


# “Consumer ethnocentrism, cosmopolitanism, product judgment, and foreign product purchase intention: An empirical study in Vietnam”

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# CONSUMER ETHNOCENTRISM, COSMOPOLITANISM, PRODUCT JUDGMENT, AND FOREIGN PRODUCT PURCHASE INTENTION: AN EMPIRICAL STUDY IN VIETNAM

## Abstract

This study aims to determine the relationship between consumer ethnocentrism, consumer cosmopolitanism, imported product judgment, and foreign product purchase intention in Vietnam. This paper tries to present its results empirically, which might be helpful in preparing a strategy for Vietnamese customers' international purchasing behavior to increase competition at retail companies in Vietnam. It uses a questionnaire with a purposive random sampling of 311 customers in Vietnam. Analysis was conducted through a quantitative descriptive analysis, measurement of variable dimensions on the questionnaire using a seven-point Likert scale, and partial least squares structural equation modeling (PLS-SEM) to test the hypotheses. This study found that imported product judgment, consumer cosmopolitanism, social influence, and perceived behavioral control positively influence foreign product purchase intention, whereas customer ethnocentrism has a negative impact on that intention. The association between consumer cosmopolitanism and foreign product purchase intention is mediated by imported product evaluation and consumer ethnocentrism. At the same time, national identity does not affect consumer ethnocentrism and foreign product purchase intentions. Besides, this study offers some managerial implications for marketers in decisions linked to Vietnamese customers' international purchasing behavior to increase competition in the domestic market.

## Keywords

ethnocentrism, national identity, social influence,  
foreign product, perceived behavioral control, purchase  
intention

## JEL Classification

M10, M19, M30

## INTRODUCTION

The most apparent consequence of globalization and trade liberalization in Vietnam is the widespread presence of imported products of many well-known world brands, such as Zara, H&M, McDonald's, KFC, Nestlé, Abbott, and Apple (Trung & Lan, 2022). Even more foreign brands have occupied most of the market share in Vietnam. All of this has affected the psychology and shopping habits of Vietnamese consumers. Therefore, consumer cosmopolitanism and imported product judgment are factors that directly affect foreign product purchasing intention. Consumer ethnocentrism is also a factor that directly affects foreign product purchase intention (Nguyen et al., 2021; Nguyen et al., 2008; Zeugner-Roth et al., 2015). These factors have been studied by Shimp and Sharma (1987) and Klein and Ettenson (1999). In addition, many researchers use Ajzen's (1991) theory of planned behavior (TPB) to explain the imported products purchase intention as one of the performed human behaviors, such as Cheng et al. (2005), Lam and Hsu (2004), Nguyen et al. (2021), and Parts and Vida (2013). However, scarce studies researched the applicability of this model to predict foreign product purchase intentions; moreover, the results are still controversial because of product and market differentiation.

According to Zeugner-Roth et al. (2015), ethnocentrism, national identity, cosmopolitanism, and product judgment affect foreign product purchase intentions, while cosmopolitanism has a positive impact on product judgments of consumers in Estonia and Slovenia. According to Parts and Vida (2013), factors affecting foreign product purchase intentions include cosmopolitanism, ethnocentrism, and product judgment. In addition, other similar studies have been conducted by scholars around the world, such as Cleveland et al. (2011), Klein et al. (1998), Nguyen et al. (2021), and Xin and Seo (2020). However, the above approaches conflict and are not consistent across countries, and there is a need to develop and retest the above models in the Vietnamese market. Understanding the impact of consumer cosmopolitanism on imported product judgment and the impact of national identity on consumer ethnocentrism may help better understand the factors affecting the purchase intention between domestic and imported products, specifically helping businesses in the fast-moving consumer goods industry.

## 1. LITERATURE REVIEW

The social identity theory put out by Tajfel and Turner (1979) is based on research on social categorization, motivation, cognitive factors, and relationships between groups. According to Huang et al. (2010), the suggested social identity theory might illuminate the reasons behind consumer ethnocentrism. The central philosophy of social identity theory is that people feel desirable and eager to construct positive identities for themselves, as indicated by their identification with a variety of organizations (Tajfel, 1981). This theory is often used to infer the relationship between consumer ethnocentrism, national identity, consumer cosmopolitanism, and foreign product purchase intention.

The shortcomings of Fishbein and Ajzen's (1975) theory of reasoned action (TRA) led to the development of the theory of planned behavior (TPB). The limitation of TRA is that human behavior is completely controlled by reason (according to TRA, the two factors affecting behavioral intention are attitudes and subjective norms). Therefore, Ajzen (1991) proposed a theoretical model of planned behavior based on the extended development of TRA. In his new theory, Ajzen (1991) suggested that three elements affect the behavior (in this example, the purchase intention): the behavior's attitude, the subjective norm, and the perception of behavioral control. In practice, the TPB has been used to predict many types of behavior and behavioral intentions and has brought about much success.

The notion of consumer cosmopolitanism originates from the disciplines of social psychology and anthropology and is increasingly applied in marketing and management (Cleveland et al., 2011). In

fact, people with consumer cosmopolitanism often judge products based on value rather than their origin (Cleveland et al., 2009). Consumer cosmopolitanism is even more widespread in developing countries because imported products are judged to be of better quality than domestic products (Riefler, 2017). Additionally, Parts and Vida (2013), Sousa et al. (2018), and Nguyen et al. (2021) have also proved this assumption.

Imported product judgment is a general concept that refers to an aggregate assessment of the image of overseas goods, including the proficiency of workers, technological progress, prices, initiatives, samples, design, durability, and quality (Klein et al., 1998). According to Parts and Vida (2013), the influence of the propensity to acquire the imported product (cosmopolitanism) on its (the product) value judgment is rarely tested. Multiple research efforts have indicated that consumer ethnocentrism exerts an impact on an imported product value judgment, such as Haque et al. (2015), Klein (2002), Yoo and Donthu (2005), and Parts and Vida (2013). Ethnocentrism has a negative impact on the quality of foreign products, while the quality of foreign products afterward has a positive impact on consumers' intentions to purchase the items (Ettenson & Klein, 2005).

Purchase intention is the readiness to act at the ideal moment preserved in human memory (Ajzen, 2008). Elbeck and Tirtiroglu (2008) described foreign product purchase intentions as a customer's willingness to purchase an imported product. Foreign products are goods manufactured and assembled overseas and imported to Vietnam.

Kaynak and Kara (2002), assessing the quality of imported products, showed that the country of

manufacture has an impact on the perception of product attributes. Bruning (1997) also shows that the impression of the country of manufacture significantly affects the consumer assessment of the quality of a product. Besides, the value assessment is also considered to have a moderating role for foreign product purchase intention. According to Rawwas et al. (1996), consumer cosmopolitanism can deliver a better value perception of imported products (Parts & Vida, 2013).

National identity is a collection of intangible assets that belong to one culture and are separate from others. Keillor et al. (1996) argue that individuals reveal a strong national identity when they are associated with religion, history, and cultural aspects, exhibit a strong sense of uniqueness, and are proud of their nation. Many scholars have tested the national identity scale, such as Chi Cui and Adams (2002) in Yemen and Thelen and Honeycutt (2004) in Russia. Auruskeviciene et al. (2012) and Dmitrovic et al. (2009) only used the concept of cultural homogeneity to represent national identity and tested the relationship between this scale and the ethnocentrism scale. The results show that the hypothesis is supported in Serbia, Croatia, Slovenia, and Italy, but the results are the opposite when tested in Montenegro. Besides, Le et al. (2013) and Trung and Lan (2022) have examined the relationship between national identity and behavioral intention and assessed the intermediate role of consumer ethnocentrism.

Ethnocentrism is a concept used mainly in social psychology. This concept states that the views of members of the same group are considered central to everything, and all views of the other groups are considered unimportant (Sumner, 1906). When applying the above concept to marketing (consumer behavior), Shimp and Sharma (1987) have developed the concept of consumer ethnocentrism. Accordingly, consumer ethnocentrism refers to consumer beliefs on the morality and rationality of using imports (Shimp & Sharma, 1987), which results in consumers' inclination to choose home goods over imported ones (Balabanis & Diamantopoulos, 2016). The higher the ethnocentrism of consumers, the more restrictive they are to buy foreign products (Abosag & Farah, 2014). Consumer ethnocentrism will lead to biased behaviors in the evalu-

ation of domestic and imported products, with a preference for domestic ones and unwillingness to purchase the imported ones. The relationship between consumer ethnocentrism and foreign product purchase intention is also investigated across markets, such as in Bangladesh (Haque et al., 2015), Saudi Arabic (Abosag & Farah, 2014), Vietnam (Nguyen et al., 2021; Nguyen et al., 2008), Croatia (Maksan et al., 2019), Estonia and Slovenia (Parts & Vida, 2013), and Malaysia (Tabassi et al., 2012).

Social influence is the impact of social surroundings on how people behave of individuals (Ajzen, 2008). The social influence factor can be measured through people related to consumers (such as family, friends, or colleagues) who will support or oppose foreign product purchase intentions. Social influence is used to justify why buyers want to purchase goods from other countries (Van et al., 2021).

Perceived behavioral control is one's belief about how difficult or easy to carry out a certain behavior (Ajzen, 2008). The more resources and opportunities a person thinks he or she possesses, the fewer constraints he or she anticipates and, therefore, the greater the control over his or her behavior. Controlling factors can be internal (skills or knowledge) or external (time, price, opportunity, or dependence on others). The theory of perceived behavior explains why customers want to acquire foreign items (Van et al., 2021; Trung & Lan, 2022).

This study proposes a research model concerning the link between consumer ethnocentrism, consumer cosmopolitanism, and purchase intentions for foreign products, as shown in Figure 1.

The following hypotheses are established based on the literature review and empirical evidence:

- H1: *Consumer cosmopolitanism has a positive relationship with foreign product purchase intentions.*
- H2: *Consumer cosmopolitanism has a negative relationship with consumer ethnocentrism.*
- H3: *Consumer cosmopolitanism has a positive relationship with imported product judgment.*

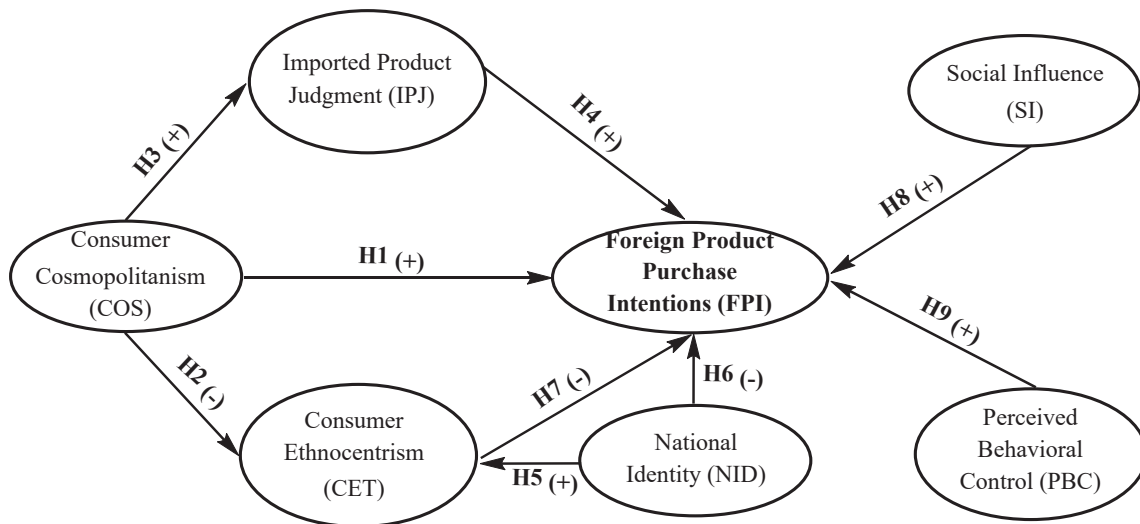


Figure 1. Proposed research framework

- H4: Imported product judgment has a positive relationship with foreign product purchase intentions.
- H5: National identity has a positive relationship with consumer ethnocentrism.
- H6: National identity has a negative relationship with foreign product purchase intentions.
- H7: Consumer ethnocentrism has a negative relationship with foreign product purchase intentions.
- H8: Social influence has a positive relationship with foreign product purchase intentions.
- H9: Perceived behavioral control has a positive relationship with foreign product purchase intentions.

## 2. METHODS

This study builds a survey questionnaire with relevant scales suitable for Vietnam. Based on the translation process proposed by Craig and Douglas (2005), the scales are translated and checked. Then, the draft questionnaire is discussed with the group discussion method (group of 20 members) to check the appropriateness of the statements and correct (add or remove) any questions that are not relevant to this study.

A seven-point Likert scale, spanning from 1 (strongly disagree) to 7 (strongly agree), was employed in this study's quantitative research methodology to measure the key questionnaire items. This study used a convenience sampling technique. The survey questionnaire was filled in by consumers in Vietnam from June 2022 to January 2023. SEM requires a rather high sample size; in many publications, 100–200 samples are advised. Ten times the maximum number of structural routes in the structural model aimed toward a particular construct is the minimum sample size (Barclay et al., 1995; Hair et al., 2016). In many cases, Hair et al. (2016) recommend choosing the standard sample calculation formula of Cohen (1992). Thus, the study decided on a sample size of 311 to guarantee the reliability of the results. The methods used in this study are reliability analysis with Cronbach's alpha (CA), composite reliability (CR), average variance extracted (AVE), convergent validity, discriminant validity, heterotrait-monotrait ratio (HTMT), and structural equation modeling (SEM).

The data analysis method is conducted through six steps:

- (1) Assessing the model for multicollinearity,
- (2) Assessing the significance and relationships of structural model paths,
- (3) Evaluating the coefficient of determination  $R^2$ ,



- (4) Evaluating the effect size  $f^2$ ,
- (5) Evaluating the predictive relevance  $Q^2$ ,
- (6) Evaluating the effect size  $q^2$ .

Based on the results of qualitative research with group discussion technique, there are seven concepts used in this study, which are national identity, consumer ethnocentrism, consumer cosmopolitanism, imported product judgment, social influence, perceived behavioral control, and foreign product purchase intentions. This study uses the scale of national identity by Keillor et al. (1996) with four observed variables coded as NIDI-NID4. The scale of consumer ethnocentrism is adapted from Shimp and Sharma (1987) with eight observed variables (CET1-CET8). The scale of consumer cosmopolitanism is taken from Yoon et al. (1996) with four observed variables (COS1-COS4). The scale of imported product judgment is taken from Klein et al. (1998) with five observed variables (IPJ1-IPJ5). In terms of social influence and perceived behavioral control, the scales is taken from Fishbein and Ajzen (2009) is adjusted to five (SI1-SI5) and four observed variables (PBC1-PBC4). (see Appendix in Fishbein and Ajzen, 2009 for sample measures of the TPB constructs). Finally, for the foreign product purchase intentions, Mathur's (1999) scale consists of four observed variables, coded FPI1-FPI4.

### 3. RESULTS

The sample comprises students and workers in Vietnam. There are 311 people, including 57% female and 43% male respondents. In the age group, the majority were from 18 to 25 years old with 59%. Next, 33% are from 26 to 40 years old, and

2% are over 60 years old. The majority have college or university degrees (59%). In terms of monthly income, the group with an income range of 400-600 USD and the group with an income range of 600-800 USD have the same rate of 19.4%. Nearly 12.5% have an income range of 800-1,200 USD and 12.5% earn over 1,200 USD. The low-income group (mostly trainees and students) with an income of less than 200 USD accounts for about 17% of respondents.

This study uses a convenient sampling method through online surveys, so survey respondents can come from many different provinces and cities in Vietnam. The data show that 56% of respondents live in Ho Chi Minh city, 13% in Da Nang city, and 25% in Ha Noi city. The rest (6%) are scattered in different provinces of Vietnam.

Average variance extracted (AVE), composite reliability (CR), and Cronbach's alpha are used to test the scale's dependability. The initial reliability test of the scale's results reveals that the factor loading coefficients for CET4, CET5, and CET6 are less than 0.7; according to Fornell and Larcker (1981), these observed variables do not meet the requirements. Therefore, the study removed these three observed variables from the scale of consumer ethnocentrism and retested the measurement model for the second time.

The results of the second scale reliability test are shown in Table 1. Table 1 shows that all scales have reliable Cronbach's alpha (CA), composite reliability (CR), and average variance extracted (AVE), so no observed variables are excluded from the scale.

Through testing factor loading, the results show that the factor loading of all factors is greater than

**Table 1.** Construct reliability and validity

Variables	Identification	Number of Items	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted
Consumer Cosmopolitanism	COS	04	0.870	0.878	0.912	0.721
Consumer Ethnocentrism	CET	05	0.834	0.839	0.882	0.599
Foreign Product Purchase Intentions	FPI	04	0.860	0.865	0.905	0.705
Imported Product Judgment	IPJ	05	0.862	0.862	0.901	0.646
National Identity	NID	04	0.921	0.949	0.944	0.807
Perceived Behavioral Control	PBC	04	0.868	0.896	0.909	0.715
Social Influence	SI	05	0.926	0.933	0.944	0.772

**Table 2.** Fornell-Larcker’s discriminant validity

Variables	COS	CET	FPI	IPJ	NAID	PBC	SI
Consumer Cosmopolitanism	<b>0.849</b>						
Consumer Ethnocentrism	-0.198	<b>0.774</b>					
Foreign Product Purchase Intentions	0.356	-0.248	<b>0.840</b>				
Imported Product Judgment	0.223	-0.109	0.525	<b>0.804</b>			
National Identity	0.253	-0.012	0.101	-0.017	<b>0.898</b>		
Perceived Behavioral Control	0.407	-0.127	0.349	0.207	0.218	<b>0.846</b>	
Social Influence	0.115	-0.131	0.439	0.524	0.001	0.192	<b>0.878</b>

0.7 and AVE is greater than 0.5 (Table 1); according to Fornell and Larcker (1981) the proposed scales have reached convergent validity.

Discriminant validity is the degree of discrimination between the concept of a specific latent variable and the concept of other latent variables (Henseler et al., 2009). According to the findings, each concept’s average variance extracted (AVE) square value is larger than the correlation coefficients between the corresponding variables. As a result, the research model’s concepts gain discriminant validity (Table 2).

In addition, the study tests the heterotrait-monotrait ratio (HTMT) to assess the discriminant validity of the scale. Table 3 shows that the HTMT indicators are all smaller than 0.9, showing that the concepts are distinct from each other (Hu & Bentler, 1999).

SRMR indicators are the difference between the actual data part and the predicted model part.

Table 4 shows that the predictive model fits the data.

Table 5 shows the results of  $R^2$  and  $R^2$  adjusted. The scale of consumer ethnocentrism has the lowest  $R^2$  indicator of 0.041; the reason why the scale of consumer ethnocentrism and the scale of imported product judgment (0.05) have low values is that most of the significance level lies in the residuals outside the model ( $\epsilon$ ). Both consumer ethnocentrism and imported product judgment scales have only one variable with a statistically significant impact, so the results  $R^2$  of the scale are relatively low. In this study, the scale of foreign product purchase intentions is the highest (41.1%). The structural equation modeling of the study gains the stated requirements.

Additionally, the test of the Durbin-Watson coefficient ( $d$ ) indicates that the model has no autocorrelation when  $1 < d < 3$  and variance inflation factors (VIF) are both  $< 5$ , demonstrating that there is no multicollinearity phenomenon (Hair et al., 2016).

**Table 3.** Heterotrait-monotrait ratio (HTMT) for discriminant validity

Variables	COS	CET	FPI	IPJ	NAID	PBC	SI
Consumer Cosmopolitanism							
Consumer Ethnocentrism	0.229						
Foreign Product Purchase Intentions	0.408	0.283					
Imported Product Judgment	0.252	0.131	0.606				
National Identity	0.274	0.035	0.111	0.096			
Perceived Behavioral Control	0.465	0.155	0.394	0.236	0.243		
Social Influence	0.127	0.163	0.484	0.584	0.030	0.218	

**Table 4.** SRMR results

Variables	Saturated Model	Estimated Model
SRMR	0.060	0.107
d_ ULS	1.796	5.706
d_ G	0.672	0.744
Chi-Square	1220.341	1289.211
NFI	0.811	0.800

**Table 5.** Results *R*-square and *R*-square adjusted

Variables	R-square	R-square adjusted
Consumer Ethnocentrism	0.041	0.035
Foreign Product Purchase Intentions	0.411	0.399
Imported Product Judgment	0.050	0.047

The research used the partial least squares path model (PLS-PM) approach to test the appropriateness of the structural model using the PLS algorithm provided by SmartPLS 3.3.9 (Henseler et al., 2009). Significance tests for the parameters in the model were performed by the 5000-times PLS bootstrapping method. The specific normalized path coefficients are shown in Figure 2, with further details of the results shown in Table 6.

## 4. DISCUSSION

Research results show that there are five factors affecting the foreign product purchase intentions of consumers in Vietnam: imported product judgment, consumer cosmopolitanism, consumer ethnocentrism, social influence, and perceived behavioral control. This study finds that consumer cosmopolitanism both indirectly and directly affects foreign product purchase intentions through two intermediate variables: imported product judgment and consumer ethnocentrism. However,

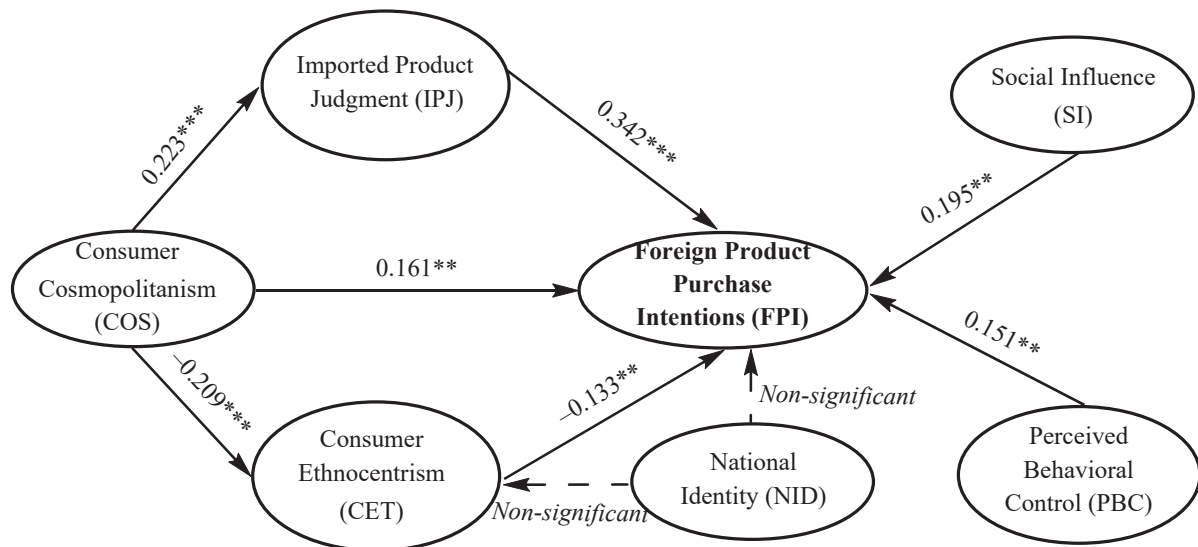
unlike Zeugner-Roth et al. (2015) in Austria and Slovenia, this study does not have enough statistical evidence to accept the relationship between national identity and intention to consume foreign goods. The results of this study also do not prove the relationship between national identity and nationalism in consumption, as Le et al. (2013) and Auruskeviciene et al. (2012) demonstrated.

Consumer ethnocentrism has a negative impact on foreign product purchase intentions, which has been reaffirmed by Zdravković and Gašević (2022) in the Republic of Serbia, Zeugner-Roth et al. (2015) in the Republic of Austria and the Republic of Slovenia, and Nakos and Hajidimitriou (2007) in Greece. Besides, Karoui and Khemakhem (2019) and Parts and Vida (2013) show that nationalism has a positive influence on domestic product purchase intentions when the relationship is reversed by replacing the concept of foreign product purchase intentions. However, there is not enough statistical evidence to assess this impact; thus, further studies are required to retest this relationship.

**Table 6.** Hypotheses testing (bootstrapping 5,000)

	Research hypotheses	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P values	Decision
H1	Consumer Cosmopolitanism → Foreign Product Purchase Intentions	0.161	0.158	0.053	3.031	0.002	Supported
H2	Consumer Cosmopolitanism → Consumer Ethnocentrism	-0.209	-0.217	0.052	4.028	0.000	Supported
H3	Consumer Cosmopolitanism → Imported Product Judgment	0.223	0.226	0.052	4.285	0.000	Supported
H4	Imported Product Judgment → Foreign Product Purchase Intentions	0.342	0.341	0.071	4.812	0.000	Supported
H5	National Identity → Consumer Ethnocentrism	0.042	0.041	0.062	0.674	0.501	Rejected
H6	National Identity → Foreign Product Purchase Intentions	0.031	0.039	0.054	0.585	0.558	Rejected
H7	Consumer Ethnocentrism → Foreign Product Purchase Intentions	-0.133	-0.137	0.047	2.815	0.005	Supported
H8	Social Influence → Foreign Product Purchase Intentions	0.195	0.197	0.069	2.805	0.005	Supported
H9	Perceived Behavioral Control → Foreign Product Purchase Intentions	0.151	0.152	0.052	2.914	0.004	Supported





Note: \* $p < 0.05$  ; \*\* $p < 0.01$  ; \*\*\* $p < 0.001$ .

**Figure 2.** Model test results

The research results also show that consumer cosmopolitanism has a direct and indirect impact on the (imported/foreign) product purchase intention of consumers; this result is identical to Parts and Vida (2013) and Yoo and Donthu (2005). Thus, some domestic enterprises have attached and used foreign words to Vietnamese products and brands, even though there are Vietnamese brands with 100% pure foreign names. In addition, commercial centers and real estate projects also tend to add English words to suit cosmopolitan psychology, such as Tower, Plaza, City, Times, Garden, Park, etc. However, this study does not support this adaptation by some Vietnamese enterprises, because this tendency toward cosmopolitanism is leading to many negative consequences. Cosmopolitanism creates conditions for the penetration and occupation of foreign values into Vietnam, degrading home values of Vietnamese goods, and creating barriers to building and developing the country. From a spiritual, cultural, and social perspective, it affects and even breaks traditional values and national identity. From an economic perspective, it negatively affects, restrains, even pulls back economic development, and causes many other undesirable things. At the same time, this study has failed to testify that national identity will not affect (not statistically significant) consumer ethnocentrism and foreign product purchase intentions.

Similar to Parts and Vida (2013) and Zeugner-Roth et al. (2015), the paper found that import-

ed product judgment has the strongest impact on the foreign product purchase intentions. Thus, brand positioning strategies of domestic enterprises mainly based on psychological benefits are no longer appropriate. These positioning strategies can cause problems for domestic brands in the market because consumers will rate imported products as having higher quality than those manufactured in Vietnam. Consumers may think about the national economy and be proud of their national identity. But if domestic enterprises produce products of poor quality, with poor designs, and with uncompetitive prices compared to imported ones, consumers will refuse to purchase them regardless of high consumer ethnocentrism or national identity. Therefore, domestic enterprises should pay more attention to product quality and brand positioning strategies associated with consumer ethnocentrism to persuade consumers to buy domestic products. In addition, Vietnamese businesses should also tap into Vietnamese nationalism (consumer ethnocentrism and national identity), focusing on development toward honoring Vietnamese brands, such as promoting “high-quality Vietnamese goods” and “Vietnamese people use Vietnamese goods” marketing programs.

Xin and Seo (2020) showed that Chinese consumer attitudes and perceived behavioral control both have a positive effect on consumer in-

tentions to purchase Korean brands. Perceived behavioral control positively affects consumers' intention to buy imported goods (Lorenz et al., 2015; Van et al., 2021; Trung & Lan, 2022). In addition, if Vietnamese consumers think purchasing imported goods is under their control, that is, if they have all the necessary money, time, and places for such purchases, purchase intention may increase.

However, unlike Xin and Seo (2020), this study proves the positive effects of social influence on foreign product purchase intentions. In previ-

ous studies that used the TPB model, subjective norms were generally the weakest influence on purchase intention (Ajzen, 2015; Lorenz et al., 2015; Paul et al., 2016). Moreover, Chung et al. (2012) reported the difficulty of recognizing subjective norms when consumers are unfamiliar with products or lack clues about products. Therefore, marketing managers in Vietnam need to focus on consumers' general assessments of a product from a specific country, from where they can determine prices that consumers will accept through customer surveys, adjusting product prices accordingly.

## CONCLUSION

This study has clarified the relationship between consumer ethnocentrism, consumer cosmopolitanism, imported product judgment, and foreign product purchase intention in Vietnam. The study offers the following policy recommendations based on the data processing outcomes and the findings. Firstly, the government needs to build and perfect systems of product quality standards, with quality inspection, supervision, and strong enough sanctions to protect genuine enterprises and eliminate illegal behavior violating business ethics, thereby improving the quality of domestic goods. Second, it is necessary to build a transparent and reasonable financial mechanism for research programs to realize high-quality research for the sake of domestic production. Third, there should be preferential tax policies in place for domestic enterprises to import machinery, equipment, production materials, spare parts, and accessories to serve the domestic market and supporting industries. Finally, one should coordinate with business associations to develop and implement a strategy to create and develop quality domestic raw materials to gradually reduce dependence on imports.

Notwithstanding contributions to literature, this study still has a few limitations to be kept in mind, necessitating future research considerations. First, the sample size is relatively small, so it is difficult to fully represent the purchase intention of Vietnamese consumers. Future studies should retest with a larger sample and wider distribution. Second, the number of variables affecting foreign product purchase intentions is relatively small, which requires further research. Third, another limitation is that the study is constrained to surveying imported products fully manufactured and assembled in foreign developed countries. Further studies need to clearly define Vietnamese consumers' intention to purchase foreign products from specific developed or even developing countries. The research item in this paper is consumer goods; it is possible that for other products, such as medical and high-tech products, consumers will have different behavioral intentions.

## AUTHOR CONTRIBUTIONS

Conceptualization: Tran Thi Ngoc Lan, Tran Thanh Trung.

Data curation: Tran Thi Ngoc Lan, Tran Thanh Trung.

Formal analysis: Tran Thi Ngoc Lan.

Investigation: Tran Thanh Trung, Tran Thi Ngoc Lan.

Methodology: Tran Thanh Trung.

Validation: Tran Thanh Trung, Tran Thi Ngoc Lan.

Visualization: Tran Thi Ngoc Lan, Tran Thanh Trung.

Writing – original draft: Tran Thanh Trung, Tran Thi Ngoc Lan.

Writing – review & editing: Tran Thanh Trung.

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