HE	ATTDD	PBCNTRL	SuBN	INTT
ATTDD	,671	,000	,000	,000	,000
PBCNTRL	,709	,000	,000	,000	,000
SuBN	,630	,000	,000	,000	,000
INTT	-,107	,212	,782	,005	,000
CET4	,697	,000	,000	,000	,000
CET7	,756	,000	,000	,000	,000
CET10	,554	,000	,000	,000	,000
CET5	,721	,000	,000	,000	,000
CET6	,733	,000	,000	,000	,000
CET3	,530	,000	,000	,000	,000
Q5.1_a	,000	,000	,663	,000	,000
Q3.1_a	,000	,927	,000	,000	,000
Q3.2_a	,000	,896	,000	,000	,000

	HE	ATTDD	PBCNTRL	SuBN	INTT
Q5.2_a	,000	,000	,798	,000	,000
Q5.3_a	,000	,000	,902	,000	,000
Q5.5_a	,000	,000	,725	,000	,000
Q6.1_a	,000	,000	,000	,000	,874
Q6.2_a	,000	,000	,000	,000	,957
Q6.4_a	,000	,000	,000	,000	,891
Q4.1_a	,000	,000	,000	,945	,000
Q4.2_a	,000	,000	,000	,989	,000
Q4.3_a	,000	,000	,000	,905	,000

Standardized Indirect Effects (Group number 1 - Default model)

	HE	ATTDD	PBCNTRL	SuBN	INTT
ATTDD	,000	,000	,000	,000	,000
PBCNTRL	,000	,000	,000	,000	,000
SuBN	,000	,000	,000	,000	,000
INTT	,700	,000	,000	,000	,000
CET4	,000	,000	,000	,000	,000
CET7	,000	,000	,000	,000	,000
CET10	,000	,000	,000	,000	,000
CET5	,000	,000	,000	,000	,000
CET6	,000	,000	,000	,000	,000
CET3	,000	,000	,000	,000	,000
Q5.1_a	,470	,000	,000	,000	,000
Q3.1_a	,621	,000	,000	,000	,000
Q3.2_a	,601	,000	,000	,000	,000
Q5.2_a	,566	,000	,000	,000	,000
Q5.3_a	,640	,000	,000	,000	,000
Q5.5_a	,514	,000	,000	,000	,000
Q6.1_a	,519	,186	,684	,005	,000
Q6.2_a	,568	,203	,749	,005	,000
Q6.4_a	,528	,189	,697	,005	,000
Q4.1_a	,595	,000	,000	,000	,000
Q4.2_a	,623	,000	,000	,000	,000
Q4.3_a	,570	,000	,000	,000	,000

Standardized Regression Weights: (Group number 1 - Default model)

Parameter		Estimate	Lower	Upper	P
ATTDD	<--- HE	,671	,594	,749	,002
SuBN	<--- HE	,630	,569	,684	,001
PBCNTRL	<--- HE	,709	,631	,783	,002
INTT	<--- SuBN	,005	-,050	,061	,860
INTT	<--- ATTDD	,212	,140	,287	,001
INTT	<--- HE	-,107	-,214	-,025	,031
INTT	<--- PBCNTRL	,782	,709	,858	,001
Q4.3_a	<--- SuBN	,905	,893	,918	,001
Q4.2_a	<--- SuBN	,989	,983	,994	,001
Q4.1_a	<--- SuBN	,945	,936	,953	,001
Q6.4_a	<--- INTT	,891	,866	,912	,001
Q6.2_a	<--- INTT	,957	,940	,973	,001
Q6.1_a	<--- INTT	,874	,854	,893	,001
Q5.5_a	<--- PBCNTRL	,725	,692	,759	,001
Q5.3_a	<--- PBCNTRL	,902	,883	,920	,001
Q5.2_a	<--- PBCNTRL	,798	,768	,822	,002
Q3.2_a	<--- ATTDD	,896	,877	,912	,001
Q3.1_a	<--- ATTDD	,927	,910	,942	,001
Q5.1_a	<--- PBCNTRL	,663	,624	,701	,001
CET3	<--- HE	,530	,456	,588	,001
CET6	<--- HE	,733	,679	,770	,001
CET5	<--- HE	,721	,657	,763	,001
CET10	<--- HE	,554	,481	,613	,001
CET7	<--- HE	,756	,701	,798	,001
CET4	<--- HE	,697	,633	,744	,001

Total Effects - Two Tailed Significance (BC) (Group number 1 - Default model)

	HE	ATTDD	PBCNTRL	SuBN	INTT
ATTDD	,001
PBCNTRL	,001
SuBN	,001
INTT	,001	,001	,001	,858	...
CET4	,001
CET7	,001
CET10	,001
CET5	,001
CET6	,001
CET3
Q5.1_a	,001
Q3.1_a	,001

	HE	ATTDD	PBCNTRL	SuBN	INTT
Q3.2_a	,001
Q5.2_a	,001	...	,001
Q5.3_a	,001	...	,001
Q5.5_a	,001	...	,001
Q6.1_a	,001	,001	,001	,862	,001
Q6.2_a	,001	,001	,001	,860	,001
Q6.4_a	,001	,001	,001	,858	...
Q4.1_a	,001
Q4.2_a	,001	,001	...
Q4.3_a	,001	,001	...

Direct Effects - Two Tailed Significance (BC) (Group number 1 - Default model)

	HE	ATTDD	PBCNTRL	SuBN	INTT
ATTDD	,001
PBCNTRL	,001
SuBN	,001
INTT	,029	,001	,001	,858	...
CET4	,001
CET7	,001
CET10	,001
CET5	,001
CET6	,001
CET3
Q5.1_a
Q3.1_a
Q3.2_a
Q5.2_a	,001
Q5.3_a	,001
Q5.5_a	,001
Q6.1_a	,001
Q6.2_a	,001
Q6.4_a
Q4.1_a
Q4.2_a	,001	...
Q4.3_a	,001	...

Indirect Effects - Two Tailed Significance (BC) (Group number 1 - Default model)

	HE	ATTDD	PBCNTRL	SuBN	INTT
ATTDD
PBCNTRL
SuBN
INTT	,001
CET4
CET7
CET10
CET5
CET6
CET3
Q5.1_a	,001
Q3.1_a	,001
Q3.2_a	,001
Q5.2_a	,001
Q5.3_a	,001
Q5.5_a	,001
Q6.1_a	,001	,001	,001	,862	...
Q6.2_a	,001	,001	,001	,860	...
Q6.4_a	,001	,001	,001	,858	...
Q4.1_a	,001
Q4.2_a	,001
Q4.3_a	,001

Appendix F- Descriptive Statistics study 3

Table 6.4 data:

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	INTTni	5.98	700	.935	.035
	INTTrl	5.52	700	1.242	.047

Paired Samples Correlations				
		N	Correlation	Sig.
Pair 1	INTTni & INTTrl	700	.507	<.001

Paired Samples Test									
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	Sig. (2-tailed)
					Lower	Upper			
Pair 1	INTTni- INTTrl	.464	1.113	.042	.382	.547	11.035	699	<.001

Paired Samples Effect Sizes						
		Standardizera	Point Estimate	95% Confidence Interval		
				Lower	Upper	
Pair 1	INTTni - INTTrl	Cohen's d	1.113	.417	.340	.494
		Hedges' correction	1.114	.417	.340	.494

- a. The denominator used in estimating the effect sizes.
 Cohen's d uses the sample standard deviation of the mean difference.
 Hedges' correction uses the sample standard deviation of the mean difference, plus a correction factor.

INTTrrl dimension data

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.111 ^a	.012	.004	1.143	.012	1.485	5	592	.193
2	.273 ^b	.075	.065	1.108	.062	39.809	1	591	<.001

a. Predictors: (Constant), Nivel de Escolaridade, Género, Área Metropolitana, IDADE, INCOME

b. Predictors: (Constant), Nivel de Escolaridade, Género, Área Metropolitana, IDADE, INCOME, HARD

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.707	5	1.941	1.485	.193 ^b
	Residual	773.773	592	1.307		
	Total	783.480	597			
2	Regression	58.538	6	9.756	7.954	<.001 ^c
	Residual	724.942	591	1.227		
	Total	783.480	597			

a. Dependent Variable: INTTrrl

b. Predictors: (Constant), Nivel de Escolaridade, Género, Área Metropolitana, IDADE, INCOME

c. Predictors: (Constant), Nivel de Escolaridade, Género, Área Metropolitana, IDADE, INCOME, HARD

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.890	.343		14.24	<.001
	INCOME	.121	.095	.074	1.269	.205
	Área Metropolitana	.180	.098	.076	1.832	.067
	Género	.024	.102	.010	.233	.816
	IDADE	.059	.041	.068	1.453	.147
	Nível de Escolaridade	-.052	.084	-.038	-.615	.539
2	(Constant)	3.751	.378		9.913	<.001
	INCOME	.079	.093	.049	.857	.392
	Área Metropolitana	.211	.095	.089	2.213	.027
	Género	-.002	.099	-.001	-.024	.981
	IDADE	.013	.040	.015	.313	.754
	Nível de Escolaridade	.031	.083	.023	.373	.709
	HARD	.245	.039	.265	6.309	<.001

a. Dependent Variable: INTTrrl

INTTni dimension data

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.197 ^a	.039	.031	.883	.039	4.801	5	592	<.001
2	.380 ^b	.144	.136	.834	.105	72.782	1	591	<.001

a. Predictors: (Constant), Nível de Escolaridade, Género, Área Metropolitana, IDADE, INCOME

b. Predictors: (Constant), Nível de Escolaridade, Género, Área Metropolitana, IDADE, INCOME, HARD

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.734	5	3.747	4.801	<.001 ^b
	Residual	462.049	592	.780		
	Total	480.783	597			
2	Regression	69.396	6	11.566	16.616	<.001 ^c
	Residual	411.387	591	.696		
	Total	480.783	597			

a. Dependent Variable: INTTni

b. Predictors: (Constant), Nível de Escolaridade, Género, Área Metropolitana, IDADE, INCOME

c. Predictors: (Constant), Nível de Escolaridade, Género, Área Metropolitana, IDADE, INCOME, HARD

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.134	.265		19.350	<.001
	INCOME	.009	.074	.007	.121	.904
	Área Metropolitana	.187	.076	.101	2.465	.014
	Género	-.077	.079	-.040	-.974	.330
	IDADE	.126	.031	.185	3.988	<.001
	Nível de Escolaridade	.100	.065	.093	1.531	.126
2	(Constant)	3.973	.285		13.937	<.001
	INCOME	-.034	.070	-.026	-.481	.631
	Área Metropolitana	.218	.072	.118	3.045	.002
	Género	-.104	.075	-.054	-1.388	.166
	IDADE	.078	.030	.115	2.580	.010
	Nível de Escolaridade	.184	.062	.172	2.953	.003
	HARD	.250	.029	.344	8.531	<.001

a. Dependent Variable: INTTni

Appendix G- Confirmatory Factor Analysis - Study 3

Measurement Model Fit Summary

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,078	,960	,936	,603
Saturated model	,000	1,000		
Independence model	,786	,314	,189	,265

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,977	,969	,983	,977	,983
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,742	,725	,730
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,061	,051	,070	,034
Independence model	,402	,394	,410	,000

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
INTcr <--- INTT	,604
INTen <--- INTT	,828
Q6.4_a <--- INTen	,859

	Estimate
Q6.2_a <--- INTen	,913
Q6.1_a <--- INTen	,921
CET3 <--- HE	,676
CET6 <--- HE	,718
CET5 <--- HE	,768
CET10 <--- HE	,747
CET7 <--- HE	,821
CET4 <--- HE	,821
Q6.1_b <--- INTcr	,946
Q6.2_b <--- INTcr	,966
Q6.4_b <--- INTcr	,896

Covariances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
HE <--> INTT	,414	,049	8,401	***	par_13
e3c <--> e2c	,239	,018	13,351	***	par_10
e3b <--> e2b	,078	,012	6,629	***	par_11
e3a <--> e2a	,124	,013	9,848	***	par_12

Squared Multiple Correlations: (Group number 1 - Default model)

	Estimate
INTcr	,365
INTen	,686
Q6.4_b	,803
Q6.2_b	,934
Q6.1_b	,895
CET4	,675
CET7	,674
CET10	,558
CET5	,590
CET6	,515
CET3	,457
Q6.1_a	,848
Q6.2_a	,834
Q6.4_a	,737

Matrices (Group number 1 - Default model)

Standardized Total Effects (Group number 1 - Default model)

	INTT	HE	INTcr	INTen
INTcr	,604	,000	,000	,000
INTen	,828	,000	,000	,000
Q6.4_b	,541	,000	,896	,000
Q6.2_b	,584	,000	,966	,000
Q6.1_b	,572	,000	,946	,000
CET4	,000	,821	,000	,000
CET7	,000	,821	,000	,000
CET10	,000	,747	,000	,000
CET5	,000	,768	,000	,000
CET6	,000	,718	,000	,000
CET3	,000	,676	,000	,000
Q6.1_a	,763	,000	,000	,921
Q6.2_a	,756	,000	,000	,913
Q6.4_a	,711	,000	,000	,859

Standardized Direct Effects (Group number 1 - Default model)

	INTT	HE	INTcr	INTen
INTcr	,604	,000	,000	,000
INTen	,828	,000	,000	,000
Q6.4_b	,000	,000	,896	,000
Q6.2_b	,000	,000	,966	,000
Q6.1_b	,000	,000	,946	,000
CET4	,000	,821	,000	,000
CET7	,000	,821	,000	,000
CET10	,000	,747	,000	,000
CET5	,000	,768	,000	,000
CET6	,000	,718	,000	,000
CET3	,000	,676	,000	,000
Q6.1_a	,000	,000	,000	,921
Q6.2_a	,000	,000	,000	,913
Q6.4_a	,000	,000	,000	,859

Standardized Indirect Effects (Group number 1 - Default model)

	INTT	HE	INTcr	INTen
INTcr	,000	,000	,000	,000
INTen	,000	,000	,000	,000
Q6.4_b	,541	,000	,000	,000
Q6.2_b	,584	,000	,000	,000
Q6.1_b	,572	,000	,000	,000

	INTT	HE	INTcr	INTen
CET4	,000	,000	,000	,000
CET7	,000	,000	,000	,000
CET10	,000	,000	,000	,000
CET5	,000	,000	,000	,000
CET6	,000	,000	,000	,000
CET3	,000	,000	,000	,000
Q6.1_a	,763	,000	,000	,000
Q6.2_a	,756	,000	,000	,000
Q6.4_a	,711	,000	,000	,000

Structural Model Fit Summary

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,078	,960	,936	,603
Saturated model	,000	1,000		
Independence model	,786	,314	,189	,265

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,977	,969	,983	,977	,983
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,742	,725	,730
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,061	,051	,070	,034
Independence model	,402	,394	,410	,000

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
INTT <--- HE	,462
INTcr <--- INTT	,604
INTen <--- INTT	,828
Q6.4_a <--- INTen	,859
Q6.2_a <--- INTen	,913
Q6.1_a <--- INTen	,921
CET3 <--- HE	,676
CET6 <--- HE	,718
CET5 <--- HE	,768
CET10 <--- HE	,747
CET7 <--- HE	,821
CET4 <--- HE	,821
Q6.1_b <--- INTcr	,946
Q6.2_b <--- INTcr	,966
Q6.4_b <--- INTcr	,896

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
HE	1,462	,150	9,727	***	par_14
e1	,433	,045	9,718	***	par_15
e3	,251	,041	6,181	***	par_16
e2	,956	,066	14,493	***	par_17
e3c	,285	,019	14,826	***	par_18
e3b	,158	,014	11,116	***	par_19
e3a	,148	,014	10,551	***	par_20
e4	1,740	,103	16,913	***	par_21
e5	,970	,059	16,438	***	par_22
e6	1,044	,067	15,620	***	par_23
e7	1,102	,069	15,998	***	par_24
e8	,737	,052	14,252	***	par_25
e9	,801	,056	14,238	***	par_26
e2a	,177	,016	11,337	***	par_27
e2b	,112	,014	7,842	***	par_28
e2c	,339	,022	15,661	***	par_29

Matrices (Group number 1 - Default model)

Standardized Total Effects (Group number 1 - Default model)

	HE	INTT	INTcr	INTen
INTT	,462	,000	,000	,000
INTcr	,279	,604	,000	,000
INTen	,383	,828	,000	,000
Q6.4_b	,250	,541	,896	,000
Q6.2_b	,270	,584	,966	,000
Q6.1_b	,264	,572	,946	,000
CET4	,821	,000	,000	,000
CET7	,821	,000	,000	,000
CET10	,747	,000	,000	,000
CET5	,768	,000	,000	,000
CET6	,718	,000	,000	,000
CET3	,676	,000	,000	,000
Q6.1_a	,353	,763	,000	,921
Q6.2_a	,350	,756	,000	,913
Q6.4_a	,329	,711	,000	,859

Standardized Direct Effects (Group number 1 - Default model)

	HE	INTT	INTcr	INTen
INTT	,462	,000	,000	,000
INTcr	,000	,604	,000	,000
INTen	,000	,828	,000	,000
Q6.4_b	,000	,000	,896	,000
Q6.2_b	,000	,000	,966	,000
Q6.1_b	,000	,000	,946	,000
CET4	,821	,000	,000	,000
CET7	,821	,000	,000	,000
CET10	,747	,000	,000	,000
CET5	,768	,000	,000	,000
CET6	,718	,000	,000	,000
CET3	,676	,000	,000	,000
Q6.1_a	,000	,000	,000	,921
Q6.2_a	,000	,000	,000	,913
Q6.4_a	,000	,000	,000	,859

Standardized Indirect Effects (Group number 1 - Default model)

	HE	INTT	INTcr	INTen
INTT	,000	,000	,000	,000
INTcr	,279	,000	,000	,000
INTen	,383	,000	,000	,000

	HE	INTT	INTcr	INTen
Q6.4_b	,250	,541	,000	,000
Q6.2_b	,270	,584	,000	,000
Q6.1_b	,264	,572	,000	,000
CET4	,000	,000	,000	,000
CET7	,000	,000	,000	,000
CET10	,000	,000	,000	,000
CET5	,000	,000	,000	,000
CET6	,000	,000	,000	,000
CET3	,000	,000	,000	,000
Q6.1_a	,353	,763	,000	,000
Q6.2_a	,350	,756	,000	,000
Q6.4_a	,329	,711	,000	,000

Appendix H- “Clube de Produtores Continente” (Sonae) statement and label



Quando vamos às compras, queremos trazer para casa produtos de grande qualidade e de produção nacional. Comprar o que é nacional é contribuir para ajudar os produtores portugueses e a nossa economia.

A qualidade e autenticidade das nossas frutas, legumes, queijos e enchidos, pães e pastelaria tradicionais, carne e peixe é garantida pela equipa técnica do Clube de Produtores Continente, uma plataforma da SONAE MC e que tem como objetivo o apoio à produção nacional. O Clube foi criado em 1998 e as suas ações passam por apoiar os produtos portugueses e garantir que, nas lojas Continente, encontra produtos de origem nacional, de qualidade, inovadores e cada dia mais sustentáveis.

O Clube de Produtores Continente tem vindo a trabalhar em prol do setor agropecuário nacional, partilhando conhecimento, fomentando o desenvolvimento regional, potenciando projetos inovadores e garantindo que, diariamente, os seus produtos são produzidos de acordo com as melhores práticas agrícolas e respeitando o bem-estar animal.



Appendix I- “Programa origens” (Intermarché) statement and labels



PROGRAMA DE INCENTIVO À PRODUÇÃO NACIONAL

O **Programa Origens** é um programa exclusivo do Intermarché de **apoio à produção nacional**. Criado há mais de 20 anos, hoje **apoia 700 produtores nacionais**, ajudando a **desenvolver mais de 300 produtos genuinamente portugueses**.

Este apoio, permite-nos levar a todo o país os melhores sabores da nossa terra, aos melhores preços. Oferecer qualidade a baixo preço é o nosso objetivo, mas desempenhar um papel ativo na comunidade onde marcamos presença, é para nós uma obrigação.

Ao apoiarmos os produtores locais estamos a contribuir para o desenvolvimento regional e também a possibilitar o acesso a produtos regionais a todos os nossos clientes.

Apoiar os produtores nacionais, é apoiar Portugal.

[VER FILME](#)

MISSÃO

- x Apoiar e incentivar a produção nacional;
- x Impulsionar o desenvolvimento das economias regionais;
- x Criar bases para uma agricultura sustentável;
- x Facilitar o acesso dos consumidores a produtos nacionais, de qualidade, a preços baixos.



Appendix J- Programa “Da minha Terra” (Lidl) statement and label



Na sequência do projeto 'Da Minha Terra', a iniciativa lançada no final de setembro do ano passado em contexto de pandemia para apoiar produtores portugueses, o Lidl selecionou 46 artigos regionais, alargando a sua rede de fornecedores nacionais, com a integração de 35 novos fornecedores nas áreas de Charcutaria, Queijos, Doces e Bolos Secos.

Provenientes das mais variadas regiões de norte a sul do país, os 35 novos fornecedores destacaram-se - entre os cerca de 70 candidatos que apresentaram em dezembro os seus produtos, de forma presencial, num formato de *pitch*, - pela qualidade e excelência dos seus produtos, e também pela sua ambição de crescer e inovar. Revelar o que de melhor se faz em Portugal, dando a provar aos seus clientes 46 novos produtos regionais destes novos fornecedores, é agora o próximo passo a ser dado pelo Lidl, com a disponibilização dos produtos a nível regional ou nacional nas suas mais de 260 lojas, dependendo da capacidade de fornecimento do produtor e da aceitação por parte dos clientes.



Appendix L- Programa “Local” (Auchan) statement and label



O nosso compromisso:

Somos Militantes do Local!

Estamos ao lado dos pequenos produtores há mais de 25 anos. Promovemos uma cultura de colaboração e crescimento mútuo porque temos um enorme respeito pelos negócios dos nossos produtores, garantindo que todos colhem os frutos do seu trabalho. Desde pequenos produtores a cooperativas, trabalhamos em conjunto para conseguir os produtos mais frescos e com maior qualidade, 100% portugueses.

Sempre que vir o símbolo “Local” significa que a Auchan aposta nos produtores da zona de influência das suas lojas (raio 50 km). Garantimos o fornecimento de produtos com identidade ou receita local, artigos tipicamente consumidos pelo cliente residente na área de influência da loja.

Comprar Portugêses

Proteger a produção nacional com uma relação comercial justa com os produtores e manter a viabilidade dos postos de trabalho é também um dos nossos principais objetivos.

Produtos de origem controlada



Estes produtos são resultado de parcerias duráveis e equilibradas, que permitem oferecer produtos bons, saudáveis e com uma rastreabilidade exemplar, que **respeitam o ambiente, o bem-estar animal e a biodiversidade**. Acompanhamos os produtores que com paixão investem o saber fazer tradicional em todos os seus produtos.

Local é a nossa militância!
Um compromisso que levamos bem a sério desde a origem até à casa dos portugueses.

**Junte-se ao movimento,
as suas escolhas importam!**

Militantes do Bom, São e Local
Faça as suas compras em auchan.pt



