Exploring Consumer Ethnocentrism and Country-of-Origin Effects among Filipino Gen Z

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Abstract: This study explores consumer ethnocentrism and country-of-origin (COO) effects among Filipino Generation Z consumers across five product categories: automobiles, clothing, dairy products, electronics, and cosmetics. Using the Consumer Ethnocentric Tendencies Scale (CETSCALE) and recall-based COO assessment, the study finds moderately strong ethnocentric tendencies, particularly for automobiles and clothing, where domestic economic contributions are emphasized. Conversely, COO effects are less significant in electronics and cosmetics, where quality, innovation, and brand reputation dominate. Statistical analyses reveal a significant contingency between high ethnocentrism and preference for local products in cars and clothing, while no such relationship exists in other categories. The findings suggest marketers in the automotive and apparel sectors should emphasize local origin, while other industries should focus on quality and global trends. This research highlights the importance of tailoring marketing strategies to align with Filipino Gen Z's values, offering actionable insights for businesses.

Keywords: Ethnocentrism, Generation Z, Country-of-Origin Effects, International Business, Filipino Consumers, Consumer Behaviour

JEL Classification codes: M31, F14, D12

INTRODUCTION

The global marketplace opens limitless opportunities for international businesses to grow. As the world becomes increasingly interconnected, comprehending the factors affecting the buying behavior of the target market has become crucial for all businesses operating in the international market to remain competitive and meet the evolving needs of their customers. With the constant changes in the global business environment, marketers often explore to understand the factors influencing consumer behavior in both domestic and international arenas. One area in market and opinion research is consumer ethnocentrism, which refers to the belief that buying domestic products is more beneficial than foreign ones (Wojciechowska-Solis, 2022). This belief is often rooted in national pride and economic patriotism, impacting buying decisions and encouraging support for the local economy through specific product preferences and behaviors. The Consumer Ethnocentric Tendencies Scale (CETSCALE), developed by Shimp & Sharma (1987), is a widely used tool for assessing consumer ethnocentrism. Its reliability and validity have been confirmed across various cultural contexts, making it a standard instrument in consumer behavior research (Čvirik & Naďová Krošláková, 2022; Jiménez-Guerrero et al., 2014).

The primary goal of this study is to measure and analyze the level of consumer ethnocentrism among Generation Z Filipinos using the CETSCALE tool. This involves evaluating their attitudes toward both domestic and foreign products and understanding how these attitudes affect their purchasing decisions. By identifying the key factors that shape ethnocentric tendencies in this demographic, the research aims to reveal the underlying motivations and social influences that drive these behaviors. This analysis will shed light on how Generation Z Filipinos perceive domestic products and the extent to which consumer ethnocentrism impacts their consumption patterns.

The second objective explores the country-of-origin effects in selected product categories (automotive, apparel, food, electronics, and cosmetics) among Generation Z Filipinos. This objective seeks to assess the spontaneous knowledge and associations that Generation Z Filipinos have with different countries in relation to these product categories. By examining how these associations influence their perceptions and preferences, the study aims to identify the specific attributes and stereotypes linked to various countries that impact consumer choices. This analysis will provide insights into the cognitive processes and cultural biases that shape the country-of-origin effect within this demographic.

The third key objective is to explore the relationship between consumer ethnocentrism and the preference for domestic versus foreign products in the selected categories. This involves determining how varying degrees of consumer ethnocentrism impact the perception and choice of products based on their country-of-origin. Through this objective, the researchers uncover the extent to which ethnocentric attitudes influence consumer preferences and the conditions under which these attitudes are most pronounced. This analysis will inform marketers and policymakers about the potential challenges and opportunities in targeting Generation Z consumers with ethnocentric tendencies.

This study investigates the relationship between consumer ethnocentrism and the country-of-origin effect, delivering crucial insights for marketers who seek to comprehend the preferences of Generation Z consumers in the Philippines. Determining the factors can offer strategic direction for businesses and marketers to refine their strategies and enhance their interaction with this key demographic. In doing so, the study equips stakeholders with the understanding necessary to effectively engage with Generation Z, allowing them to build stronger connections and achieve success in the competitive global marketplace.

1 LITERATURE REVIEW

Consumer ethnocentrism plays a significant role in consumer product preferences as it serves as one of the inputs for crafting data-driven marketing strategies and brand positioning in global markets (Čvirik and Dotong, 2023, 2024). For example, companies entering culturally similar countries may capitalize on this ethnocentric tendency by emphasizing shared values and local partnerships, thereby creating a sense of familiarity among consumers (Durvasula et al., 1997). On the other hand, brands that overlook cultural differences risk alienating potential consumers, particularly in regions where national identity plays a significant role in consumption patterns (Čvirik & Naďová Krošláková, 2022). For marketers, comprehending these dynamics is essential for successfully navigating the complexities of global trade while respecting local sentiments, as the relationship between consumer attitudes and product origins can ultimately determine market success or failure in the field of international markets.

As consumers across the globe have access to a wide range of multinational products and services because of the globalization, their preferences in choosing domestic and foreign products are continuously changing because of several factors. A key influence on these preferences is the country-of-origin (COO) effect, which is shaped by the nation where a product is produced or manufactured. This concept helps market researchers explore why consumers might favor home-country products over global ones. The COO effect suggests that companies from different countries carry unique traits linked to their origins, offering them a competitive edge (Gooderham, 2024). This preference often stems from country stereotypes and perceived images, as consumers associate brands with their personal views and beliefs about the country of origin, affecting quality perception and purchasing decisions. This phenomenon is often moderated by product ethnicity and consumer traits. For instance, consumers with strong national identities may prefer domestic goods, while others may be more open to foreign products (Fischer & Zeugner-Roth, 2017). However, strong brand associations can sometimes outweigh these national biases (Ahmed et al., 1998). A study in Hungary showed that COO significantly influences mobile phone choices among young adults, depending on product origin (Nagy, 2019). Understanding cultural context is crucial when examining consumer ethnocentrism, as findings from one country may not apply to another (Durvasula et. al., 1997). Studies across Asia highlight the COO effect's influence on Generation Z's buying behavior, particularly in fashion, food, and technology. For example, in Indonesia, the COO, in terms of buying intentions of a market segment in the country, are affected by brand image and their perceived quality (Heriyati et al., 2024). In Jakarta, COO enhances brand image, while in East Java, ethnocentrism strengthens Korean food buying intentions, showing the complex interplay between local and foreign influences (Adriana et al., 2023). This suggests that local preferences can either increase or decrease the appeal of foreign products.

The COO effect tends to favor foreign brands, but it also underscores the significance of local identity and preferences, creating a complex environment for marketers aiming at Generation Z. This group’s buying choices are influenced by a mix of global and local elements, making it essential for marketers to balance the appeal of foreign products with the importance of local tastes. Understanding this interplay is vital for crafting effective marketing strategies that connect with Generation Z consumers, who are becoming more aware of and responsive to both international trends and local cultural values.

Generation Z, often referred to as the information generation, represents a significant and influential consumer segment having distinct characteristics and preferences. Born between 1995 and 2009 (McCrindle, 2014), this generation is marked by digital nativism, entrepreneurship, social consciousness, pragmatism, and diversity (Jayatissa, 2023). These unique traits found inthis generation are crucial to understanding their consumer behavior, particularly their ethnocentric tendencies and responses to country-of-origin effects. As digital natives, their preference for authenticity and heightened social consciousness significantly influences their buying decisions, necessitating further research and attention from market researchers to effectively engage with this powerful consumer group. Moreover, their digital fluency makes them critical players in financial markets, as they are heavily influenced by social media in their investment decisions (Panchasara & Bharadia, 2024).

In the Philippines, Filipino Generation Z displays distinct characteristics that are influenced by their socio-cultural environment, technological advancements, and evolving identities. This generation shows a strong entrepreneurial spirit, with about 54% aspiring to start their own businesses, motivated by their entrepreneurial skills and attitudes (Etrata & Raborar, 2022). The COVID-19 pandemic has further amplified this entrepreneurial drive that highlights their sense of adaptability and resilience in the face of challenging economic conditions. In addition, Filipino Gen Zs are highly socially aware and media savvy. Most of them are particularly adept at navigating the complex torrent of false information on social media and actively strive to distinguish between credible information and fake news (Pazon, 2018). Their views on social issues such as feminism reflect a strong desire for gender equality and empowerment, although misconceptions about feminism still exist (Mori et. al., 2023). The influence of global media and technology also causes Filipino Gen Zs to engage in complex linguistic identity negotiations while balancing local and global communication styles (Suizo, 2024). This dynamic interplay of local and global influences is closely tied to consumers' ethnocentrism, influencing their purchasing behaviors and preferences.

The entrepreneurial mindset and increased social awareness of this generation may lead them to support local businesses and products that align with their values, even as their exposure to global trends and media often makes them lean towards international brands. For marketers looking to connect with this demographic, it is essential to grasp the complex interplay between external influences and their unique cultural identity, social consciousness, and global perspectives. By considering the country-of-origin effect and the ethnocentric tendencies common among Filipino Gen Z, marketers can create a data-driven strategy that genuinely reflects their preferences and aligns with their core values. This research aims to explore these two concepts within the context of Generation Z in the Philippines, a group known for its unique consumption patterns and significant impact on market trends. The study is guided by three main objectives: First, to identify the characteristics and level of consumer ethnocentrism among Filipino Generation Z consumers. Second, to examine specific country-of-origin effects in selected product categories based on this demographic's spontaneous knowledge. Lastly, to investigate the relationship between consumer ethnocentrism and perceptions of country-of-origin within those product categories.

2 METHODOLOGY

2.1 Research Design

Quantitative research design was utilized in this study to determine the nexus between consumer ethnocentrism and the country-of-origin effect among Filipino Gen Z consumers. The criteria in of the choses respondents includes any Filipino Gen Z born in and raise in the Philippines between 1995 and 2009. A sample size of 336 respondents was selected using convenience sampling, chosen for its practicality and efficiency in reaching the target demographic. To measure consumer ethnocentrism, the researchers employed CETSCALE developed by Shimp and Sharma (1987). This scale consists of 17 items, which are rated on a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) as descriptive equivalent. The reliability of the instrument was preestablished by McDonald's ω and Cronbach's α (Čvirik, 2024), confirming internal consistency and validity. The researchers established the scale and the associated intervals in order to categorize the level of consumer ethnocentrism, on a scale from 1 to 5, with minimum and maximum values representing "soft" and "hard" ethnocentrism, respectively. At the lower end of the scale, the interval from 1.00 to 1.80 represents "Strongly Disagree" and is associated with soft ethnocentrism. Respondents in this category strongly disagree with ethnocentric statements, indicating a low level of consumer ethnocentrism and a greater openness to purchasing foreign products. Moving up the scale, the interval from 1.81 to 2.60 corresponds to "Disagree" and signifies moderately soft ethnocentrism as verbal interpretation. Individuals in this range generally disagree with ethnocentric statements, suggesting a mild preference for local products but still maintaining openness to foreign alternatives.

The neutral point on the scale, from 2.61 to 3.40, is labeled as "Neutral" and represents moderate ethnocentrism. Respondents in this category neither strongly favor nor oppose local over foreign products, indicating that their purchasing decisions may be influenced by factors other than ethnocentrism, such as price or quality. As we move further up the scale, the interval from 3.41 to 4.20 is categorized as "Agree," indicating moderately hard ethnocentrism.

Individuals in this range generally agree with ethnocentric statements and show a noticeable preference for local products, demonstrating a tendency to support domestic goods and services.

Below is the rewritten representation of each code of issue, which reflects the specific ethnocentric statement associated with each code:

- **CET1**: Filipinos should always buy Philippine-made products instead of imported products.
- **CET2**: Only those products that are unavailable in the Philippines should be imported.
- **CET3**: Buying Philippine-made products will help Filipinos to have more jobs.
- **CET4**: As a Filipino, buying Philippine-made products should be the priority.
- **CET5**: As a Filipino, I believe that buying foreign products is not nationalistic/patriotic.
- **CET6**: I am against buying imported/foreign products as it puts Filipinos out of jobs.
- **CET7**: Filipinos should always buy Philippine-made products.
- **CET8**: We should buy products manufactured in the Philippines instead of letting other countries get rich off us.
- **CET9**: It is always best to purchase Filipino products.
- **CET10**: There should be very little trading or purchasing of goods from other countries unless out of necessity.
- **CET11**: Filipinos should not buy foreign products because this hurts Philippine business and causes unemployment.
- **CET12**: Import barriers should be put on all foreign products entering the country.
- **CET13**: It may cost me in the long run, but I prefer to support Philippine-made products.
- **CET14**: Foreign businesses should not be allowed to put their products on our markets.
- **CET15**: Foreign products should be taxed heavily to reduce their entry into the Philippines.
- **CET16**: We should only buy imported products when the product/good cannot be obtained within our country.
- **CET17**: Filipino consumers who purchase products made in other countries are responsible for putting their fellow Filipinos out of jobs.

At the highest end of the scale, the interval from 4.21 to 5.00 is labeled as "Strongly Agree" and reflects hard ethnocentrism. Respondents in this category exhibit a strong agreement with ethnocentric statements, indicating a high level of consumer ethnocentrism. These individuals have a strong preference for local products and are likely to avoid foreign goods. This framework provides a comprehensive understanding of the degree of ethnocentrism among respondents, offering insights into their preferences and attitudes toward local versus foreign products. Additionally, the recall method was used to evaluate the country-of-origin effect, where respondents were asked to spontaneously recall and list the countries they associate with five selected product categories: automotive, apparel, food, electronics, and cosmetics. The selection of specific product categories for COO effect analysis in this study is based on several key considerations. Firstly, categories such as car and clothing were chosen due to their significant economic impact and contribution to the local economy. These industries often have strong domestic production capabilities, making them relevant for examining consumer ethnocentrism and the preference for supporting local businesses. Additionally, these categories are highly visible in consumers' daily lives and involve frequent purchasing decisions, as car and clothing are not only essential goods but also represent lifestyle choices. This visibility makes them ideal for analyzing how COO perceptions influence consumer preferences.

Moreover, electronics, cosmetics, and dairy products were selected for their diverse associations with different countries known for their expertise in these areas. For instance, electronics are often linked to technological advancements in countries like Japan and South Korea due to a combination of innovative capabilities, government policies, and strategic industry practices as these factors have positioned both nations as leaders in the global electronics market (Nakata et al., 2006) while cosmetics may be associated with beauty standards set by countries like France and South Korea shaped by cultural, historical, and marketing influences (Jones, 2011). These nations have established distinct beauty ideals that are propagated through their cosmetics industries which reflects their societal values and consumer expectations of these products. These diversities allow the researchers to analyze how the COO effects interact with various consumer influences, from functional considerations like quality and reliability in electronics to aesthetic and personal expression in cosmetics and clothing. These categories are culturally relevant and resonate with Filipino Gen Z consumers, who are influenced by both local traditions and global trends. This duality makes them suitable for exploring how cultural affinity and global exposure affect COO perceptions. These selected product categories capture a broad spectrum of consumer behaviors and attitudes, providing a nuanced understanding of how the COO effects manifest across different sectors. This approach enhances the methodological rigor by ensuring that the analysis is both comprehensive and contextually relevant.

2.2 Data gathering procedure

The survey was conducted online to maximize reach and provide convenience for respondents. The survey link was distributed using Google Forms, and responses were gathered over a three-month period. The researchers secured consent from selected participants and ensured the confidentiality of their information, as participation in this research was completely voluntary.

2.3 Statistical treatment and data analysis

Descriptive statistics were used to summarize the demographic characteristics of the sample and to identify the most frequently recalled countries for each product category. Mean rating scores and standard deviations for the CETSCALE items were calculated to characterize the degree of consumer ethnocentrism among Generation Z Filipinos. This scale is a well-established tool for assessing ethnocentric tendencies, providing a reliable basis for evaluating respondents' preferences for domestic versus foreign products.

Reliability analysis was conducted using McDonald's ω and Cronbach's α to assess the internal consistency of the CETSCALE. For country-of-origin analysis, frequency analysis identified the most frequently recalled countries for each product category, while cross-tabulations explored the relationship between consumer ethnocentrism scores and country-of-origin preferences. Chi-square test were considered to determine the presence of statistically significant relationships between consumer ethnocentrism and country-of-origin effects across product categories.

Multiple Correspondence Analysis (MCA) was used to provide a visual representation of the relationships between consumer ethnocentrism and country-of-origin preferences. The correspondence maps illustrate the association between high ethnocentrism and preference for domestic products.

3 RESULTS AND DISCUSSION

First of all, we focused on the characteristics of generic results with the help of descriptive statistics for individual CETSCALE statements (see Tab. 1).

Tab. 1 Mean rating score and standard deviation of CETSCALE results

Code	Mean	Std. Dev.	Level of Agreement	Ethnocentrism Level
CET1	3.83	0.987	Agree	Moderately Hard Ethnocentrism
CET2	3.83	1.112	Agree	Moderately Hard Ethnocentrism
CET3	4.65	0.680	Strongly Agree	Hard Ethnocentrism
CET4	4.28	0.857	Strongly Agree	Hard Ethnocentrism
CET5	2.94	1.091	Neutral	Moderate Ethnocentrism
CET6	2.67	1.087	Neutral	Moderate Ethnocentrism
CET7	3.65	1.028	Agree	Moderately Hard Ethnocentrism
CET8	3.99	0.974	Agree	Moderately Hard Ethnocentrism
CET9	4.09	0.924	Agree	Moderately Hard Ethnocentrism
CET10	3.79	0.988	Agree	Moderately Hard Ethnocentrism
CET11	2.93	1.090	Neutral	Moderate Ethnocentrism
CET12	3.32	1.121	Neutral	Moderate Ethnocentrism
CET13	4.00	0.916	Agree	Moderately Hard Ethnocentrism
CET14	2.53	1.098	Disagree	Moderately Soft Ethnocentrism
CET15	3.45	1.142	Agree	Moderately Hard Ethnocentrism
CET16	3.81	1.002	Agree	Moderately Hard Ethnocentrism
CET17	2.76	1.337	Neutral	Moderate Ethnocentrism

Source: Own processing

Table 1 presents the mean rating and CETSCALE results. The statement CET3, "Buying Philippine-made products will help the Filipinos to have more jobs," received the highest average score of 4.65 with a standard deviation of 0.680. This suggests a strong consensus among respondents, highlighting a prevalent belief in the economic benefits of purchasing locally made products. However, the statement CET14, "Foreign businesses should not be allowed to put their products on our markets," had the lowest average score of 2.53 with a standard deviation of 1.098, indicating a relatively lower level of agreement and more diverse opinions on restricting foreign products.

The overall consumer ethnocentrism score, calculated by summing the responses to all 17 statements, ranged from 17 to 85 points. The sample's mean score was 60.53, with a 95% confidence interval ranging from 59.35 to 61.71, and a standard error of 10.98. The median score was 61 points, indicating that, on average, the level of consumer ethnocentrism among Generation Z Filipinos is high, aligning with findings by Čvirik and Naďová (2022).

3.1 Gen Z Filipino country-of-origin perception

The study of the country-of-origin effect utilized an association-based approach, specifically employing the recall method. This research focused on five product categories: automotive, apparel, food, electronics, and cosmetics. The country-of-origin effects highlight the importance of consumer perceptions in influencing purchasing decisions, as well as how these perceptions can vary significantly based on cultural and regional contexts.

The first product category examined was automobiles. Generation Z Filipinos were asked to spontaneously recall the first country that came to mind for this category. Among the 194 possible countries, respondents mentioned 24, with Japan being the most frequently cited (27.1%), followed by Germany (20.8%) and the United States (19%). Notably, the Philippines emerged as the fourth most mentioned country (approximately 7.7% of respondents), which is intriguing given the focus of the study. The mutability value for this category was 0.837, indicating a high degree of variability in responses. This suggests that while the country-of-origin effect is present, there are significant differences in how individual countries are perceived within this category. The existing literature supports these findings by emphasizing the diverse factors that influence consumer perceptions, such as brand reputation and cultural affinity.

The second product category investigated was clothing. Results indicated that respondents primarily associated this category with both the Philippines and the USA, each mentioned by 20.8% of participants. Italy (14.3%) and France (7.7%) followed. The mutability value was 0.866, reflecting a high level of variability in country associations. This aligns with previous research, which suggests that fashion and apparel are often influenced by cultural trends and national identity, leading to diverse consumer perceptions.

For dairy products, respondents showed a strong association with the United States (26.8%), followed by the Philippines (17.9%) and New Zealand (14%). The mutability value of 0.86 again indicates significant variability in responses. This supports the literature on food products, where country-of-origin perceptions are often linked to quality and safety standards, which can vary widely among consumers.

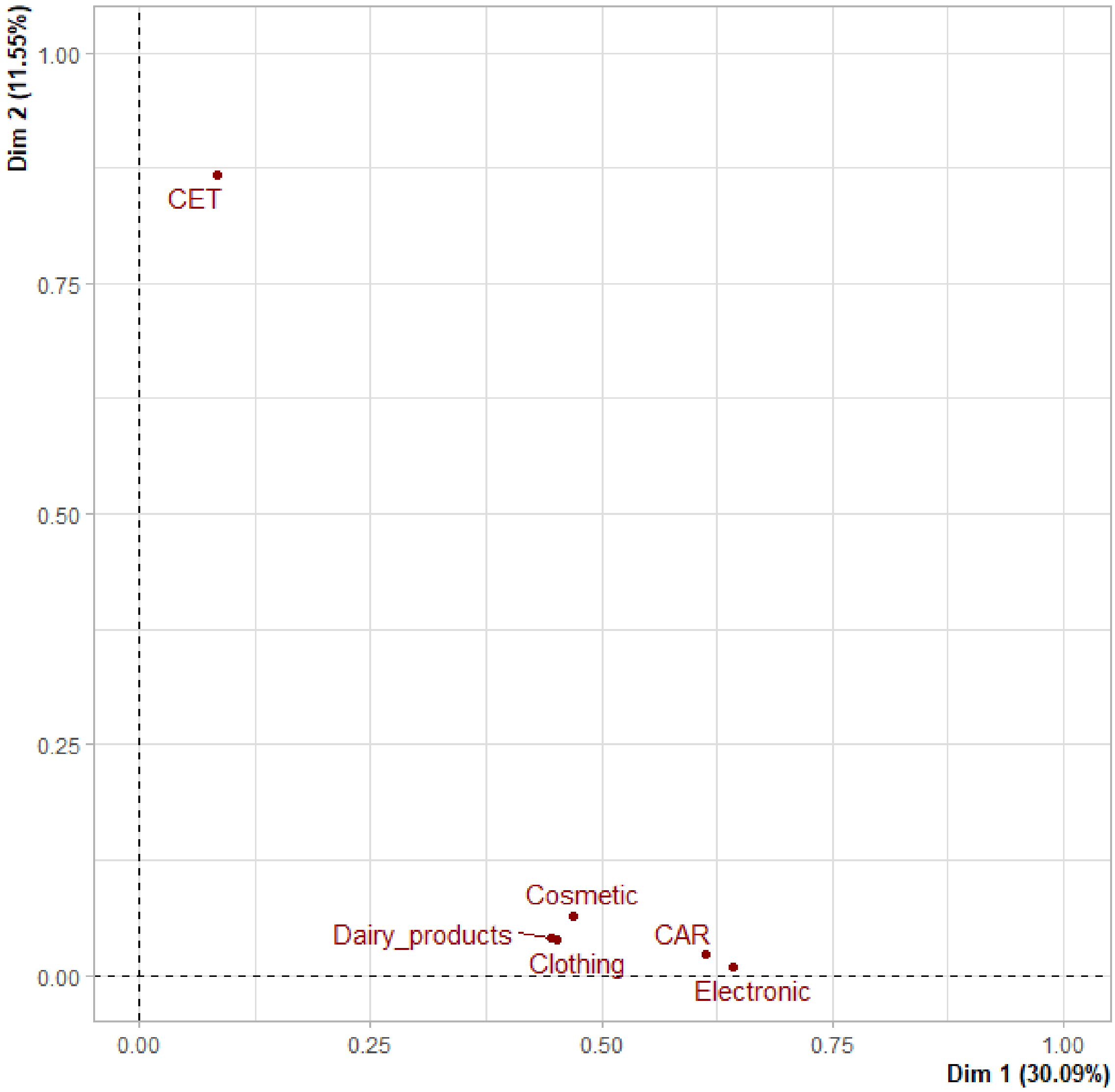
In the electronics category, the mutability value was 0.71, reflecting considerable differences in responses. Japan was the most frequently chosen country (50.3%), followed by the United States (14%) and Germany (9.5%). The Philippines ranked fifth, mentioned by approximately 6.3% of respondents. These findings are consistent with existing studies that highlight the strong association between certain countries and technological innovation, which heavily influences consumer perceptions.

The final category examined was cosmetics, where the mutability value reached 0.76, indicating significant variability in responses. South Korea was the most frequently associated country (41.1%), followed by the USA (20.2%) and Japan (12.8%). The Philippines was the fourth most mentioned country (10.1%). These results align with the literature that underscores the influence of cultural trends and media on cosmetic preferences, particularly the global impact of South Korean beauty products.

3.2 Nexus of country-of-origin and consumer ethnocentrism

In the initial phase of examining the relationship, we employed correspondence analysis, specifically multiple correspondence analysis. To address the formulated problem, we needed to modify and adapt our data. For the variables exploring associations of selected product lines with countries, we transformed the variable into a dichotomous one, with 1 representing the Philippines and 0 representing other countries. This was done to focus on home country preference. In measuring consumer ethnocentrism, we adjusted the ratings into five categories following the recommendations of Čvirik and Naďová (2022), which provide a verbal interpretation based on the quintile division of the scale. The objective is to explore the relationships between variables. Additionally, MCA offers a significant advantage through its graphical representation as a correspondence map. Our visual findings are presented in Fig.1.

Fig. 1 Multiple correspondence results for product categories



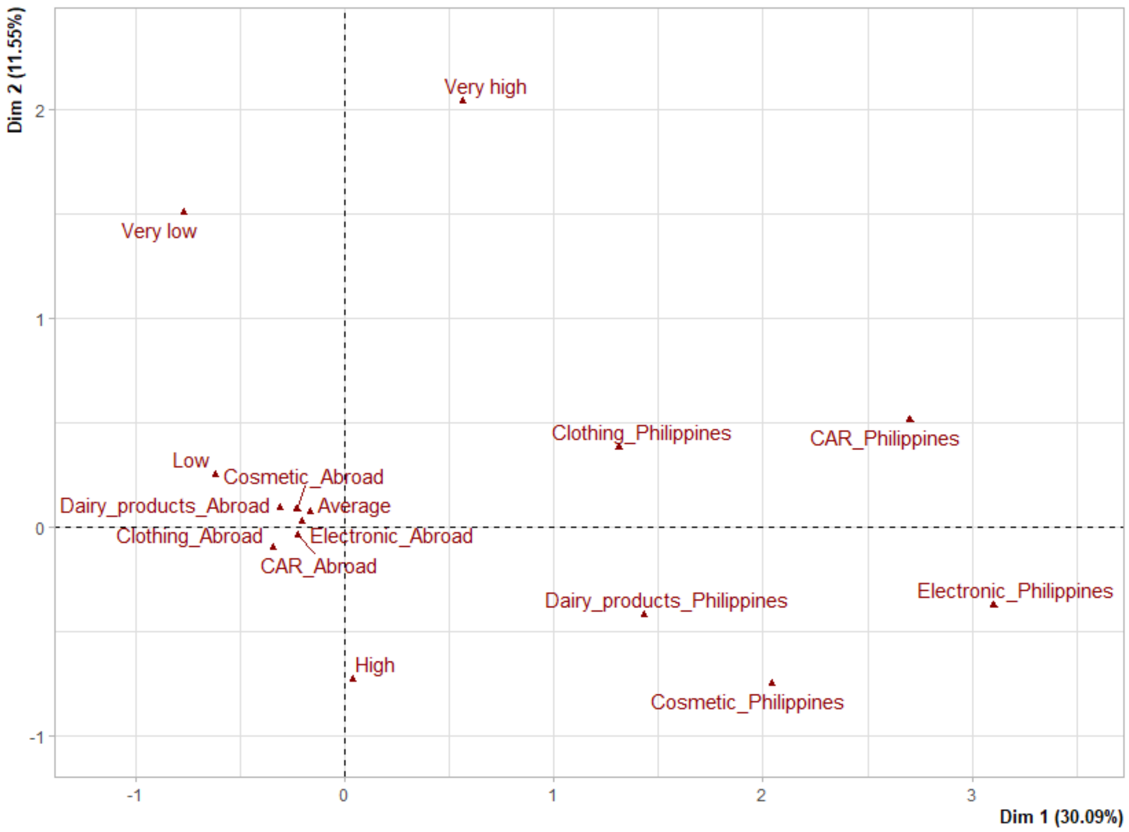
Source: Own processing in R

The analysis of the variables presented in Figure 1 indicates that the first dimension (Dim 1) accounts for a significant portion of the two-dimensional model and can be characterized as representing the country-of-origin effect.

This indicates that Dim 1 successfully reflects how consumers view products in relation to their country of origin, an important aspect of consumer decision-making. The second dimension (Dim 2) also accounts for a significant portion of the model's variance and is mainly linked to consumer ethnocentrism. This dimension emphasizes how consumer choices are shaped by ethnocentric attitudes, showing a tendency to favor domestic products over those from abroad.

Together, these two dimensions explain 41.64% of the model's variance, which is quite acceptable considering the number of variables and their representation in just two dimensions. This level of explained variance suggests that the model is strong and offers valuable insights into the relationships among the variables. The placement of both variables and individual values on the correspondence map is essential, as it visually illustrates the connections and differences between them. This visual aid enhances our understanding of how various factors are interrelated and how they impact consumer behavior. The results shown in Figure 2 provide a clear depiction of these dynamics, allowing for a better grasp of the interaction between country-of-origin effects and consumer ethnocentrism.

Fig. 2 Multiple correspondence results product categories



Source: Own processing in R.

The findings reveal a contingency between selecting the Philippines across all examined categories and choosing countries other than the home country. Specifically, selecting the Philippines tends to be associated with high and very high levels of consumer ethnocentrism, whereas opting for foreign countries is closely linked with low to average levels of consumer ethnocentrism. This suggests that the connection between low ethnocentrism and the preference for foreign countries is likely stronger than the link between high ethnocentrism and the preference for the home country. In other words, low consumer ethnocentrism seems to encourage the selection of foreign products more than high consumer ethnocentrism promotes choosing the home country as the best option. It is particularly anticipated that high levels of consumer ethnocentrism will be most evident in the selection of clothing and cars, and least apparent in the choice of cosmetics made in the Philippines.

To further explore these insights, we examined the relationships between individual choices (domestic or foreign) and the degree of consumer ethnocentrism. Given that these are transformed variables—with the first being dichotomous and the second ordinal—it was appropriate to use the Chi-square test to identify the existence of a relationship, followed by the Eta coefficient to assess the strength of this relationship. For clarity, the results are presented in Table 2. This approach allows us to quantify the associations and better understand how consumer ethnocentrism influences product choice across different categories.

Tab. 2 Contingency results between consumer ethnocentrism and country of origin effects

Product Category	Chi-Square Tests (P-value)	ETA
Car	0.004	0.214
Clothing	0.016	0.190
Dairy Products	0.097	0.153
Electronics	0.277	0.123
Cosmetics	0.931	0.050

Source: Own processing

Table 2 illustrates the presence or absence of a relationship between consumer ethnocentrism and country-of-origin effects for various product categories, as determined by the Chi-Square tests, and quantifies the strength of these relationships using the Eta coefficient. The significance level for these tests was set at 0.05 (α).

The results indicate that there is a statistically significant relationship between consumer ethnocentrism and the preference for domestic products in the car and clothing sectors. This implies that consumers with higher levels of ethnocentrism are more likely to choose domestically produced cars and clothing. However, for dairy products, electronics, and cosmetics, the evidence does not support a significant relationship between consumer ethnocentrism and product choice, suggesting that other factors may influence consumer decisions in these categories.

The ETA coefficients offer additional understanding of the strength of these relationships. While they are statistically significant, the relationships themselves are quite weak. In the automotive sector, consumer ethnocentrism explains roughly 4.6% of the variance in the preference for domestic products. Likewise, in the clothing industry, consumer ethnocentrism accounts for about 3.6% of the variance in the selection of home country products.

These findings indicate that while consumer ethnocentrism influences decision-making, especially in the automotive and apparel industries, it is not the only factor affecting consumer preferences. Aspects like product quality, brand reputation, and pricing also play crucial roles in shaping consumer choices. This underscores the complexity of consumer behavior and emphasizes the importance for marketers to consider various factors when crafting strategies aimed at ethnocentric consumers. Gaining insight into these dynamics can assist businesses in customizing their marketing approaches to better resonate with consumer values and preferences, potentially boosting their competitive edge in the market.

CONCLUSION

This research offers important insights into the level of consumer ethnocentrism among Filipino Generation Z and their views on country-of-origin effects across different product categories. The CETSCALE results show that Filipino Gen Z consumers tend to have moderately strong to strong ethnocentric tendencies, particularly towards products perceived to significantly benefit the local economy, like cars and clothing. There is a notable agreement with statements such as CET3, which highlights the economic benefits of purchasing local products.

Conversely, the contingency analysis reveals that consumer ethnocentrism has a significant impact on preferences for domestic cars and clothing. However, its influence is statistically insignificant in other categories, including dairy products, electronics, and cosmetics. This indicates that, beyond ethnocentrism, factors like product quality, brand reputation, and current cultural trends play a more critical role in shaping consumer decisions in these areas. Additionally, the findings highlight the variability in perceptions of country-of-origin among Filipino Gen Z consumers, as shown by the high variability values across different product categories. This suggests that while a country-of-origin effect is present, it is shaped by multiple factors, including cultural affinity and brand reputation.

Based on the study's findings, it is advisable for companies in the car and clothing sectors to highlight the local origin of their products in their marketing strategies, as this is a significant factor influencing Gen Z Filipinos' perceptions of quality and brand attributes. By doing so, companies can effectively leverage the ethnocentric tendencies of Filipino Gen Z consumers, who are more likely to support products that benefit the local economy. In categories where consumer ethnocentrism has less influence, such as electronics and cosmetics, companies should focus on their key differentiators, such as product quality.

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