COUNTRY-OF-ORIGIN AND CONSUMER’S PURCHASE INTENTION: A CLOSE STUDY OF SOCIAL MEDIA USAGE AND ETHNOCENTRISM

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ABSTRACT

COUNTRY-OF-ORIGIN AND CONSUMER’S PURCHASE INTENTION: A CLOSE STUDY OF SOCIAL MEDIA USAGE AND ETHNOCENTRISM

By

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May 2023

This paper studies the correlation between social media and consumer purchase intention when looking at the country-of-origin (COO) of products. Social media is now an inseparable part of society as it became so in-depth in everything we do. Consumer behavior is highly affected by the existence of social media by changing the way humans communicate and consume information. This study was conducted through an extensive look at published literature for background and research findings and as well as a self-conducted online survey research. Published research stated that social media increases consumer ethnocentrism by bringing people of like cultures together which affects and purchase intention of foreign goods. Purchase intention is also affected by whether consumers see a certain country as developing or not. The self-conducted online survey reveals that social media does not have an influence on consumer ethnocentrism, which also does not affect consumer purchase intention.
ACKNOWLEDGEMENTS

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CHAPTER 1
INTRODUCTION

Purpose

The purpose of this thesis is to find whether there is any correlation between social media usage and its influence on consumers’ purchasing intention when focusing on a product’s or brand’s country-of-origin (COO). Social media have become a crucial part of today’s society and business world as it allows people to connect with each other easily through the touch of a screen and for businesses to reach their targets anywhere they go. We humans have become so connected with the digital screen that we are taking it to us everywhere from the bed to the toilet endlessly scrolling through Instagram, Facebook, TikTok, etcetera. It is inevitable that as we use social media, we are targeted by ads from businesses and see posts from other users from all around the world. It is important to understand to know if our heavy usage of social media affects the way we perceive foreign-made products whether that is through shopping online or in person. Does social media allow people to have a wider knowledge of foreign countries and help them be more accepting when looking at a product with foreign COO or the opposite? The topic of social media correlating with ethnocentrism or purchase intention is still a research topic that brings uncertainty as studies have shown mixed results.

What is a COO?

COO is an abbreviation that stands for country of origin and the origin of COO can be traced back to World War II (Sevanandee & Damar-Ladkoo, 2018). Germany was forced as a punishment to label all their goods with COO labels to easily distinguish the country’s goods from other nations. Today, it is a given for products to have COO labels on them for consumers to check. The concept of COO was defined by Schooler as “Made-in” while other researchers define COO as the place where the product was designed, developed, assemble, and manufactured (Sevanandee & Damar-Ladkoo, 2018). It is important to note that the brand’s country of origin and the product’s country of origin are not the same things. A brand from the
United States may have its products produced in Vietnam, China, or Mexico. Today globalized world has brought normalization to overseas sourcing of products and manufacturers for businesses. This results in the clear distinction between a brand and a product’s country-of-origin; however, consumers often use both simultaneously and without differentiation.

Social Media

Social media, with its earliest introduction in 1997 with Six Degrees, have now been incorporated into every aspect of society (Oldest.Org, 2022). From education to consumption, politics, and awareness, social media is making an impact (Rajput et al., 2022). Today, more than 72% of Americans have used some form of social media according to Pew Research Center. The number of older adults adopting the use of social media is rising while young adults remain as the earliest adopters (Pew Research Center, 2021). Social media not only allow people to share about their life or watch entertainment but also a space where news and government policies get passed around to educate people (Ridzuan et al., 2012). Social media platforms like Facebook and Instagram have also transform into big e-commerce sites for both big and small businesses. Ads runs on these platforms are now more personalized than ever as businesses have access to user’s online data and behavior. Ads can also be done through influencers, people that look like the users, who users can trust and relate rather than celebrities.

Research Questions

This paper is conducted through an extensive literature review and a self-conducted online survey to figure out if the use of social media affects users’ purchasing intentions with domestic or foreign products or brand. With so many social media platforms in existing, it is a wonder to know if they affect consumers differently in term of ethnocentrism and purchase intention regarding COO. Country-of-origin, otherwise shorten as COO, have shown to be crucial for consumer to assume quality and affiliation. The existing of social media, where information worldwide may play a role in affecting how consumers see and view COO on products and brands. With that, it is important to know if users of each platform display certain
behaviors different from other platform users. Do all social media users share similar behaviors? These are the questions that this paper aims to answer.

**Contribution**

I hope that this paper will contribute to creating interests for future researcher to study this topic of social media affecting consumer’s ethnocentrism in which influence their purchase intention when looking at COO. This is a fairly new research topic that yet to have many studies on. Existing studies have shown contradiction of weak conclusion so this paper will explore both literature and empirical research to contribute to this field of study. As social media continue to evolve and spread its influence every day, it is important for us to know what kind of effects it have on us as consumers.
CHAPTER 2
LITERATURE REVIEW AND RESEARCH HYPOTHESIS

The Association of COO with Product Quality

Understanding that country of origin is a labeling of a product’s place of production, we have to look into why it is significant for businesses. When consumers are looking to purchase a product that they don’t have the expert knowledge of, they will look at eccentric cues on the products to assume the quality. These cues can be the price, packaging, ingredients, brand name, country of origin and etcetera. Focusing on COO, Country of Origin can help increase or decrease consumer’s evaluation of the product (Magnusson et al, 2011), which is influenced by the consumer’s willingness to buy foreign products or the consumer’s familiarity with the country-of-origin of a product. A marketing strategy that some companies have employed is foreign branding strategy to bring favorable association to the brand (Magnusson et al, 2011). An example of the use of foreign branding is Häagen-Dazs, an American brand that uses a Scandinavian-sounding name to bring association with Denmark (Magnusson et al, 2011). For brands to employ this strategy means that COO and the image of a country are significant in consumer purchasing decisions, which affects the sales of products. In the survey conducted by Magnusson, Westjohn, and Zdravkovic, consumers were asked about their attitudes toward different brands without telling them the correct country of origin. The result illustrates that consumers who associated Samsung with Japan thought highly of the brand, compared to someone who associated Samsung with South Korea with an image of South Korea as an emerging market (Magnusson et al, 2011). While consumers who see South Korea as a highly educated country with strong engineering capabilities will most likely have a higher perception of Samsung if they associated it with South Korea (Magnusson et al, 2011).

The effect of COO on consumers' perception of products will differ across industries and product categories (Bryla, 2021). In a study on consumers in Poland about the importance of COO labels on food products, 1 out of 5 respondents placed COO labels as very important in
regard to the information they look for when purchasing a food product (Bryla, 2021). The level of education was also found to influence how much consumers place importance on COO as consumers with higher education put more weight on COO labels (Bryla, 2021). On the other hand, consumers who are health-conscious place less importance on COO labels as they use other indicators like brands, certifications, and signs of quality to make their purchase decisions (Bryla, 2021). This signifies that when other product quality indicators exist on the packaging, consumers will not rely on COO for their purchase decision. COO will only play a significant role in consumer’s perception of the product’s quality when other quality indicators are missing.

**Consumer’s Willingness to Purchase Foreign Products**

When talking about consumer’s willingness to buy foreign products, often, ethnocentrism is discussed. Ethnocentrism is a type of personality trait that represents an individual’s willingness to buy foreign-made products (Schiffman & Wisenblit, 2019, p.68). A consumer with high ethnocentrism will favor domestically made products and will avoid purchasing foreign-made goods. On the other hand, a non-ethnocentric person is open to foreign products and will judge them more objectively (Schiffman & Wisenblit, 2019). Ethnocentrism will vary across products and countries such as consumers living in developed countries will have higher intention to purchase domestic products (Sharma, 2022). American elders who have been through World War II are found to reject German and Japanese-made goods in remembrance of the war (Schiffman & Wisenblit, 2019).

According to Christopher L. Newman, Anna Turri, Elizabeth Howlett, and Amy Stokes in a 2014 research, consumers tend to have higher perceptions of domestic products due to ethnocentrism. For example, U.S. consumers will show more bias toward U.S. products because they perceive U.S. products to be safer and want to support domestic producers (Newman et al, 2014). In contrast, some consumers like Bangladeshi, Chinese, and Lithuanian perceive foreign
food to be better than domestic food products (Newman et al, 2014). Giorgio Ribaudo conducted research on the Brand’s COO effect on demand for hotels in 2019 to answer whether tourists will be attracted to see brands originating from their home country based on evidence that ethnocentrism exists in many consumers. The research found that of the 16 branded hotels observed belonging to the USA, Spain, France, and UAE, 95% are significantly affected by COO (Ribaudo, 2020). This means that tourists’ decision to stay with certain hotel brands is strongly influenced by the brand’s country of origin. This will also affect hoteliers looking to open franchises since they must consider COO of hotel brands.

Zachary S. Johnson, Yichao Tian, and Sangwon Lee explain that COO affects consumers' product evaluation, willingness to pay, perceptions of advertisement, and purchase intentions (Johnson et al, 2016). For example, US consumers preferred to purchase cars manufactured in Japan than Mexico because Japan has a better reputation in electronic and manufacturing development (Johnson et al., 2016). When the COO label is missing, consumer's evaluation of the product or brand will decrease since they use the COO to infer product quality. Consumers who rely on the COO to make purchasing decisions are using a process called information cues (Magnusson et al., 2011). Information cues can come from factors like the color, texture, design, or material of the product, and external factors like COO, brand, and price (Magnusson et al., 2011).

Social Media Influences on Ethnocentrism

Some studies have looked at the possible connection between social media and its influences on consumer’s ethnocentrism. Though lacking in a number of studies, some papers have sown very interesting results. A study conducted in 2008, studying the effect of social media in Malaysia on ethnic groups revealed that people prefer to communicate and interact with others from the same ethnic group (Ridzuan et al., 2012). Malaysia has three main ethnic groups, Malay, Chinese, and Indians (Ridzuan et al., 2012). The study reveals that while social
media create unity within communities of like people, it was also increasing users' ethnocentrism in the sense that the communities are more likely to support their fellow community members.

Another paper published in 2022 looked at the relationship between social media campaigns and domestic product consumption with a focus on emerging economies. The effect of Covid19 has left a major change in the way consumer behaves and have brought a new wave of movements online. The pandemic has caused a new boycotting movement online through hashtags like #Boycottchinaproduct, #notochina, and #saynotochina in reaction to Covid19 (Sharma, 2022). These movements can attract attention and supporters who agree with the movements and become more unsupportive of products and brands with a COO from China.

Social Media Influencers and Their Influential Power

The growth of social media has brought new forms of marketing through influencers that have shown to have great effect on consumer purchasing decisions. The term influencers can be understood as a person, celebrity or non-celebrity, who have many followers on social media and have influences on their followers. Influencers can be found in all type of categories like food, makeup, skincare, photography, art, music, and etcetera. Brands that utilize influencers can gain the leverage of connecting with consumers in a more engaging and authentic way (Forbes, 2023). In 2022, the influencer marketing industry had risen to a worth of $16.4 billion, almost a ten time increase since 2016 when it was worth $1.7 billion (Forbes, 2023). As consumers become more distrust on brands and their message, consumer seek towards trustable figures to help make their decisions such as influencers on social media (Forbes, 2018). Influencers have the ability to build a community that allow followers to feel belonged, therefore, have the power to sway users’ opinion and action. Influencers Marketing theories are currently studied concepts that investigate the reason why and how consumers are influenced by influencers (Chow, 2023). Some theories include: The Cooperative Principle, Amplification Hypothesis, The Conversion Theory, Scarcity Principle, The Social Influence Theory, Attitude Change Approach, Ultimate Terms, Priming,
The reciprocity Norm, Sleeper Effect. Some of the theories explain some reasons for influencers influential ability is that they relay message in a more understandable method (Cooperative principe), they showcase expertise (Amplification Hypothesis), and they are not in our face like ads so people are willing to listen (Primin), (Chow, 2023).

**Research Hypothesis**

According to published studies, social media have the ability to bring people who have similar ideology, background, and experience together which contribute to the increase of ethnocentrism, then that should influence people to be more favorable with products and brands with domestic COO. On the other hand, if social media can bring people of likeness together but have no effect on ethnocentrism, then their intention to purchase products and brands with foreign COO.

For this research, two hypothesis was formulated:

H1= Social media influences users to be more ethnocentric, therefore, influencing them to be more favorable with products and brands with domestic COO.

H2= Social media do not influence user ethnocentrism, therefore, does not affect their intention to buy products and brands with foreign COO.

The hypotheses will be measure by looking at how participants answer the linear scale statements about their believes and behavior and what type of social media platforms thy are using. If data show that the use of social media has no effect on ethnocentrism, and they are open to foreign made goods or brands then H1 will be rejected and H2 will be accepted.
CHAPTER 3

METHODOLOGY AND FINDINGS

Methodology and Recruitment

This thesis research utilizes a literature review and online survey to explore two hypotheses.

H1= Social media influences users to be more ethnocentric, therefore, influencing them to be more favorable with products and brands with domestic COO.

H2= Social media do not influence user ethnocentrism, therefore, does not affect their intention to buy products and brands with foreign COO.

The background of this paper is completed through an extensive literature review of published studies and books. Peer-reviewed journals and books were sourced from California State University of Long Beach library database, recommendations from advisors, and books used for classes. Some keywords that were used to find journals are “Country-of-Origin”, “consumer perception”, “social media”, and “ethnocentrism”. Sources cited in viewed journals were also explored and reviewed.

The survey research was conducted through a self-administered online survey through the California State University of Long Beach Qualtrics survey system. The survey includes a mix of multiple choices and scale questions. The quantitative data from the survey was mathematically analyzed through Qualtrics and Excel. The method for sample selection was done through convenience sampling due to the efficiency, convenience, and no cost. Due to the sampling method, convenience sampling, the data may not have a strong representation of the overall population. Since the majority of respondents will be my peers, college students, I will have to consider that the results may not present a well-rounded picture of the entire population. The online survey was distributed through online platforms to fellow schoolmates, family, and friends. Link and QR code to the survey were sent through class list emails, discord group chats,
Facebook Messengers, CSULB subreddit, Instagram, and text messages. With the permission of professors at the California State University of Long Beach, some in-class announcements will be made to aid the recruitment process besides online announcements. The recruitment process ran for seven days. Secondary data such as peer-reviewed published journals and articles will also be analyzed to understand the background, importance, and current knowledge of COO.

This research looked for individuals who are at least of 18 years and older and must agree to the consent form presented on the survey before proceeding further. All participants were voluntarily asked to participate with the right to decline or quit at any moment during the surveying process. Participants were not monetarily compensated, and appreciation messages will be stated at the survey's beginning and end. Participants who are interested in the results can input their email at the end of the survey and will be contacted at the completion of the study. The survey took participants at most ten minutes to complete. This online survey method is considered as low-risk and was approved by CSULB IRB. One concern that respondents might have taken this survey is that they want to have their identity be anonymous so they will be hesitant to leave email, name, gender identity, ethnicity, and employment status. To mitigate this, respondents do have the option to quit the survey or not answer the question at any moment that they feel uncomfortable or change their mind.

**Descriptive Data Findings**

The survey sample collected a total of 58 responses with 10 respondents stopping halfway. The majority of the respondents are of Asian or Hispanic/Latino ethnicity with 37.93% and 32.76% as presented in the pie chart below (Figure 1).
The majority of the participants, 89.66 percent equivalent to 52, are between the age of 18 to 26, with 8.62 percent between 27 to 42, and 1.72% between 78 to 95. This means that the data are not representative of the whole population.

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>18-26</td>
<td>89.66%</td>
<td>52</td>
</tr>
<tr>
<td>2</td>
<td>27-42</td>
<td>8.62%</td>
<td>5</td>
</tr>
<tr>
<td>3</td>
<td>43-58</td>
<td>0.00%</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>59-77</td>
<td>0.00%</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>78-95</td>
<td>1.72%</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>58</td>
</tr>
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</table>

The results reveal that the top five most used social media platforms are in the following order: Instagram, Discord, TikTok, Snapchat, and Reddit (Figure 2).
There are 48 participants who responded to the question about their daily time spent on social media, 2 spend between 0 to 1 hour, 17 spend about 2 to 3 hours, and 21 responded that they spend more than three hours on social media on a daily basis (Figure 3). This indicates that people are very attached to their smartphones and that social media is deeply incorporated into their daily functions.
Figure 5 to 10 look at participant’s means on the perception and behavioral statements that were asked. The statements are asked on a linear rating scale from one to five with 5 being strongly agree and 1 being strongly disagree. The results interestingly show that respondents agree that the United States is a developed nation with an average rating of 4.0 out of 5.0, but only somewhat agree that products made in the U.S. are of good quality with a 3.3 mean contradicting to previous research found in my literature review. Respondents from all groups of social media daily usage show a high average rating of 4.7 in agreeing that they are open to trying products from foreign countries. With an average rating of 2.2, respondents show that they don’t always check COO labels on products at the market nor have a high preference for domestic brands over overseas brands with a mean of 2.7. Respondents also illustrate that they don’t restrict their online shopping to just domestic brands as the mean is 2.4 to the statement “I mainly do online shopping with domestic brands”. The last statement, “I tend to buy things I see influencers recommend or use”, shows the lowest rating with a mean of 1.5.
A correlation analysis, Table 2, was run to find the correlation between the usage of different social media platforms and how it influences consumers in their ethnocentrism and...
purchasing behavior. The analysis was run on the type of social media platform participants are using and their responses to these linear scale statements:

1. The United States is a developed nation.
2. Products made in the United States are of good quality.
3. I am open to try purchasing products from other countries.
4. I always check the country-of-origin of products at the market.
5. I prefer domestic brands over overseas brands.
6. I mainly do online shopping with domestic brands.
7. I tend to buy things I see influencers recommend or use.

Some key correlations were discovered with interesting results. Instagram users show positive correlations to other platforms like Facebook, Snapchat, WhatsApp, Tumblr, Pinterest, and Reddit. The Instagram users also show positive correlation to the statements “The United States is a developed nation” and “Products made in the United States are of good quality” with 0.536 and 0.448 respectively. However, they do not show any strong correlations to the rest of the statements. There is a strong correlation of 0.956 between Facebook and Tumblr but a negative correlation between Facebook and WeChat. Facebook users show strong correlation to the statement “The United States is a developed nation” with 0.415 but show weak correlations to all the other statements similar to Instagram users. TikTok users have strong positive correlation with other platforms like Snapchat, WhatsApp, Tumblr, Pinterest, Facebook, and Reddit. The TikTok users show very weak negative correlations to all of the statements. Snapchat users show a mix of very weak negative and positive correlations to the statements except for “I mainly do online shopping with domestic brands” where there is a correlation of 0.414. WhatsApp users do not illustrate any strong correlation to any of the statements and even have a correlation to the
statement about preferring domestic products. Tumblr users show a negative correlation to the statement “I always check the country-of-origin of products at the market” with -0.399. Those who use WeChat show negative correlations to the statement “The United States is a developed nation”, “Products made in the United States are of good quality”, and “I am open to try purchasing products from other countries” with -0.927, -0.662 and -1. They also have perfect correlations to the last two statements “I mainly do online shopping with domestic brands” and “I tend to buy things I see influencers recommend or use”. Pinterest users show a strong positive correlation to the statement that they buy what they see influencers use or recommend with 0.666. Discord users show no strong correlations to any of the statements just like WhatsApp, and TikTok users. Reddit users demonstrate positive correlations to the first two statements with 0.494 and 0.421 but show negative correlation to the last statement. Twitter users show strong correlations to many of the statements. They portray high level of ethnocentrism with a positive correlation of 0.683 to the statement of preferring domestic products but also show low ethnocentrism with the positive correlation to the statement of being open to purchase products from other countries. The data from WeChat and Twitter show an interesting contrast that need to be investigate further, if possible, in future research.

Those who believe that the United States is a developed country also believe that the U.S. produce good quality products with a correlation score of 0.573. Those who prefer domestic products also show that they also check products’ COO when shopping at the market with a correlation of 0.578. Those who prefer to shop domestic products online also demonstrate
positive correlation to always checking COO on products and preferring domestic brands over overseas brands.

Overall, users from Instagram, Facebook, TikTok, WhatsApp, and Discord show no clear preference between domestic or foreign products/brands with weak correlations, rejecting H1 that social media cause an increase in users’ ethnocentrism, which make them more favorable of domestic product. This means that H2 is accepted since the data so that social media does not increase users’ ethnocentrism and affect their purchase intention regarding COO. The correlation analysis does prove that those who believe the U.S. is a developed nation, will also believe that they U.S. produce better quality products. Participants also show they are not influenced by influencers when making purchasing intentions beside WeChat and Pinterest users. With Pinterest, it is understandable that users are influenced by influencers due to the nature of the platform being an space for others to be inspired by aesthetics.
CHAPTER 4

DISCUSSION

The literature review has shown that this research topic is still a debatable discussion as the correlation between social media and purchase intention regarding COO of products/brand still lacks studies. This paper aimed to fill in that space as it explores the effect of social media on users’ ethnocentrism and purchasing behavior. The correlation analysis shows that majority of the social media users do not illustrate any clear sign of ethnocentrism despite believing that the U.S. produce good quality products apart from WeChat and Twitter users. In fact, users from WhatsApp, TikTok, and discord show no strong correlation to any of the statements. Interestingly, WeChat and Twitter users show opposite correlations to the statements. Looking at the mean scores of the linear scale statements, we can also see that respondents show openness to purchase foreign products and have strong preference to domestic brands. The data demonstrate that respondents are not influenced by influencers on social media that I was expecting.

Overall, majority of social media users does not showcase strong ethnocentrism as they don’t have strong preferences for products/brands with domestic or foreign COO. The research rejects H1 that social media influences users to be more ethnocentric, therefore, influencing them to be more favorable with products and brands with domestic COO. On the other hand, H2 is supported by the results as all respondents’ ethnocentrisms are not affected by social media, therefore, their intention to purchase products with COO are not affected. While the survey data show that social media does not make consumer more ethnocentric, there are still questionable influences that can result in this conclusion such as the age of the participants being majorly generation Z.
CHAPTER 5

CONCLUSION

Limitations and Complications

The majority of the participants are my peers who are of the same age group (18 to 26), which means the data is not representative of all ages (Table 2). It is worth noting that Generation Z, born in 1997 to 2012, grows up with technology and a very globalized world. This factor could greatly affect the result of the data. Generation Z, also known as “digital natives” are distinguishably different consumers from other generations (Smaliukiene et al., 2020). Gen Z characteristics have been sown to have higher cultural tolerance and less emphasis on ethnocentrism (Smaliukiene et al., 2020). This means that the age group could be an area for future researchers to look at when trying to measure the correlation between social media and purchase intention.

I was also running against the thesis deadline so there was not enough time to collect the sample size that I would like to have. My recruitment platforms are also limited to Instagram, Discord, Reddit, and Facebook, which means I could be missing out on collecting data from other social media platform users. Some participants also sent me feedback stating that the question asking about their social media platform usage was confusing, indicating that some responses may not be accurate.

Future Research

If I were to repeat this research in the future, I would prioritize the IRB approval process much earlier as they process was long and tedious. I would also expand the type of platform and media to recruit survey participants such as using physical flyers and posting recruitments on more social media platforms. One important key that was discovered in this research is that age
can greatly affect the data, which mean this is a possible field to explore in future research. I would also extend my hypothesis to be narrower and create a longer survey with the inclusion of focus group study. This could help me gain more critical data for this field of study. I hope that this paper will sparks interest to future researchers to look at social media at not only an entertainment platform but also a critical factor that affects the way today’s society function.
APPENDIX

Appendix A. IRB Approval Letter

CALIFORNIA STATE UNIVERSITY, LONG BEACH
OFFICE OF RESEARCH & ECONOMIC DEVELOPMENT

DATE: April 17, 2023
TO: Tuyet Nhi Tran
FROM: California State University, Long Beach Institutional Review Board

REFERENCE #: 23-219
SUBMISSION TYPE: Amendment/Modification
REVIEW TYPE: Administrative Review
ACTION: APPROVED
APPROVAL DATE: April 17, 2023

This is to advise you that the Institutional Review Board for the Protection of Human Subjects (IRB) of California State University, Long Beach, has reviewed your protocol application.

Your project is approved by Administrative Review and the project activities were determined to be minimal risk.

Approval is effective beginning April 17, 2023. Approval is conditional upon your willingness to carry out your continuing responsibilities under University policy. This project must adhere to the following conditions:

1. You must clearly indicate in the header or footer of each page of your approved Informed Consent Form and recruitment material as follows: “Approved on April 17, 2023 by the CSULB IRB.”

2. If you need to make changes/revisions to this approved project, you must submit a Request for Amendment to an Approved Protocol in addition to any documents affected by the requested change. Submit these documents as a subsequent package to this approved project via IRBNet. You are not allowed to implement any changes to your research activities prior to obtaining final approval of your requested amendment from the CSULB IRB.

3. You are required to inform the Director of Research Integrity and Compliance, Office of Research & Economic Development, via email at irb@csulb.edu within twenty-four hours of any adverse event in the conduct of research involving human subjects. The report shall include the nature of the adverse event, the names of the persons affected, the extent of the injury or breach of confidentiality or data security, if any, and any other information material to the situation.

4. Maintain your research records as detailed in the protocol

Should you have any questions about the conduct of your research under this protocol, particularly about providing informed consent and unexpected contingencies, please do not hesitate to contact the IRB.
Office via email, IRB@csulb.edu, or call (562) 985-8147. Please specify your project title and reference number in all correspondence with this committee. We wish you the best of success in your research.

This letter has been electronically signed in accordance with all applicable regulations, and a copy is retained within California State University, Long Beach Institutional Review Board's records.

1250 Bellflower Blvd., Long Beach, CA 90840
Ph. (562) 985-8147 Fax. (562) 985-8665
Appendix B. Consent Form

Hello participant, thank you for taking your time to check out this survey. This survey is conducted for a senior thesis project under California State University of Long Beach’s Honor Program.

Consent to Participate in Research
Title of study: Country-of-Origin and Consumer’s Intention to Buy: A Close Study of Social Media Usage and Ethnocentrism

You are asked to participate in a research study conducted by Tuyet Nhi Tran, student from California State University, Long Beach. You are here to take the survey voluntarily on your own time through a shared link of this online survey.

Purpose of the Study

This study aims to examine if there is a correlation between social media usage and consumer’s intention to purchase domestic or foreign products.

Procedures

If you volunteer to participate in this study, you will complete and submit an online survey. The time required to complete the survey will be approximately 5 to 10 minutes. The survey employs several different scales.

Potential Risks and Discomforts

There are no known risks or dangers to you associated with this study.

Potential Benefits to Subjects and/or to Society

Participation in this research will help us understand the effect of social media on consumerism.

Payment for Participation

There is no direct compensation; however, participants may request the survey report which they will receive from the investigator approximately three months after participation in the survey.

Confidentiality

Any information obtained in connection with this study that can be identified with you will remain confidential and will be disclosed only with your permission or as required by law.

Participation and Withdrawal

You can choose whether to be in this study or not. If you volunteer to be in this study, you may withdraw at any time without consequences of any kind. Participation or non-participation will not affect your academic standing or any other personal consideration or right. You may also
refuse to answer any questions you don't want to answer and still remain in the study. The investigator may withdraw you from this research if circumstances arise which, in the opinion of the researcher, warrant doing so.

**Identification of Investigators**

If you have any questions or concerns about the research, please feel free to contact Tuyet Nhi Tran: Principal Investigator (tuyethitran2@gmail.com).

**Rights of Research Subjects**

You may withdraw your consent at any time and discontinue participation without penalty. You are not waiving any legal claims, rights or remedies because of your participation in this research study. If you have questions regarding your rights as a research subject, contact the Office of University Research, CSU Long Beach, 1250 Bellflower Blvd., Long Beach, CA 90840; Telephone: (562) 985-5314 or email research@csulb.edu.
Appendix C. Recruitment Flyer

Survey Participants Needed

Hello! I am conducting a survey research for my thesis project for CSULB Honors Program. The survey will be asking about your social media usage and purchasing intentions. Please help me by taking this survey which will take no longer than 5 to 10 minutes of your time. Thank you!
Appendix D. Survey Questions

UHP Thesis

Start of Block: Consent Form

Q1 <br>

Q2 I agree to proceed with this survey after reading the consent form.

☐ Yes (1)

☐ No (2)

Skip To: End of Survey If I agree to proceed with this survey after reading the consent form. = No

End of Block: Consent Form

Start of Block: Demographics

Q3 Please select your age group.

☐ 18-26 (1)

☐ 27-42 (2)

☐ 43-58 (3)

☐ 59-77 (4)

☐ 78-95 (5)
Q4 What is your current employment status?

- Unemployed (1)
- Part-time (2)
- Full-time (3)
- Student (4)
- Prefer not to say (6)

Q5 What is your ethnicity?

- White (1)
- Black or African American (2)
- American Indian or Alaska Native (3)
- Asian (4)
- Native Hawaiian or Pacific Islander (5)
- Other (6)

Q6 What is your gender?

- Male (1)
- Female (2)
- Non-binary / third gender (3)
- Prefer not to say (4)
Q7 Are you currently living in the United States?

- No (1)
- Yes (2)

End of Block: Demographics

Start of Block: Social Media Habits

Q8 Please select all the social media platform that you are using.

- Instagram (1)
- Facebook (2)
- TikTok (3)
- Snapchat (4)
- Whatsapp (5)
- Tumblr (6)
- WeChat (7)
- Pinterest (8)
- Discord (9)
- Reddit (10)
- Other (please specify) (11) ____________________________
Q9  How long do you use social media on a daily basis?

- 0-1 hour (1)
- 1-2 hours (2)
- 2-3 hours (3)
- 3+ hours (4)

End of Block: Social Media Habits

Start of Block: Perceptions

Q10 On a scale of 1 to 5 with 5 being strongly agree. Please answer the following base on your own perception.

<table>
<thead>
<tr>
<th></th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>The United States is a developed nation. ()</td>
<td></td>
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<tr>
<td>Products made in the United States are of good quality. ()</td>
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<tr>
<td>I am open to try purchasing products from other countries. ()</td>
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<tr>
<td>I always check the country-of-origin of products at the market. ()</td>
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<td>I prefer domestic brands over oversea brands. ()</td>
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<tr>
<td>I mainly do online shopping with domestic brands. ()</td>
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<tr>
<td>I tends to buy things I see influencers recommend or use. ()</td>
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</tr>
</tbody>
</table>

End of Block: Perceptions

Start of Block: Block 4

Q11 Please enter your email if you want to know the research result.

________________________________________
References


