

# Using a Mediation Test to Determine the Causes and Effects of Vietnamese City-Based Consumer Patriotism

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## Abstract

This study developed the measurement model of consumer patriotism, proposed by Ngoc and Trong (2018), in the context of Vietnamese city-based consumers. In addition to testing the stability of the measurement model for consumer patriotism, the study focused on investigating the role of cause and effect in consumer patriotism, using the mediation test process of Frazier et al. (2004). The study was conducted in a consumer product context. A random sample of 300 households in Hanoi, the capital of Vietnam, was chosen for collecting data. The results show that patriotism is the cause of consumer patriotism, and consumer patriotism has positive effects on consumer ethnocentrism and consumer domestic product buying behavior. The study results can help improve the effectiveness of campaigns to promote consumption of domestic product.

## Keywords

*Consumer patriotism, consumer ethnocentrism, domestic consumption, mediation test*

## JEL code

*Z13, F52, M00*

## INTRODUCTION

Marketers and policymakers of many countries have used people's affection to promote domestic consumption because it does not involve a tariff barrier, so it does not violate any trade agreement. In Singapore, for example, an incentive program for domestic consumption was introduced by the Singapore government in 1956 and is still actively promoting domestic consumption (2014).<sup>2</sup>

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Another example is the campaign “Vietnamese people give priority to using Vietnamese goods”, which was first launched nationwide by the Vietnam Politburo in 2009. Therefore, researchers are very interested in investigating the emotional bias of consumers for domestic production. In Vietnam, there have been several studies that have focused on this topic: Le, Thi Nguyen and Van Nguyen (2013); Ngoc and Trong (2018); Nguyen, Nguyen and Barrett (2008). The most recent study discovered that patriotism was a factor affecting Vietnamese consumers’ patriotism (Ngoc and Trong, 2018). These two authors redefined the construct of consumer patriotism and developed a measurement model of this construct in the context of a developing country (Vietnam). This measurement model of the construct consumer patriotism was successfully tested by Ngoc and Trong (2018) through two studies; the first used convenience sampling of consumers and the second used random sampling of consumers in Ho Chi Minh city, the most populous city in Vietnam. Ngoc and Trong (2018) also suggested that future studies should increase the practicality of the measurement model of consumer patriotism by adding buying behaviors so that practitioners could gain a better understanding of the role of consumer patriotism. Therefore, in the work presented here, the measurement model of the construct of consumer patriotism of Ngoc and Trong (2018) has been developed in the context of consumer domestic product buying behavior. The domestic product selected for this research was packets of cookies. The authors chose this product because it is a cheap fast-moving consumer good with low value, so it does not require consumers to engage in much consideration when buying it. Also, there is now no significant difference in quality, form, and price between domestic and foreign packets of cookies in the market in Vietnam. Consequently, this limits the effects of unwanted external factors in the consumer purchase decision process.

## 1 LITERATURE SURVEY

### 1.1 Consumer patriotism

All the studies of consumer patriotism (Han, 1988; MacGreg and Wilkinson, 2012; Ngoc and Trong, 2018; Tsai, 2010) have considered consumer patriotism as the belief of consumers that it is the duty of a patriot to buy domestic goods to protect the domestic economy and workers. A different scale of consumer patriotism was developed by Ngoc and Trong (2018). This alternative approach exploited the emotional aspect arising from the consumers’ affection with their mother country and things related to that country.

A term closely related to consumer patriotism is “economic patriotism”. Cliff and Woll (2012a, p. 308) defined economic patriotism as “economic choices which seek to discriminate in favor of particular social groups, firms or sectors understood by the decision-makers as insiders because of their territorial status. Economic patriotism entails a form of economic partiality: a desire to shape market outcomes to privilege the position of certain actors”. According to Cliff and Woll (2012b), in each field, the actors who have privileges are diverse: they may be countries, domestic companies, workers, or domestic consumers. The makers of decisions about economic choices in this definition also vary; they may be consumers, producers, workers, politicians, or policy makers. When Cliff and Woll (2012a) defined the construct of economic patriotism as an economic choice to favor certain groups chosen by the choice makers, they placed this construct within theory of social identity.

According to theory of social identity, people’s self-image includes two parts: personal identity and social identity. Social identity is defined as “part of an individual’s self-concept which derives from his knowledge of his membership of a social group (or groups) together with the emotional significance attached to that membership” (Tajfel, 1974, p. 69). The main point of theory of social identity is that in a society, individuals categorize themselves into groups, then these groups identify themselves through things associated with their own group identity, and which can be distinguished from other groups. The in-group people share the same views, and behaviors toward out-groups through an attitude of cooperation, conflict, prejudice or discrimination in a process called social comparison (Tajfel, 1982).

In a country setting, the mother country is the in-group of a person, while other countries represent out-groups (Shankarmahesh, 2006; Verlegh, 2007). This classification helps create a sense of attachment within the group but also leads to a contrast between the in-group and the out-group, which can lead to barriers and conflicts between the two groups.

This study used the main idea of the definition of consumer patriotism from the empirical studies of Han (1988); MacGregor and Wilkinson (2012); Ngoc and Trong (2018); Tsai (2010) and concretized the nature of social identity in the definition of economic patriotism proposed by Clift and Woll (2012a) to form the improved definition of consumer patriotism: *“consumer patriotism is the consumer biased choices made to support the domestic economy by buying domestic goods to help domestic businesses and workers, and the emotional reasons for that biased choices”*.

## **1.2 Patriotism**

Patriotism is often perceived as a love of one's country and devotion to it, but it can be taken in many forms (Schatz, Staub, Lavine, 1999). Patriotism is not only love but also an individual's concern about the country and a connection to their homeland and its symbols (Berns, 1997).

In theory of social identity, many researchers often use nationalism and patriotism interchangeably. However, these are two concepts that should be separated. Nationalism is people's awareness of national supremacy, a domineering national direction, and low appreciation of other countries. Patriotism refers to a positive feeling for one's own country (Kosterman and Feshbach, 1989).

## **1.3 Consumer ethnocentrism**

Shimp and Sharma (1987) defined consumer ethnocentrism as a unique economic form of ethnocentrism that captures the beliefs of consumers about the appropriateness and morality of purchasing foreign products. Consumers having an ethnocentric attitude consider that the products produced in their own country are good and consider the purchasing of foreign products as wrong because they can adversely affect workers' jobs, restrain the development of domestic businesses, and endanger the economy.

## **1.4 The relationship of patriotism, consumer patriotism, and consumer ethnocentrism**

In theory of social identity, the origin of both consumer ethnocentrism and patriotism arises from the attachment of individuals to their in-group, which in this case is their mother country (Zeugner-Roth et al., 2015). In terms of direction, patriotism is concerned with bias that favors the in-group, but consumer ethnocentrism is a bias against out-groups (Zeugner-Roth et al., 2015). A similar classification is also used for the construct of consumer patriotism. Consumer patriotism is the economically positive bias that is based on an individual's attachment to his/her in-group. Consumer patriotism is only directed toward the relationship with the in-group and not directed toward the out-group, as in consumer ethnocentrism.

From these ideas, the authors of current study would identify the potential relationships between the three constructs of patriotism, consumer patriotism, and consumer ethnocentrism. Although Ngoc and Trong (2018) demonstrated the existence of a causal relationship between these three factors, in the current work, theory of social identity was used for theoretical arguments about the relationship between these three constructs. This was necessary because Frazier et al. (2004) suggested that in the mediation effect test, the relationship between variables should be demonstrated on theoretical grounds.

### **1.4.1 The relationship within two pairs of constructs: patriotism/consumer ethnocentrism and patriotism/consumer patriotism**

According to Johnson (1965), the national identity increases the common identity of the own national people as well as sense of belonging to of people which are in-group (the citizens of this country).

So, the national identity increases both positive bias with people in-group and negative bias with people out-groups (foreigners). In marketing literature, national identity has been discussed using the concept of patriotism (Kim, Yim, Ko, 2013, p. 77) because patriotism is one of the main sources of national identity (Petya and Marco, 2014). Therefore, it can be believed that patriotism is a strong predictor of xenophobic attitude in consumption which is represented by consumer ethnocentrism, and domestic economical bias which is represented by the consumer patriotism. A series of marketing studies related to the consumer ethnocentrism model has demonstrated the existence of a positive relationship between patriotism and consumer ethnocentrism (Auruskeviciene, Vianelli, Reardon, 2012; Dmitrovic, Vida, Reardon 2009; Erdoğan and Burucuoğlu, 2016; Fernández-Ferrín et al., 2015; Ishii, 2009; Ngoc and Trong, 2018; Pentz et al., 2017; Rybina, Reardon, Humphrey, 2010; Shankarmahesh, 2006). The positive relationship between patriotism and consumer patriotism also summarized by the work of Ngoc and Trong (2018) as follows: people who are more patriotic will be more biased towards domestic economic support.

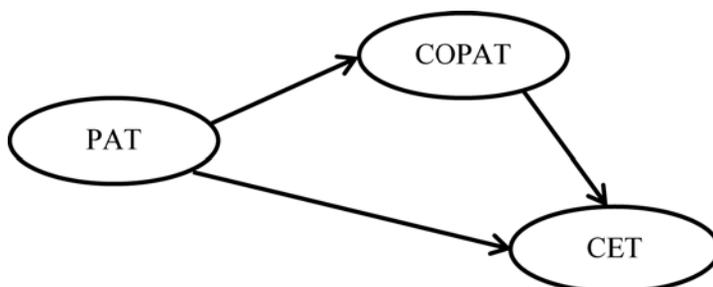
#### **1.4.2 Relationship between consumer patriotism and consumer ethnocentrism**

Consumer ethnocentrism is an out-group bias against foreign countries (Zeugner-Roth et al., 2015), but consumer patriotism is the individual's positive bias for his/her in-group. Therefore, there is potential for these two factors to be positively correlated. In their research on Vietnamese consumers, Ngoc and Trong (2018) demonstrated empirically that consumer patriotism increases the attitude of consumer ethnocentrism.

#### **1.4.3 The simultaneous relationship of patriotism/consumer patriotism/consumer ethnocentrism**

From the arguments above, the authors concluded about the relationship between patriotism (PAT), consumer patriotism (COPAT), and consumer ethnocentrism (CET) that if a person has stronger patriotism, he/she will develop more consumer patriotism, and as a result, his/her consumer ethnocentrism increases. His/her patriotism also directly increases his/her consumer ethnocentrism. These three factors (PAT/COPAT/CET) form a triangular model as shown in Figure 1. In this model, patriotism was the independent variable, consumer patriotism was the mediator variable and ethnocentrism was the dependent variable.

**Figure 1** The triangular model of patriotism /consumer patriotism /consumer ethnocentrism



Source: Own formulation

### **1.5 Domestic consumption**

Ngoc and Trong (2018) proposed that future studies should increase the practicality of the measurement model for consumer patriotism by establishing a research context with buying behavior for specific products. So, in this study, the authors have introduced the construct of domestic consumption (DC) into

the triangular model of the relationships between patriotism/consumer patriotism/consumer ethnocentrism. In this newly developed model, patriotism, consumer patriotism and consumer ethnocentrism are three factors that increase domestic consumption. The reason for establishing this relationship is explained as follows:

Domestic consumption is “conceptualized as activities that buyers perform to deliberately identify and select domestic products and brand” (Vida and Reardon, 2008, p. 36). Verlegh (2007) demonstrated that in the country setting, if the consumer had a high score for national identity, he/she was biased in assessing domestic products and willing to buy domestic products. This means the more patriotic consumers are, the more eager they are to consume domestic goods.

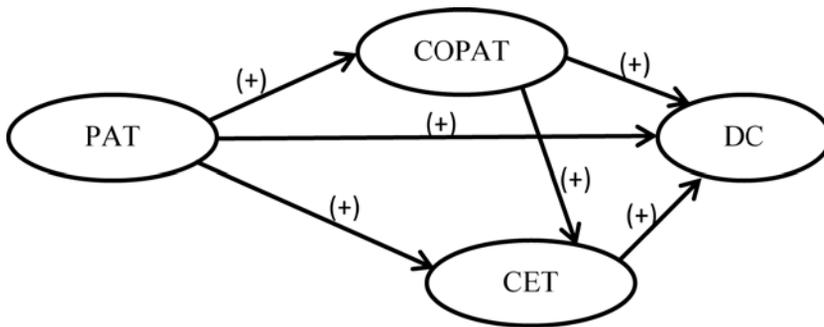
Ethnocentric consumers tend to have a higher appreciation of things that belong to their groups, and a lower appreciation of the things that do not belong to their groups. This leads to a biased evaluation of domestic products and increases their intention to purchase domestic products (Shimp and Sharma, 1987). This means that consumer ethnocentrism and domestic consumption have a positive relationship.

In terms of social identity theory, consumer patriotism increases a person’s tendency to identify domestic people as members of their group, so they become sensitive to the suffering of workers who lose their jobs, or business owners that become bankrupt. This motivates them to protect these victims by consuming domestic goods (Tsai, 2010). Thus, in the current study, the relationship between consumer patriotism and domestic consumption was assumed to be positive.

### 1.6 Study framework and study hypotheses

Based on the arguments above, the conceptual framework shown in Figure 2 was formulated.

Figure 2 Conceptual framework



Source: Own formulation

If these relationships exist, this conceptual framework is a combination of four relationships of the type predictor/mediator/outcome variables. This leads to four hypotheses:

- H<sub>1</sub>: Consumer ethnocentrism plays a mediating role in the relationship between consumer patriotism and domestic consumption.
- H<sub>2</sub>: Consumer patriotism plays a mediating role in the relationship between patriotism and consumer ethnocentrism.
- H<sub>3</sub>: Consumer patriotism plays a mediating role in the relationship between patriotism and domestic consumption.
- H<sub>4</sub>: Consumer ethnocentrism plays a mediating role in the relationship between patriotism and domestic consumption.

## 2 METHODS

### 2.1 Measurement

In this study, there are four constructs need to be measured: patriotism, consumer patriotism, consumer ethnocentrism and domestic consumption. Measuring the first three constructs was based on the work of Ngoc and Trong (2018). Consumer patriotism and consumer ethnocentrism, each was measured with six statements, patriotism was measured with four statements. Domestic consumption was measured with four statement adapted from Vida and Reardon (2008). These statements were revised with results from a focus group with twelve researchers from the Southern Institute of Social Sciences of Vietnam. Five-point Likert-type scale was used and anchored from strongly disagree to strongly agree. Draft questionnaire was pretested with a convenience sample of 100 consumers. The draft questionnaire that passed this trial survey became the final questionnaire.

### 2.2 Sampling

Sampling unit is household. Two-stage sampling was utilized. The sample design used sampling frame from the Vietnam Population Change and Family Planning Survey 2017 of General Statistics Office of Vietnam. Firstly, the list of enumeration areas of the Vietnam Population Change and Family Planning Survey 2017 corresponding to urban districts of Hanoi city was used to randomly select enumeration areas. Secondly, the household list of each chosen enumeration area was used to randomly select a number of households. As a result, a list of 300 households were created. Households were approached for an interview in the evening or at weekends. If no one was at home, the household located next door, on the right, was invited to interview instead. At the end of the survey, 300 completed questionnaires were gathered. Seven questionnaire have more than 15% of the questions left blank. Hair et al. (2014) considered these situations as no answer cases, so these seven questionnaires were discarded leaving 293 complete responses.

### 2.3 Sample size

The authors used the empirical rule of Bollen (1989) for the relationship between sample size and model parameters. This rule states that the relationship of the sample size to the number of parameters must be at least a 5:1 ratio, when using a maximum likelihood estimation of the Structural equation model (SEM). In this study, the research model had 46 parameters (calculation of the parameters of the SEM model is shown in the Annex) and a sample size of 293 cases, giving a ratio of 6.3:1, which complied with the rule of Bollen (1989).

### 2.4 Statistical procedure for testing mediator effects

The authors used statistical test of the mediation effect to test the four research hypotheses. According to Frazier et al. (2004), the mediation test procedure includes four basic steps:

- Step 1: Discussing the relation between causal and result factors. This relation has to be based on previous studies.
- Step 2: Choosing mediator variable. The connection between the causal and mediation factor needs to be discussed at the conceptual level.
- Step 3: Establishing causation. The mediator variable is assumed to be caused by the causal variable and to cause the result variable. Therefore, the conditions for establishing the causation chain need to be considered in the study design.
- Step 4: Implementing mediator test. The null hypothesis of test is stated that the mediation factor does not have a mediation role. Mediation analyses can be performed with either multiple regression or structure equation models (SEM) because both methods have the same logic.

The first three steps of the mediation test procedure were discussed in section Literature review. The fourth step would be presented in next section Results. Wood et al. (2007) advised that when the mediation test is applied to complex models, such as models that include many mediation effects, multiple causal and result factors, or multiple relationships, SEM should be used if the sample size is large enough. Because the sample size for this study was satisfactory as in the above – mentioned sample size section, SEM (with the maximum likelihood estimation, bias corrected bootstrap method) was utilized.

### 3 RESULTS

#### 3.1 Sample profile

The sample comprised 31.1% men ( $n_1 = 91$ ) and 68.9% women ( $n_2 = 202$ ). A total of 58.7% ( $n_1 = 172$ ) of respondents had undergraduate education, 19.5% ( $n_2 = 57$ ) of respondents had graduate-level education or above, and 17.1% ( $n_3 = 50$ ) of respondents had completed high school. The other respondents had a lower education level. A total of 19.1% of the sample ( $n_1 = 56$ ) were 24 years of age or younger, nearly 53.2% ( $n_2 = 156$ ) were aged from 25 to 40, and approximately 24.6% of respondents ( $n_3 = 72$ ) were 41 or over. There were 9 missing values because the respondents refused to give their age.

#### 3.2 Estimating the SEM to evaluate the measurement model and test the hypotheses

A number of researchers use Cronbach's Alpha coefficient and exploratory factor analysis (EFA) for the preliminary assessment of the measurement model of constructs before implementing the SEM. However, Kline (2005, pp. 204–205) argued that it is not entirely appropriate to implement an SEM based on the results of a prior EFA procedure because there is some evidence that the factor structures identified in EFA may become a poor fit when re-evaluated with the confirmatory factor analysis (CFA) procedure of SEM, with the same data.

Henson and Roberts (2006) proposed that when the researcher had a strong priori theory related to the data structure, CFA should be considered as an alternative solution to EFA. Therefore, the authors skipped EFA in this study. Cronbach's Alpha was calculated to consider whether or not to remove items that contributed poorly to the internal consistency of the four- measurement model of constructs. The value of Cronbach's Alpha  $\geq 0.7$  showed that all items used to measure the constructs were valid (Hair et al., 2010). In addition, Nunnally and Bernstein (1994) proposed that an item with an item-total correlation value  $> 0.3$  can be retained in the scale because it contributes to the internal consistency of the scale. Based on these criteria, it can be seen in Table 1 that all the items that have been designed for each scale of the construct were satisfactory for SEM analysis. The SEM diagram of the research was shown in Figure 3.

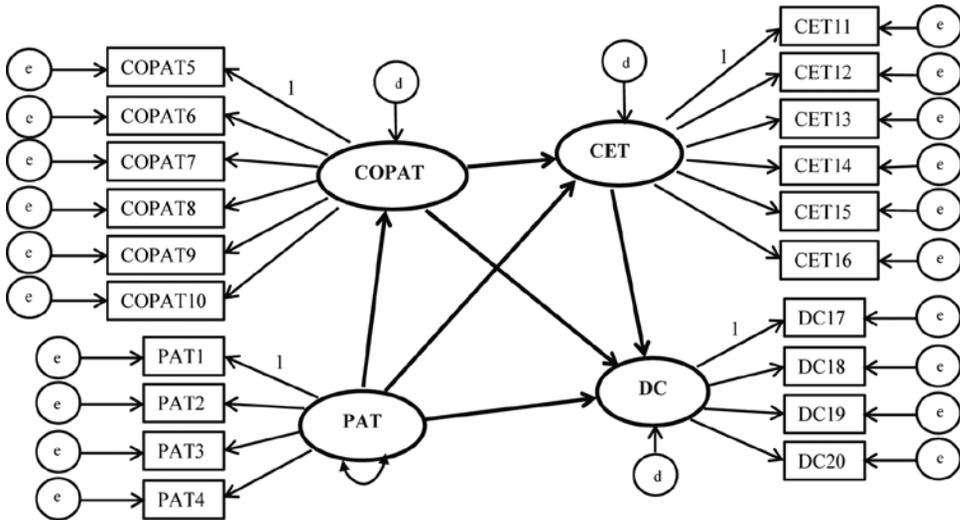
The analysis of SEM was conducted using the AMOS 20 software package. The results of this first analysis were used to evaluate the standardized factor loading of the CFA model. Kline (2011, p. 231) said that it is ideal if the researcher has standardized loading factor (FL) with values  $\geq 0.7$ . Table 1 shows that only two indicators of the construct Consumer ethnocentrism had FL  $< 0.7$  (0.642 and 0.615, respectively), but they both had very small p-values, indicating that they explained significantly the latent factor Consumer ethnocentrism. Consequently, the authors decided to maintain all the items of the consumer ethnocentrism scale to protect the content validity of the measurement model of consumer ethnocentrism.

**Table 1** Item – total correlation, Cronbach's Alpha, factor loading and significance of items for constructs

Id	Factor	Content of item	Item – total correlation	Alpha if item deleted	Factor loading (FL)	p-value
1	Patriotism	Being a Vietnamese citizen means a lot to me	0.776	0.911	0.804	
2		I am proud to be a Vietnamese citizen	0.855	0.884	0.904	***
3		When a foreign person praises Vietnam, I feel like they praise me	0.813	0.899	0.857	***
4		I feel strong ties with Vietnam	0.830	0.894	0.879	***
Cronbach's Alpha = 0.921; CR = 0.80; AVE = 0.74						
5	Consumer Patriotism	I buy Vietnamese goods to express the beauty of Vietnamese consumption	0.757	0.922	0.805	
6		I buy Vietnamese goods because I am Vietnamese	0.850	0.910	0.880	***
7		I feel ethnic pride every time I use Vietnamese goods	0.825	0.913	0.866	***
8		I will buy Vietnamese goods to express my patriotism	0.837	0.912	0.872	***
9		I buy Vietnamese goods to help domestic enterprises increase their competitiveness	0.800	0.916	0.822	***
10		I buy Vietnamese goods to contribute to creating jobs and generating income for the local labor	0.715	0.927	0.727	***
Cronbach's Alpha = 0.930; CR = 0.86; AVE = 0.69						
11	Consumer ethnocentrism	Buying imported products causes Vietnamese people to lose their jobs	0.763	0.891	0.826	
12		Buying imported products helps foreign nations get rich	0.824	0.882	0.903	***
13		Buying imported products damages local businesses	0.828	0.881	0.897	***
14		Buying imported products is not a correct activity for the Vietnamese	0.781	0.888	0.807	***
15		We should buy imported products only when those products cannot be obtained within our country	0.659	0.905	0.642	***
16		True Vietnamese people should buy domestic products	0.637	0.909	0.615	***
Cronbach's Alpha = 0.909; CR = 0.85; AVE = 0.62						
17	Domestic Consumption	Mostly I try to buy brands of domestic packets of cookies	0.719	0.803	0.797	
18		Whenever possible, I take time to look at labels in order to intentionally buy brands of domestic packets of cookies	0.674	0.821	0.766	***
19		I shop first at retail outlets that offer a variety of domestic packets of cookies	0.752	0.788	0.810	***
20		I shop first at retail outlets that offer many brands of domestic packets of cookies	0.634	0.838	0.706	***
Cronbach's Alpha = 0.853; CR = 0.80; AVE = 0.59						

Note: \*\*\* p-value <0.001; AVE = Average Variance Extracted; CR = Composite Reliability.  
 Source: Own construction from surveyed data

Figure 3 The SEM diagram of the research



Source: Own construction

3.2.1 Testing the research hypotheses

Although values of indices indicated the goodness of fit of the SEM model (see Table 2), examining the statistical significance of the path coefficients in the model showed a p-value = 0.696 for the path between the PAT and DC (see Table 3). So, this path was removed, and the SEM was re-estimated. According to argument of Frazier et al. (2004), when the path coefficient between PAT and DC is unavailable, COPAT acts as a full mediator variable in the relationship PAT/COPAT/DC. Consequently, it was concluded for hypothesis H<sub>3</sub> that COPAT was a full mediator in the relationship between PAT and DC.

Table 2 The recommended and actual values of fit indices

	Fit indices	The first estimation	The second estimation	The third estimation (final)
1	$\chi^2_M / df_M$	2.41	2.397	2.438
	The recommended value	$\chi^2_M / df_M < 3$ (Hair et al., 2010)		
	Conclusion	Satisfied	Satisfied	Satisfied
2	RMSEA	0.07	0.069	0.07
	The recommended value	$0.06 \leq RMSEA \leq 0.07$ (Hooper et al., 2008)		
	Conclusion	Satisfied	Satisfied	Satisfied
3	TLI	0.937	0.937	0.936
	CFI	0.945	0.946	0.944
	The recommended value	TLI and CFI > 0.9 (Hair et al., 2010)		
	Conclusion	Satisfied	Satisfied	Satisfied

Note:  $\chi^2_M / df$  is the ratio between Chi-square and degrees of freedom; CFI = the Comparative Fit Index; RMSEA = Root Mean Square Error of Approximation; TLI = Tucker Lewis index.

Source: Own construction from surveyed data

**Table 3** Path coefficients and their significance

Causal variable		Effect variable	The first estimation		The second estimation		The third estimation (final)	
			Path coefficients	<i>p</i> -value	Path coefficients	<i>p</i> -value	Path coefficients	<i>p</i> -value
PAT	→	COPAT	0.708	***	0.708	***	0.705	***
COPAT	→	CET	0.793	***	0.793	***	0.533	***
PAT	→	CET	-0.386	0.003	-0.386	0.003		
CET	→	DC	0.205	***	0.210	***	0.212	***
PAT	→	DC	-0.038	0.696				
COPAT	→	DC	0.363	***	0.335	***	0.333	***

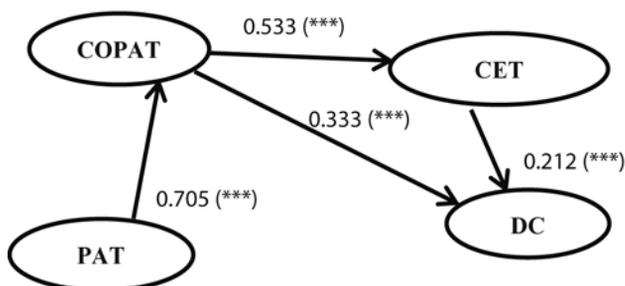
Note: \*\*\* *p*-value <0.001.  
Source: Own construction

The second estimation showed that the SEM model met the goodness of fit criteria (see Table 2). The significance tests for the path coefficients showed that all the paths were significant (see Table 3). Although the path of PAT and CET was statistically significant, the coefficient was negative. This contrasted with the findings of the literature survey and the correlation coefficient between these two variables ( $r = 0.116$ , see Table 6), which all confirmed that this relationship was positive. Hair et al. (2014) stated that when the sign of the path coefficient between the predictor variable and the outcome variable is reversed it is the result of the “suppression effect”. This situation shows the existence of a full mediator variable in the cause-effect relationship. Consequently, for hypothesis H<sub>2</sub>, it was concluded that COPAT was a full mediator in the relationship between PAT and CET.

When COPAT was a full mediator variable between PAT and CET, it was necessary to remove the path from PAT to CET from the SEM model, even though this path was statistically significant. This was because trying to maintain the path between PAT and CET, based on the *p*-value of the significance test, resulted in the model suffering multicollinearity. Consequently, the path between PAT and CET was removed for the third implementation of the SEM model.

The indices of the goodness of fit of the model were shown in Table 2, and the significance test results of the path coefficients were shown in Table 3. This final SEM model had a good fit, and all the path coefficients were significant.

**Figure 4** The relationship paths between constructs, with the values and statistical significances of the path coefficients on the arrows.



Note: \*\*\* *p*-value <0.001.  
Source: Own construction

With regard to hypothesis H<sub>4</sub>, it can be seen (in Figure 4) that the paths between PAT and DC and between PAT and CET were unavailable. So, it was concluded that CET did not play a mediator role in the relationship between PAT and DC because there was no direct effect or indirect effect to allow the mediator variable to work. This meant that the H<sub>4</sub> hypothesis was rejected.

The validity of hypothesis H<sub>1</sub> was determined from the statistical evidence of direct and indirect mediation effects in the bias-corrected bootstrap method of SEM. Table 4 shows that both direct and indirect effects had 95% confidence intervals were different from zero, so it was concluded that CET was a partial mediator in the relationship between COPAT and DC.

**Table 4** Testing the mediation effect of CET on the relationship between COPAT and DC, using the bias-corrected bootstrap method of SEM

95% confidence interval	Indirect effect		Direct effect	
	Value	Conclusion	Value	Conclusion
Lower	0.053	Different from 0	0.148	Different from 0
Upper	0.199		0.463	
Final conclusion	Mediator variable		Partial	

Source: Own construction

A summary of the conclusions about the four research hypotheses is shown in Table 5.

**Table 5** Summary of the results of hypothesis tests

Id	Hypothesis	Paths	Supported or not	The role of the mediator variable
1	H <sub>1</sub>	COPAT/CET/DC	Yes	Partial
2	H <sub>2</sub>	PAT/COPAT/CET	Yes	Full
3	H <sub>3</sub>	PAT/COPAT/ DC	Yes	Partial
4	H <sub>4</sub>	PAT/CET/DC	No	

Source: Own construction

**3.2.2 Evaluating the measurement model**

Using the final estimation results from the SEM procedure, the measurement model of the research constructs was evaluated according to the following criteria.

**3.2.2.1 Unidimensionality**

The test for unidimensionality requires that each scale of the latent factor should consist of items loading highly on only this single factor (Hair et al., 2010). Because all the items showed proper FL values, it was concluded that the measurement model was unidimensional (see Table 1).

**3.2.2.2 Reliability**

Average Variance Extracted (AVE) values of all four constructs were > 0.5, and Composite Reliability (CR) values exceeded the 0.6 threshold (see Table 1). Therefore, it was concluded that the scales of the constructs PAT, COPAT, CET, and DC were reliable (Bagozzi and Yi, 1988).

**3.2.2.3 Convergent validity**

Hair et al. (2010) proposed that the condition for convergent validity of scales is  $FLs \geq 0.5$ . It is assumed that a set of items having high reliability also has good convergent validity (Steenkamp and Van Trijp, 1991; Hair et al., 2010). Table 1 shows that there were no  $FLs < 0.5$ , so the authors concluded that all of the scales achieved good convergent validity.

**3.2.2.4 Discriminant validity**

Two criteria were used to assess the discriminant value of the scale: (1) all population correlation values among constructs were  $\neq 1$  (see Table 6); (2) the AVE of any construct was higher than the highest squared correlation between this construct and other constructs (see Table 7). As a result, the scales of the constructs met the discriminant validity criteria (Fornell and Larcker, 1981).

**Table 6** Hypothesis test for the population correlation coefficient

Construct		Construct	Correlation coefficients	p-value
COPAT	↔	CET	0.379	0.000
COPAT	↔	PAT	0.672	0.000
COPAT	↔	DC	0.421	0.000
CET	↔	PAT	0.116	0.000
CET	↔	DC	0.401	0.000
PAT	↔	DC	0.226	0.000

Source: Own construction

**Table 7** The AVEs (shown on the diagonal) and squared correlation coefficients between constructs

	COPAT	CET	PAT	DC
COPAT	0.690	0.144	0.452	0.177
CET		0.620	0.013	0.161
PAT			0.740	0.051
DC				0.590

Source: Own calculation

**3.2.2.5 Monological validity**

Steenkamp and Van Trijp (1991, p. 294) noted that the monological validity of the measurement model of a construct is assessed by verifying the relationship between a construct and other constructs in the theoretical system that is being studied. In our study, the relationship between constructs (see Figure 4) can be explained as follows: patriotism increasing consumer patriotism, and when the consumer patriotism was active it led to two positive results. The first was increasing consumer ethnocentrism, and the second was encouraging domestic consumption behavior. Consumer patriotism affected consumer ethnocentrism directly, but it affected domestic consumption behavior through two paths: the first is the direct path, the second is the indirect path through the mediator factor of consumer ethnocentrism.

## 4 DISCUSSION

The most important finding of this work is that Vietnamese patriotism does not automatically lead to consumer ethnocentrism and domestic consumption, but its effect takes place through the mediator of consumer patriotism. This explained why marketing campaigns in Vietnam which use slogans with a general content saying that buying domestic goods is patriotic action have been ineffective for a long time. Instead, there should be slogans emphasizing the responsibility of Vietnamese patriots to protect domestic production, keep jobs for Vietnamese workers and support domestic businesses. The marketing campaigns also need to be cleverly designed to evoke not only Vietnamese consumer patriotism but also to help people realize the wrongdoing of buying imported goods. By recognizing this, Vietnamese consumers will be more eager to engage in domestic consumption. It can be said that this research finding can help increase the effectiveness of campaign “Vietnamese people give priority to using Vietnamese goods”.

## CONCLUSION

This study provided evidence for the stability of the measurement model of consumer patriotism when the measurement model was developed in another city of Vietnam. This study also confirmed that consumer patriotism was a positively correlated outcome of patriotism (Ngoc and Trong, 2018). The relationship between these two factors is quite strong ( $r = 0.672$ , see Table 6), so further studies of the emotional bias of consumers including patriotism and consumer patriotism in the model as two predictive variables should be cautious about the multicollinearity phenomenon. The study also confirmed that consumer patriotism results in consumer ethnocentrism (Ngoc and Trong, 2018). A new point, compared with the work of Ngoc and Trong (2018), is that the domestic consumption of Vietnamese consumers was confirmed as a result of consumer patriotism. Consumer patriotism had both direct and indirect effects on domestic consumption. The direct effect is stronger than indirect effect (values of path coefficients 0.333 versus  $0.533 \times 0.212 = 0.113$ , see Figure 4). This study was carried out in the context of packets of cookies, which are a type of fast-moving consumer good with a low value so that consumers can buy these goods more from emotion than from cognition. Therefore, the results of this study need to be developed further in the context of long-term consumer goods and high-value goods to generalize the relationship rule. These future researchers should include in their model the cognitive variables that can influence domestic consumption such as assessment of the quality of domestic goods and the perceived value of foreign goods.

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## Annex

**Table A1** Calculation of the number of parameters for the SEM model in Figure 2

Id	Name	Subtotal
1	Variances of measurement errors	23
2	Variances of exogenous factors	1
3	Factor loadings	16
4	Path coefficients	6
<b>Total</b>		<b>46</b>

**Source:** Own calculation based on the SEM diagram of the research