Effect of Ethnocentrism on Consumers' Intention to buy domestically produced Value-Added Seafood products:
An empirical study in Sultanate of Oman.

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Abstract

Omanis' Consumer Ethnocentrism towards Value-Added Seafood products manufactured in Oman and the effect of that on their intention to purchase value- added seafood of Oman-origin products were studied. This study was carried out in six governorates of Oman from eleven provinces based on the density of the Omani population in these governorates and their distance from the capital, Muscat. They were distributed among coastal areas that do not have a high density of fish landing and others from the interior governorates, a sample of 420 Omani consumers were presented in the study. Relationship between certain demographic characteristics, ethnocentrism and the intention to buy the domestic value-added seafood products of the Omanis Consumers was analyzed. Demographic variables did not have any significant effect on Intention of the Omanis to purchase the value-add seafood products. Consumer ethnocentrism had an effect on the Intention of the Omanis set. Ethnocentrism tendencies of the Omanis consumers are positively related to their intention to purchase value-added seafood products produced domestically. A significant relationship between consumer ethnocentrism of the Omanis and their intention to purchase value-added seafood products produced domestically was observed. There was indication of a positive statistically significant relationship between the two variables. Regionalism indication of ethnocentrism for the Omani set among the deferent Governorate's included in this empirical study was pointed higher Consumer Ethnocentrism and there are regional differences regarding the

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Omanis set. CETSCALE utilized to measure the level of the Omanis consumer ethnocentrism for the total possible score with the 17-itms using a 7-points Likert-type scale presented that, the mean scale values ranges between17 and 119 (with mean = or > 68). Generally, there was indication of higher mean values of the Omanis consumers' level of ethnocentrism. This study was the first of its kind in Oman that mainly contributed to the fisheries sector marketing efforts; by contributes to the understanding of the effects of consumer ethnocentrism on the consumer initiation, and to the academic literature in the area of consumer evaluations of locally produced value-added seafood products.

Keywords:

Consumer Ethnocentrism, Likert-type scale, Value-Added Seafood products.

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1-Introduction.

1.1: Research Background.

Globalization, with the technologies, progresses in communication and transportation provided consumers to a varied range of facilities. However, understanding the different aspects of the consumer preferences behind products consumption can be contributed positively to filling the gap where people consume a huge amount of goods without satisfying their actual needs. Industries need to cultivate responsiveness to the changing aspects or the effects on consumers' purchasing behavior, and the government needs to upturn motivation to the expected changes.

Ethnocentrism is a feeling of superiority toward other countries and protective behavior in one's own country, (Carvalho, 2005). Consumer ethnocentrism and attitude specify the consumer evaluations process which drives the demand for both domestic and imported products and reflects the critical points to differentiate products in the marketplace and make purchasing decisions, which become increasingly difficult in markets worldwide and overall consumption styles. Supphellen et al. (2001), Kumar et al. (2011) Andriyanty et al. (2022), Nguyen et al. (2022).Consumer ethnocentrism is a concept that became vital in the progression of understanding consumer behavior in overall markets. Consumer ethnocentrism act as attention and fondness for own country and scare of adverse consequences of extraordinary amounts of foreign products in the local market with an expectation to affect the local economic development. Consumer Ethnocentrism is beliefs detained by consumers about the appositeness, undoubtedly morality of purchasing foreign-made products,

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(Shimp & Sharma, 1987). This definition highlights the emotional state of love, livelihood, and protection that consumers have for their country.

Oman was the main producer of fish in the region, accounting for 56.5% of the overall production of 0.5 million MT in 2016, (Alpen Capital Report, GCC, April, 2019). Around 60 world countries recorded in 2018 imported Omanis fish, which represents 44% of the landing. Evidence from the available statistic book (2019), that fish landing from its wild fish populations and aquaculture systems grow dramatically and the exporting rate from the whole landing in form of fresh, frozen, or semi – process, reach significant figures during the period from 1986 to 2020. During this period fishery industry firms were recorded to reach 63 firms in 2020, they export fish landing in a form of fresh fish or semi-processed products (e.g. gutting, cutting, and, freezing whole or slices).

Oman's economy is based on justice and a principle of a free economy had a stable economic growth rate, is a complex economy and accounted as a large exporter economy; affording to the Economic Complexity Index (ECI). Economic growth in an area requires the availability of natural resources (Shah et al., 2020). Oman's natural resources are fuel resources (petroleum and natural gas), minerals resources (copper, marble, asbestos, chromium, gypsum, and limestone), and fish. Coastal fisheries have been overexploited and that has affected the livelihoods and the prosperity of coastal communities, (Qatan, 2010). There is evidence that conditions of major fish stocks all around the world are under risk, recent studies show that more than 20% of the world's fish stocks have collapsed, another fully 40% are overexploited, and the remaining 35% are fully exploited, (Eggert & Greaker, 2009). World's Fisheries and Aquaculture state pointed out that global fish stocks were already fully exploited by 90%, and almost a third were being fished at an unsustainable level, in the second half of the 20th century, the Overexploitation of fishing

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stocks became a critical problem facing coastal line countries all around the world, (FAO, 2016).

Oman is a developing country in the region and a newly emerging economy; there is a need to examine consumers' attitudes concerning some new food alternatives categories, to enhance the fish demand alternatives and replace the foreign manufactured seafood products in the domestic markets.

In (1993), Ryu argued that seafood industries that create superior acceptance of seafood new products are basic to reach success in the seafood manufacturing process in Oman. Development is a change towards improvement and is a systematic and continuous effort made to recognize something that is desired. The development of the domestic industry will be affected by low ethnocentrism. Oman Fisheries industries need to achieve Oman Vision (2020 - 2040) of economic diversifications, employing advanced processing technology to reach an extraordinary level of utilizing fisheries sector landing with a slight level of waste. There are opportunities to have an enormous market share from the value-added seafood markets inside or outside Oman. Husain, et al.,(2008) says that, in term of market Segmentation, there was an insignificant difference between Omani and non - Omani preference. Foreigners represent 39% of the Oman population, (NCSI, 2020). Which may indicate to the Omanis' market segmentation?

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1.2: View of Oman economy.

Sultanate of Oman is located on the southeastern coast of the Arabian Peninsula, neighbored by the United Arab Emirates to the north, Saudi Arabia to the west, and Yemen to the south. Oman's coastline of 3165 kilometers, with population of (4,471,148), 39% are foreigners and 61% are Omanis, around 1.3 million people live in the Muscat region, 41.7% of them are Omanis'. Oman's Population represents high growth figures, mainly in the urban areas, over 6% for the last few years. The economic Complexity Index (ECI) considers Oman as a complex economy and one of the largest export economies in the world, Oman's economic indicators present the constant dominance of the hydrocarbon sector, where oil and gas revenues as a percentage of the GDP stick up in 2015 at 26.4 percent, which captures about 52.1 percent of merchandise exports and accounted for 78.7 percent of the total government revenues. Oman is grouped as a Developing/Emerging high-income economy country; Oman had a stable economic growth rate, over 5%, in the last few years. Because of the growth of diversifications strategies, the Hydrocarbon sector, represents a little decline, where it make 33.9 % of the nominal GDP in 2015 compared to 47.2 % in 2014 and 50.6 % in 2013. By way of government economic diversification strategies, major oil companies were started to develop value-added hydrocarbon-based industries, such as petrochemical and energy-intensive industries, which they launch to invest in research and development for new technologies along with trying to minimize production costs. Oman has vision 2020 (2016-2020) which is extended to (2020-2040), focusing on the strategy of economic diversification with a superior role for the private sector, improving the business climate, and attracting foreign direct investment to achieve higher economic growth by focusing investment in fisheries, manufacturing, mining, tourism, and logistics, (CBO, 2016). An annual growth recorded as 1.2 percent in 2015 for animal fats & oil products, and vegetables. Oman's real GDP

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growth in 2017 and 2018 was 0.3% and 1.8%, respectively. And it has averaged a growth of 3.5% between 2000 and 2018. The majority of which was driven by the non-oil sector, the Nominal GDP of Oman reached 17.3 USD bn, (NCSIO, 2020). Oman's development strategies, long and medium-term; strive to reduce its reliance on hydrocarbons and diversify the country's economy. It's clear that the critical need to support the economic future of Oman through economic diversification and enhancing the private sector, the improved business climate for attracting local and foreign direct investment in non-oil products, and non-oil exports , exporting increased by 4.4 percent of beverages, foodstuff, tobacco, and related products also. The encouragement of domestic production will contribute' to diversification process effort, in the same probability of growing the trend of consumption of local manufacturing products. Studying consumer attitudes, and preferences contributes to the acknowledgment of the processors in how to rise consumer acceptance' of domestic produced products.

1.3: View of Oman fisheries sector.

The Fisheries sector plays a central role in Oman's efforts over-diversification strategy of the Oman economy. It will contribute to providing employment opportunities for Omanis, food security, and achieving sustainable community welfare, besides being the core source contributing to Oman's GDP. The virtual part of the fisheries sector to GDP CP (Gross Domestic Product – Constant Price) was estimated in 2013 to be 0.5% (ONAC, April 2015). The attractive and unique position site for commercial fisheries, and because of the 400,000 square kilometers exclusive economic zone, Oman offers 380 fishery landing sites along its 3,165 km coastline. Oman's marine resources are estimated by (Al-Oufi, 2003) to be 5 million tons. The global catch trend of 3.2%, represents Oman's catch rate is properly low, (Belwal. R, et al., 2015). From 1985 to 2015, the Oman fisheries sector had annual growth in the harvest rate reported to be 1.16%, total landing of fish in 2015 is equivalent to 257 thousand tons; grow up from 2014 at a rate equal to 21%, and the total value of production is estimated to be about 172 million O. R., (MAF, statistic book, 2015). The contribution of the fishing activity to the Sultanate's GDP increased by 117% during the years since 2015 to 2019, according to the data of Oman National Center for statistics and information, where it continued to rise from 123 million Omani Riyals in 2011 to the equivalent of 267 million Omani Riyals in 2019. Oman fish landing tripled during the years from 2015 to 2020, from 275 thousand tons to 840 thousand tons with an annual growth rate of 24.6%, and landing value doubled from 172 million OMR in 2015 to 364 million OMR in 2020.

A great proportion of Oman fish landings were exported as fresh, chilled, or frozen fish, unprocessed, semi-processed, or low-value fish, for example, Sardine contributed 58% from the whole landing, 142448 tons, exported in 2018 as fresh or frozen; all about the word fish industries. MAF statistical reports, 2018, pointed out that the total exporting from the total landing reach

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245 thousand tones, 44% of the catch, with a record of 24% growth from 2017, but in 2019 there are indications that a reduction of 16% of exporting from 2018, the reason of that declining is the utilization of sardine fish in some value-added seafood products domestically. The increase in total fish exports due to an increase sardine fish exports in particular 35% of the year 2019, as the demand for these fish increased by companies and factories, and their total purchases reached about 264 thousand tons in 2020. Exporting reached 205 from580 thousand tons in 2019, equivalent to104 million OMR, where, U.A.E imported 46%, where 35% exported to other Gulf Cooperation Council countries (GCC), 4% exported to other Arabic countries, 33% goes to Bangladesh, 22% to Thailand, 41% to Asian not- Arabic countries ,only 2% exported to the EU countries, and 3% to other world countries. Oman exporting increased by 4.4 percent of beverages, foodstuff, and tobacco & related products also an annual growth recorded as 1.2 percent in 2015 for animal, fats & oil products and vegetables. Al-hinai, (1996) says that the typical Oman exports of fish get less than the world price, with the exaptation of a few specialized products by firms that have adopted strict quality control systems. Affording to the Department of Fisheries Statistics book, (2020), Fish exports for the year 2020 accounted for 34% of the total fish landing of the Sultanate. Oman fish exporting reached around 283 thousand Mt; with indicate of increasing by 38% from 2019 and by 23% in value.

The fish processed access exporters market can't be sure of the price competitiveness alone, it is promising that quality control certification will assure importers and consumers that the product is safe. In 1960, FAO and WHO, were established (CAC). WTO, to observe global level agreement on Sanitary and Phytosanitary (SPS) and more significant measures, then the agreement was distributed to the member countries to implement its critical

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points to reach the protection level of their people's health, and natural resources from possible threats related with the consumption of food.

In 1993, (HACCP) the System of Hazards Analysis and Critical Control Point was invented to make sure of food safety by CAC. The system was recommended as a universal requirement to the country group as members, it uses the food safety issues controlling approach to check the critical points in food handling and processing. Oman need to develop a set of standards, which included regulations on quality control for fish exports, and enforces exporting exclusion regulation on some species to preserve domestic market stability and satisfy local demand, (Zaibet et al., 1999).Oman started to implement the (HACCP) system. According to (MAF unpublished reports, 2015), there are 45 companies in Oman dealing with fish processing have the quality control number (QC) passed on the (HACCP) system, but in 2020 the number raised to 63 processing companies has the quality control number (QC). Generally, the processors in Oman fisheries industries are producing fresh or frozen seafood products out of diverse species of the Oman fisheries sector, slight of them producing canned tuna or breaded seafood. The core fish processing method is freezing, where it's accounted globally for 26% of fish production in 2014, and 55 %, of the total processed fish goes to human consumption, (FAO, 2016). According to (MAF) unpublished reports', freezing is the main processing method of Omani's fish processing companies, where they added value through cleaning, gutting, cutting, and making fish slices.

Oman fish processing firms produce and sell fish essentially to external markets, such as fresh fish, frozen and some value-added products, for example, canning, ready to eat food, salted and dried fish products, (Qatan, 2010). The Omanis processing companies have an opportunity to integrate their investment to developing new products that satisfy the domestic and international consumers of their value-added seafood products and rise the

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earning of the fisheries products, which may have contributes to the increasing seafood products acceptance's by the local consumers or to affect the fisheries sector sustainability. There are only, two fish processing firms in Oman engaged in fish canning products, they serve domestic, regional, and international customers, (MAF unpublished reports, 2018).

The capacity of the value-added seafood market, processing, industry technology, and investment, increasing awareness among the consumers about the importance of health perspectives and food safety, could be influenced processors in the seafood markets, all of which will give rise to the development of various regulations on food trade at the local and international level. Sabat et al., (2002) defines value-added products as any additional activity that changes the raw material nature, forms and raises the value of the final products, and generally improves the utility. According to Al-muqbaly, (2008) the value-added products need to be the future alternatives of the fisheries sector development strategies, where it creates opportunities to increase exporting system value through the high price of those products compared to the amount of the whole fish at the foreign markets. By improving handling and processing techniques, value-added processors in Oman can develop different products of value-added seafood products for the domestic market, enhancing the demand and making better use of the obtainable catch. SOFA, (2016), (State World Fisheries, Aquaculture), points out, there are dramatically improving in the total annual fisheries earnings, from €65M in 1985 to €390M in 2013, representing approximately 0.6% of world trade merchandise in value terms from fisheries, which specify a profit margin can be capture by the fisheries products.

Oman has a vision of economic diversification (2020 - 2040) and concentrates on the strategy with a superior role for the private sector, improving the business climate and achieving higher economic growth by focusing investment

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in fisheries, manufacturing, mining, tourism, and logistics besides attracting foreign direct investment. The encouragement of domestic production will contribute' to diversification process effort and increasing the trend of consumption of local manufacturing products. From all that, the critical need is to provision the upcoming Omanis economy through economic diversification and enhancing the private sector could improve business climate for attracting direct investment in non-oil products and non-oil exports.

1.4: Sustainable Management and Oman Fisheries resources.

Around the world, Industrial companies are striving to keep abreast of developments in their sustainable performance. Oman Vision 2040, which is based on achieving the principles and goals of sustainable development in all economic fields, social and environmental factors, which prompt the Omanis companies to adopt sustainability strategies along their supply chains through a holistic view of the control and management of information, materials, capital and inter-company collaboration, taking into account the three dimensions that deal with environmental, social aspects and economic that achieving the requirements of stakeholders.

Companies must adopt sustainable manufacturing practices or manufacturing systems, in order to sustain supply chains. Flexibility to reduce resource consumption in its operations while increasing environmental and social awareness, as the strategy flexible production is one of the strategies that plays a big role as a powerful tool for obtaining sustainable performance ,and practices capable of overcoming the problems of waste in production and operations, which is represented in a group of technologies geared towards eliminating waste (non-value adding activities) such as over production and waste in transportation, warehousing, defective products, excess time, response to change, focus on quality, and promotion of effectiveness.

The focus on flexible production practices must not lose sight of the role of marketing that helps companies get rid of excess production through forecasting demand and market research. The consequent reduction of waste in transportation activities and distribution, increasing community awareness and the ability to respond to changes in the market, where marketing play sustainable marketing role in achieving balance and integration between the needs of the organization and customers.

Because the combine's environmental and social orientation through marketing functions related to product, pricing, distribution and promotion through which sustainability can be achieved in a way that helps companies to survive, continue and grow, (Balamurugan et al., 2020). A study by Dwidar, (2018) conducted the relationship between sustainable marketing and responsibility corporate social through the adoption of sustainable marketing strategies for the leadership and sustainability of companies.

There is a direct impact of sustainable marketing on social responsibility and the achievement of entrepreneurial orientation for companies Food industries and the sustainability of the supply chains of those companies achived the pioneering direction of these companies. According to Dwidar, (2018), Sustainable development works to preserve the capabilities of future generations, achieving food security, employed, reduce waste and to maximize the benefit from production. Therefore the role of marketing depends on the elements of the sustainable marketing mix to play a role in continuity and increasing the competitiveness of companies.

A study by Danciu, (2013) concluded that by stimulating sustainable demand, continuous innovation, sustainable product development, the use of sustainable communications, sustainable distribution channels, selling sustainable products, services at fair prices are applications will lead to increased economic sustainability.

Managing fish stocks is crucial in coastal countries, especially developing ones, to preserve these stocks and provide them with sustainable and optimal productivity. It is noted that lack of information about the current and previous status of fisheries is the main problem in managing fisheries, so the availability of this information will enable decision-makers to achieve Successful management, any failure to achieve the objectives of effective fisheries management would be disastrous for the biological diversity, socio-economic, and livelihoods conditions of millions of people, (Gebremedhin *et al.*, 2021). The global fishing fleet size is currently estimated to be twice what the oceans can sustainably support, (Porter, 1998). The decline in global fisheries is a critical worrisome environmental issue at present, according to current studies and organizations have reported that about 20% of animal protein donated by fish, one-fifth of the world's population depends on it as a major source of animal protein, and an important basis to fish farming activities, especially as fish flour, (Stern, 1997).

The well-defined concept of sustainable development: "Development that meets the needs of the present generation without compromising the ability of future generations to meet their own needs, (Alhabsi *et al.*, 2011).

Sustainable fishing, assurance of fish reproductive rate, care of survival of all fish species, and adapts sustain balance to marine ecosystems. Sustainability is often linked to the management concept; sustainable management takes the sustainability concept and blends it with the management concept, which it uses as an instrument to achieve fisheries sustainability, (Setlur *et al.*, 2015). Fish stocks sustainable are to have enough fish in the ocean or to ensure that the fishing level can continue an ongoing process and fish remain productive and healthy, (Hopewell *et al.*, 2022).

In general, sustainability splits into the environment, economy, and needs of generations for the present and future. The system's ability to thrive, by

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maintaining economic feasibility and feeding the needs of current and future generations, creates by limiting the depletion of resources. Before the discovery of oil in the sixties, 80 percent of the population of the Sultanate of Oman depended for their livelihood on agriculture and fishing.

The Omanis identity is closely linked to fishing and thus resulted in a strong association with this sector. Fishing in Oman is not economically productive, under the current management of the sector. There is evidence conservatively estimated that Oman is forgoing 2.4 billion Omani Riales (OMR) from fisheries. So, there is a requirement to recover the economic management of the fisheries sector in Oman and create practical and sustainable employment opportunities. The implementation of sustainable construction practices could contribute to the country's development by reducing resources consumption. (Salehet al., 2015) , (Manickavasagan *et al.*, 2016). The national legislation, Royal No.59, (1993) is the basic Low of fisheries management in Oman waters, where it modifies some provisions of Law No. 53/81 on fishing and the protection of living aquatic wealth. Oman confirmed all three major international fisheries laws including the FAO compliance agreement on 1 July 2008, UN fish stokes agreement on 14 May (2008), and the more recent UN port state Measures agreement on 1 August 2013, (Pramod, 2020).

Efforts of marketing development in Oman should subsequently focus on the organization of on-shore fish markets in coastal regions and retailing outlets in the inland areas, promotion of fish selling in supermarkets and specialized shops for other forms of fish would necessarily target urban high-income areas, (Al-Mazrooei *et al.*, 2003). Oman besides regulation in conserving and protecting the fisheries wealth, there is a critical need for sustainable management, where the specific utilization and minimization dissipation of the fisheries resources by promising fisheries' industrial projects.

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Table (1.1): Export value and the quantity exported from total landing from 2010 to 2020.

Years	Total Landing (Tons)	Landing Value (M.O.R)	Total Export	Export value	% exporting from total landing Value	%exporting value from landing value
2020	840,378	364	282605	127,956	34	35
2019	580,240	306	205367	104,357	35	34
2018	553,445	269	244852	98,597	44	37
2017	347,541	227	196711	90,284	57	40
2016	279,610	204	151,832	72,677	54	36
2015	257172	172	132014	79439	51	45
2014	211713	166	132448	83096	63	50
2013	206517	166	125690	97039	61	58
2012	191728	144	117083	94883	61	66
2011	158722	123	93928	64884	59	53
2010	164055	118	86933	63533	53	54

Source: Ministry of agriculture and fisheries (MAF), statistic book, 2020.

Table (1.1) presents the data of Oman fisheries production and the exporting efforts, From the table it's clear that the fish landing increase dramatically and the exporting shows declaim in amounts and value, during the period from 2010 to 2020, where it is existing a jape to be study to find out where the problematic of Oman present exporting system and the local seafood consumption with unavailability of value- added seafood products in the local and exporting markets. Oman fisheries sustainability can start from landing sites, where the proper collection and organizing of the fish to fit into the marketing system, where the fish spirits to different production lines in order to develop new products and to sustenance the government vision of diversification in the fisheries resources.

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1.5: Research Problem statement.

There is evidence from the available literature, that the Omanis strongly prefer fresh fish over other product forms, supported by the dramatic growth of Oman's fresh fish landing from its wild fish populations and aquaculture systems. In 2019 the total production of the fisheries sector reaches 580 thousand tons grow up by 5% from 2018. Oman's local fisheries firms employ value -add processing techniques by producing tuna cans and very little amounts of frozen mixed seafood products. These firms have a limitation of production with slight existence in the domestic hypermarkets and they produce freezing and semi-processed fish products to specific dealers and exporting buddies. Value-Added Seafood domestically productions are unavailable in Oman's domestic markets, which hint it's unacceptable amongst the Omani consumer, and there is unprofitable business. There is a huge diversity of imported Value-Added Seafood in our markets. From the literature and field surveillance, fish processing companies in the Oman fisheries sector have a critical issue to ascertain the Omanis consumers' perception and attitude regarding their acceptance of domestically produced value-added seafood products compared with the foreign value–added seafood products? To address this gap, this research will be conducted to investigate the Omanis consumers' respondent level of beliefs toward domestic products of value-added seafood products and its effect on their intention to purchase Value-Added Seafood of Oman-origin products.

A survey, of the opinions of Omani consumers toward Value-Added Seafood, locally manufactured done by the researcher in July- 2020, as a regular activity of the fisheries development department of Barka rejoin to collect data about the issue of fish processing in light of the legacy of the Omani consumer culture of fish consumption, and the extent of his acceptance of this food industry, which

has become a tangible reality in his daily life and may constitute a large part of the pattern future consumption and what are the greatest determinants of competition between products for the purchasing decisions of the Omani consumer, especially that commercial openness paved the way for the existence of fish products manufactured from various countries in the domestic markets.

A definition was given to explain what is meant by manufactured fish products (Value-Added Seafood), which are those products or fish foods whose natural origin is changed by adding other materials to them to change the shape or taste through the processes of cooking, drying, freezing, or packing, separating and cutting, Such as (canned tuna, fish burger, seafood mixture, frozen fish fillets, fish fingers).

The survey also relied on a multiple-choice methodology as it was done through a sentence that carries a specific view on the main topic using a Likert-type scale-5 system, the participants were asked to choose what corresponds to their opinion or point of view in each statement by choosing one of the available options, as the number of respondents reached 30 responds as a random sample from the various spectrums of Omani consumers, who were reached through applications of social communication, in a specific period and using Excel Sheet program to analyze and interpret the survey results: Where 80% of the respondents believe that locally manufactured fish products with Value-Added are important food alternatives, but 56.7% of survey respondents believe that locally manufactured fish products with Value-Added are unavailable domestically. 93.3% believe that more locally manufactured seafood products available in the shops, the more demand for the origin-Oman seafood products, so there will be greater development and growth of the industry. Around 77 % believe that the industry is weak. Seafood industries in Oman need to create greater acceptance of their new seafood products to affect the emotional processes related to customer choices. Gregan-Paxton, (2001), argued that to

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control and change consumer purchase decisions, enterprises need deep knowledge about how to affect the demonstrative processes related to customer choices of products or services, because of the availability of goods.

 According to Shimp and Sharma, (1987), Consumer Ethnocentric acts as the definite concept for studying consumer behavior and marketing implication. Oman's fish industry needs deep knowledge of how to influence the consumer intention to purchase domestically produced value–added seafood products. Marketers well not consider attitude important if not influence the consumer's intention to purchase as a final step, (Ajzen & Fishbein,1969). Omani fisheries industries processors produce seafood products that may be fresh or   frozen out of various species of the Oman fisheries sector, with little production of canned tuna or breaded and ready-to-eat seafood. Fish processing firm's added value through activities such as cleaning, gutting, cutting, and making frozen fish slices and selling fish basically to external processors.
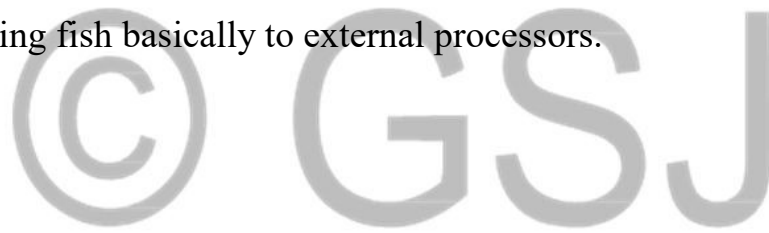
1.6: Research objective.

Investigating the Omanis' Consumer Ethnocentrism towards Value-Added Seafood products manufactured in Oman and the effect of that on their intention to purchase value-added seafood of Oman-origin products is the primary objective of this study. Also, the study will analyze the relationship between certain demographic characteristics, ethnocentrism and the intention to by the domestic value-added seafood products. The researcher aim also to investigate the regionalism indication of ethnocentrism among the Omanis governorate's that included in the current study. Oman fisheries manufacturing industry will benefit in how to reach the demand for more quality- demanded by consumers and developing Value-Added Seafood products, by providing information on how Omanis consumers evaluate the products available in the domestic markets, and how they make their purchasing decisions among the enormous variety of imported value-added seafood products. Moreover, evaluating respondent beliefs and attitudes towards products of Value-Added Seafood manufactured domestically by the Omanis processing firms will provide useful information to the decisions maker in the private sector and government channels in Oman (e.g. MAF, MF, OCB, other financing and management channels) in some or all of the flowing:

- Enhance the local fisheries companies to invest in value-added seafood products and attracting external and internal investment to the growing sector.

- Present Oman fisheries sector as an Investment opportunity and Point out the importance of the fish sector as a high opportunity to attribute a significant percentage to the non-petroleum sharing in Oman's GDP.

2- Literature Review.
2.1: The current Study Background.

This study will be conducted to investigate the Omanis respondents' level of beliefs toward products of value-added seafood such as (tuna cans, fish burger, Mixed –frozen seafood) manufactured in Oman fish processing firms and effect of that on the intention of Omanis consumers' to buy those products. Shimp, (1984) conclude that demographics of the consumers determine their ethnocentrism.

The study will investigate effects of demographic characteristics on the Omani consumer's ethnocentric tendencies for example gender, age, education level and income. The researcher adapts Shimp et al., (1987); Sharma et al., (1995), work where they define ethnocentrism and measure it using CETSCALE, (Consumer Ethnocentric Tendency Scale). The study will be applying the CETSCALE scale to the Omanis consumers' sample where this scale according to Luque-Martínez *et al.*,(2000) is an instrument for investigating consumer behavior, attitudes and purchasing intentions concerning foreign and domestic goods. To measure intention to buy the domestic products of value-added seafood products, researcher will adapt a scale of 16- items, developed and utilized by Halil Nadiri et al., (2010), where they found it having high reliability, they analysis various studies and marketing scales handbook to develop that scale. Built on the literature review which is conducted during the years from 2007 to 2020 in Oman, which highlight the beliefs, attitude, behavior, and preferences of the Omanis consumers that influences their purchasing decisions, especially for seafood products, the study will recommend the local seafood processing firms to attain sustainable methods to familiarize their products to the Omanis consumers compared to products manufactured abroad, and come over the demand in the local markets

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with the expectancy of providing facts that can contribute in developing Oman fisheries industries. Oman Governments will benefits also, in how to create encouragement strategies for the fisheries sector with a vision of economic diversification.

2.2: Origin – Oman Products and seafood consumption.

The Omanis' consumers have challenge in the local market, where they need to decide between domestic products supported by the campaign of Origin-Oman and products of foreign countries. Origin - Oman products having the opportunity to be successful if Omani consumers associate such trend.

Mbaga, (2018) believed that - Origin Oman- is a domestic campaign that encourages the Oman manufacturing sector, also he said there are hints that country-of-origin image will be effect purchasing decisions if the consumers' attitude is positive toward importing products from any country.

A common approach among the Omanis that they have a supportive attitude to the domestic products, (Han, 1989). Parames et al., (1987) said that the consumers' general perceptions about the products quality made in a specific country represent the country's image. Olsen, (1993) said that, consumers tend to rely on COO cues if there is more information lacking about the product. Some other studies pointed out, the effects of Country of Origin on the consumer evaluation of products such as bilkey et al., (1982), Al-sulaiti et al., (1998) 'Buy Omani products' campaign is an example of inspiring the ethnocentric buying behavior of the Omnis consumer. Preferences, intentions of end-user affect seafood industries, built on selected literature reviews which highlight, attitudes, behavior, and preferences of the Omanis consumers and the desired attributes during the years 2007 to 2020, there are indicators of changing in the Omanis attitudes toward seafood products. At Sultan Qaboos University, Agriculture and Marine Sciences College, a study, was conducted ,

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published by some researchers Houcine Boughanmi et al.,(2007) a conjoint experiment using four attributes, namely, product Form, cooking Method, Price, and Package size used to measure how Omanis consumers evaluate the attributes of the products and to estimate consumer total utility, Where they study the contribution effects of product attributes to consumer preferences for value-added seafood products. Results of that study find that the cooking method is the highest important attribute in the purchasing decision of the consumers, contributing 9.21% of the average overall preference and the price attribute is contributing only 0.34 % of the overall preference and it's the lowest important, the highest preferred product frying fish finger and fish nugget that packed in a small package, the burger form formulated for microwaving, packed in large or medium packages is the least preferred product and in market segmentation affording to nationality preference did not show significant difference between Omani and non-Omani. That research covers Muscat region only, so including other Omanis regions may present a regional indication of Omani consumers' attitude toward seafood products manufactured locally. Also, in Muscat, the lifestyle, women at work, education level and income may affect the Omani consumer purchasing decisions and that requires study to validate.

A study at SQU by Mbaga, (2018) and his colleges conducted to promote locally-produced agricultural commodities, where Oman has some comparative advantages in producing of such commodities. The study acquired 450 respondents, shoppers, the sample covered of mainly Omanis at 91.1%, find that Omani consumers are ethnocentric put they haven't negative attitude in quality and price to words locally agricultural products and they requests that agriculture industry to be comparative. However, the local value-added seafood products firms need to find their course in the markets. Omanis consumers strongly preferred fresh fish over other product forms; even fish displays in ice

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at the local markets, iced fish during transport, or short-term storage are not considered fresh. Ryu, (1993) declared that field observation and previous studies of Omani dietary habits show' that the Omanis prefer all fresh commodities as produced on the farm or landed or the sea-shore fresh such as vegetables, fresh fruits, fresh meat, and fresh fish.

A frozen fish consumption and consumer preference is one of the important issues that need to be managed, (Oluyemi wale, 2003).

Ingvarsson, (1988) noted that the frozen fish market is very thin in Oman. Oman Fisheries sector may have sensitivities and complex concepts like local landing, freshness, and quality, which cannot be calculated by single attribute measurements.

Serious deviations into consumer's habits such as demand for fisheries products growing everywhere at the world especially those days, where the peoples consume fish due to its healthy features. According to Delgado,(2003) and Nunes, (2023) there is evidence from the available literature, that fish global demand is dramatically increased and channels of handling and marketing are vital to supply chains to reach a profitable fisheries sector. However, developing economies consumers with high domestic income fronting diversification in seafood products through increasing fishery imports,(FAO, 2016). There is a cracked opinion on the subject of whether Consumer Ethnocentrism leads to a lower quality evaluation of foreign products or whether consumer preference for the domestic product is purely out of a feeling that it is unfair to buy a foreign product.

Because Oman imports many products from all around the globe; in turn Oman exports many products to other countries, ranging from petrochemical to seafood products. Affording to the Department of Fisheries Statistics, around the world 67countries imported Oman fish production during 2020. Oman Government Vision (2020-2040), concentrates on the strategy of economic

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diversification with a superior role for the private sector, attracting foreign direct investment, improving the business climate to achieve higher economic growth by focusing investment in fisheries industries as promises opportunities and strive for expansively and integrates the fishery sector by employing the promotion strategy to fish industries in Oman as a way stable with the sustainability of fish resources and meeting quality, safety, competition, which are requirements to entering the global markets. Diversifying Oman fisheries products can increase the domestic processing projects of value-added seafood products and the local value-added seafood industry could be developed with availability of domestic's brands, which well-made the retail industry more dynamic and allow these brands to stay relevant to attract customer loyalty and support Oman's economic diversification strategies. Seafood consumption in both industrial and developing countries expected to be a trend that goes beyond any of the other fish categories, (Kearney, 2010). Fish consumption of the Omani's estimated as 20.2 kg per capita higher, than the world figure of 17 kg in 2007 and it reached 20.5% in 2021, according to FAO (2020). There is an indication that food consumption all over the world, rise to reach 4.0 million MT in 2023 from 3.2 million tons in 2018 at a CAGR of 4.6%, (IMF – GCC, April 2019, Alpen Capital Report). The Sultanate of Oman is among four countries where fish consumption is higher than the world average of 20.5 kilograms per capita annually, and Per capita fish and seafood consumption increased from 26 kg in 1997 to 28.5 kg in 2017, which were the highest in Western and the 17th highest of Asia, (FAO, 2020). Domestic consumption of fish, increased by 44% in the year 2020, where the total locally consumed quantities of Omani and imported fish are about 590,000 tons, while the total that consumed in 2019, was estimated at 410 thousand tons (Fisheries statistical book, MAF, 2020). Increasing in domestic consumption is credited to the rise in manufacturing operations and the value-added of fish.

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There are avidness from the Ministry of Agriculture, Fisheries and Water Resources (2021), unpublished reports, slight of Oman fisheries firms producing canned tuna or breaded seafood and majority of them adapting freezing or fish- chiller or the ice cups to preserve quality for the local and exporting markets. Freezing is one method of fish processing, where it's accounted for 55 % of the total fish processed which goes mainly to human consumption around the world, (FAO, 2016).

Oman export boundaries of "Fish, dried, salted or in brine; smoked fish, whether or not cooked before, or during the smoking process" in 2021to the foreign countries:

- Turkey with a share of 51% (1.52 million US$)
- Sri Lanka with a share of 24% (742 thousand US$)
- United Arab Emirates with a share of 17.2% (514 thousand US$)
- Hong Kong with a share of 3.01% (90 thousand US$)
- Saudi Arabia with a share of 1.32% (39 thousand US$)
- China - 29 thousand US$
- Qatar - 16.4 thousand US$
- Spain - 7 thousand US$
- Bahrain - 6 thousand US$
- Yemen - 6 thousand US$

Oman Import of Fish; dried, salted or in brine; smoked fish, whether or not cooked before, or during the smoking process in 2021 from the following countries:

- United Arab Emirates with a share of 48% (316 thousand US$)
- Egypt with a share of 16.7% (110 thousand US$)
- India with a share of 7.02% (46 thousand US$)
- Qatar with a share of 6.76% (44 thousand US$)
- Netherlands with a share of 5.5% (36 thousand US$)
- Luxembourg with a share of 5.12% (33 thousand US$)
- Yemen with a share of 4.2% (27 thousand US$)
- Vietnam with a share of 1.66% (10.9 thousand US$)

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- Thailand with a share of 1.35% (8.93 thousand US$)
- Malaysia with a share of 1.08% (7.17 thousand US$)

(Source: **https://trendeconomy.com/data/h2/Oman/0305).**

Table (2.1): Oman import quantity and value of fish product.

Product	Quantity	Value ($ million)
Shrimps and prawns	766580	4.19
Frozen fish, n.e.s.	427760	1.71
Cuttle fish	48260	0.26
Whole squids	74110	0.26
Frozen fish of the species orcynopsis unicolor	28860	0.14
Frozen tilapia "oreochromis spp."	121680	0.11
Mackerel (scomber scombrus, scomber austral asicus, scomber japonicus)	27980	0.11
Other	21660	0.1

*Source***: https://connect2india.com/global/Fish-importers-in-Oman**.

Table (2.1): represents Oman import quantity and value of fish product, Oman imports most of its frozen fish from India, Thailand and Indonesia , Vietnam with **83,247** shipments,China with **81,981** and UnitedStates **66,204** s hipments.

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2.3: Consumers Ethnocentrism & Marketing.

In the late 1980s "Consumers Ethnocentrism" was born as a concept; it's resulting from the principal studies of sociologists such as (Lewis & Lynn,1976). Almost a century ago, ethnocentrism was establish in the sociological literature, where it defined by Sumner, (1906) and Sharma et al., (1995). Ethnocentrism as a name structured from two terms ''ethnic'', which means group, and ''centrism'', which means focused,(Usunier and Lee, 2005). Affording to Shimp and Sharma,(1987), consumer ethnocentrism emphases on the responsibility and morality of purchasing foreign-made products vs. consumers' loyalty towards products made in their own country.

Jiménez-Guerrer et al., (2014) argue that consumer ethnocentrism tendencies scale (CETSCALE) was developed by Shimp and Sharma in (1987) to measure consumer ethnocentrism. It is one of the most commonly used scales in the marketing literature. As well as the original 17-item version, there are many empirical applications using other adapted versions of CETSCALE. The main objective of "Consumers Ethnocentrism" is to analyses the consumer's emotional implications concerning buying foreign products, particularly in states of weak position of the country domestic economy.

The Phenomenon of consumer preference to the domestic goods or rejecting of the imports one generally can be termed as economic nationalism, cultural bias against imports, or, has their origin in the concept of ethnocentrism. Consumer behavior, consumer ethnocentrism was articulated as domain-specific concept with marketing implementations (Shimp and Sharma, 1987). A tool called Consumer Ethnocentric Tendency Scale (CETSCALE) is utilized as multi-item scale to measure the ethnocentric tendency of consumers with 17- items developed by Shimp, T.A & Sharma, S.(1987).

Their results of applying the CETSCALE to 800 US consumers determine that a strong negative correlation among ethnocentric tendencies and the consumers' overall attitudes toward foreign products. Stronger consumer ethnocentric tendency points to more attitude toward domestic products and more possible to buy domestic products or greater purchasing intention to the domestic products, CETSCALE, is reliable and validate to measure consumer ethnocentrism tendency with 17- items, where it tested in many countries all over the world, such as studies with samples conducted in Japan, Canada, France, Poland, spin, Russia and others, these empirical studies give hint that CETSCALE is a global phenomenon, it is a questionnaire of 17- items; it's the most famous one and has a high degree of reliability and validity in measuring Ethnocentric Tendency, (Orth, U.R.,2003). The CETSCALE experimented and tested since it developed in many studies globally, generally, there are a differences score resulting from these studies, the initial version of the scale originally have 17- items, where it began with 225 different questions and finally after a lot of purification studies it narrowed down to 17, but many studies adopted shorter versions of less number of questions with success for example the 10 items and aversion used by klein, J. G., (2002) with only 4 items, where it was accounted to be 0.96 correlation with the 10- items version, both 17- items and 10- items scale versions are reliable across different cultures where it was tested.

Consumer attitude is influenced by consumer ethnocentrism; the expected impact depends on CETSCALE score that determines consumer opinion toward domestic or forging-made products. High score Consumers indicate the greatest preference for domestic products compared to foreign ones.

Non-ethnocentric consumers evaluate the imported products on their values, Garai-Fodor et al., (2021) claim that non-ethnocentric consumers judge foreign and domestic products depending on their quality and performance, and they take their purchasing decision depending on these factors. CETSCALE total

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possible score or its mean scale value can be recorded with the 17-itm used indicate the level of consumer ethnocentrism, where it ranges between17and 119(with mean = 68), using a 7-points Likert-type scale or ranges between17and 85(with mean = 51), built on the use of a 5-points Likert-type scale, where higher mean values considers as an indications of higher Consumer Ethnocentrism, (Hamin H. and Elliott G., 2006). Marketers need to accept that consumer ethnocentrism is closely related with the process of implementation of any marketing strategy to understanding the roles of purchasing behavior and the structure of the consumer decisions. Domestic marketers might have the advantage having potential influence of the ethnocentrism on consumer behavior to marketing their products.

Baughn and Yaprak, (1993) said that Consumer's Ethnocentrism have a significant effect of on the consumers' preferences and founding of positive and negative purchasing intention. Marketing researchers have drawn that concept, and it extends to marketing field when some factors are considered as factors affecting consumer behavior, they said that if consumers prefer to purchase domestic products over foreign ones, they are ethnocentric and it's difficult to alter their preferences. Intention to not purchase or be willing not to buy foreign products considers a characteristic of Consumer Ethnocentrism, buying imported products has harmful impacts on the domestic economy and consider immoral and the ethnocentric consumers required purchasing locally made products. Shimp & Sharma,(1987) is the inventor of consumer ethnocentrism as a concept and they define it as, consumers' beliefs about the reality and ethics of buying foreign-made products.

Consumer Ethnocentrism has significant influences on the consumers' willingness to buy foreign goods, and exercises more influence than marketing strategies (Halil Nadiri & Mustafa Tümer, 2010). Consumers Ethnocentrism help marketer to understand consumers reasons for buying domestic products

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against the imported, providing information in how to selecting target markets and expressing applicable marketing strategies (Sharma, Shimp, and Shin,1994). Implementing effective strategies of marketing and communication Marketers need to understanding Consumers Ethnocentric Tendencies. Ziemnowicz et al.,(2008) said that Kuwaiti consumer's lifestyle dimension affects their buying behavior which also reproduces their ethnocentric tendencies.

Consumers' Ethnocentrism, related closely to purchasing behavior, (Watson and Wright, 2000). There are evidences that ethnocentric tendencies do not develop in isolation of other factors and it act as part of constellation of social-psychological and demographic effects. Consumer Ethnocentrism is a significant factor in marketing, (Caruana, 2005).

Various studies validate the CETSCALE as a measure of consumer ethnocentricity in many countries and cultures; also it explores the effect of demographics variables on consumer ethnocentric tendencies such as gender, age, income level, occupation, education level. Previous studies of the demographics variables effects on consumer ethnocentric tendencies commonly include age, gender, education level and income (Keillor *et al.*, 2001). Revering to Shimp, (1984), demographic characteristics determine consumer ethnocentrism. Age and gender presented to be the greatest important demographic variables in influencing the level of consumer ethnocentrism, (Javalgi, R. G. *et al.*, 2005).

Demographics are statistics that describe populations and their characteristics or data expressed statistically refers to socioeconomic information. Demographics can determine the size of a potential market using segmenting a population. Consumers' demographic data is very useful as business marketing tool to impact customer's behavior , to adopt the best marketing strategies, Planning strategically for future tendencies in consumer demand and to understand how

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to raise businesses activities' and marketing products. There are evidences from the literatures that, there are relationships between demographic variables and consumer ethnocentrism where the findings was varied for instance, Sharma ,(1994) and Bawa, (2004) said that older consumer are more ethnocentrism then the younger consumers because the older people generally have tendency to be more conservative and patriotic. Sharma *et al.*, (1994) find that the relationship between the consumer's age and their ethnocentric tendencies, there is no positive correlation between age and ethnocentric tendencies. In term of gender Balabanis *et al.*, (2001) found that the gender has an impact on the Turkish customer's ethnocentricity but it not affects Czech sample. Sharma, (1994) and Bawa, (2004) proposed that females exhibit more ethnocentric tendencies then men do.

Earlier studies revealed that women rate foreign products more favorably than men, (Hult & Keillor, 1999). However, no studies investigate Omanis' female concerning their ethnocentric tendency toward seafood value- added products. In Kuwait the wife's is the primary decision maker in buying grocery, (Ziemnowiczet al., 2008). Al-Khatib et al.,(2005) conducted a survey in Saudi Arabia, Oman, and Kuwait measured consumers' ethical beliefs, Machiavellianism, ethical orientation, opportunism, and trust. There is a need of studies investigating the consumers' preferences and purchasing behavior in Oman as developing country in GCC markets.

Researchers study relationships between education level, Income level and consumer ethnocentric tendency; earlier studies reported education and income have a tendency to be negative relationships with ethnocentrism (Kucukemiroglu, 1999); (Klein & Ettenson, 1999).

Consumer's that have high income with more education tend to be less ethnocentric, because they show less conservative, less to be patriotic and more evaluate imports product over the domestic products. (Wang, 1978), (Roe,

1985), (Ray, 1990). Consumer ethnocentrism Level is affected by democratic variables mostly age and gender, (Javalgi *et al*., 2005).

Previous studies reported ethnocentric tendencies concluded as better predicators of import purchase behavior than demographic and marketing mix variables and it had an impact on consumer's intentions to purchase the domestic produced goods, (Herche,1992), (Durvasula,1997).

Consumer Ethnocentrism has a significant impact of on consumer's intentions toward purchase domestic product, (Shoham and Brenčič, 2003).

Halil Nadiri and Mustafa Tümer,(2010) said that Consumer ethnocentrism acts as a significant factor in formulating promotional campaigns for domestic products and has positive relationship with the intention of North Cyprus consumers to purchase domestically produced cleaning agents. Also they pointed that the intention to purchase and consumer ethnocentrism related positively and the demographics' variables did not have any significant effect on consumer intention to purchase domestically produced products in North Cyprus. In developed countries Consumers ethnocentrism is recorded at high level, where they ranking local products over foreign manufactured ones. Sharma et al.,(1995) said consumer ethnocentrism has a relationship of cause-effect with the negative attitude toward foreign products.

Earlier research's has shown generally those developing and least developed countries consumers tending to buy imported goods instead of domestic ones. Knight,(1999) suggest that country of manufacture and product quality strongly influence consumer decision making in globally available product categories.Generally, the ethnocentrism very even from one consumer to another and from region to another within the same country and from one country to another. (Shimp, 1984), (Shimp & sharma, 1987), (Vida & Firhurst, 1999), Huddleston et al., 2001). Becic, (2017) concluded that some studies find consumers from less developed countries and developing countries tend to

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be more preferences for the imported goods comparing to the domestic one. In developing nations government's showed promoting their local products through advertising media and Making campaigns, (Karoui et al., 2019). Also they say that measures of consumer ethnocentrism could provide the necessary information to the Western marketers to mark consumers who are nationalistic spirits do not influence their purchase behavior and product quality evaluation.

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3- Hypotheses & Conceptual model.

3.1: Background.

With globalization, technological progresses in communication and transportation consumers are exposed to a widespread of imported goods.

Han, (1988) & Maheswaran, (1994) held that consumers tend to prefer locally-made products due to negative attitudes about some foreign goods and loyal feelings about goods made domestically. Shimp,(1993) pointed out two salient dimensions that are affecting most consumers when thinking about imported goods, mainly pricing and product quality. Parameswaran &Yaprak, (1987) and Han, (1989) believed that the country image is the consumers' general perceptions to the quality of products made in a specific country.

It is proposed, that Omanis' ethnocentrism toward Origin -Oman value-added seafood products represented in this study (Value-Added Seafood products such as tuna cans, fish burger, and frozen mix- seafood) have a relationship with their intention to purchase value-added seafood of Oman-origin products. To study the effect of the Omanis' consumer demographic characteristics such as (age, gender, education, and income) on their ethnocentric tendencies and subsequently on their intention to purchase Value-Added Seafood of Oman-origin products, especially after the past 50 years of development.

The critical changes in the Omanis demographics features such as the improving in the income, education level , research needs to be conducted to have scientific knowledge, which can be depended on to understanding how the Omanis beliefs and attitudes towards Value-Added Seafood locally produced products allied to their purchasing behavior or purchasing decisions, that can aid Oman fisheries industries in how employs their developing strategies, Processors in how to utilize landing quantities of the fisheries resource, minimizing the fisheries wastage and improve the seafood industries. Oman

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government will benefits' from how to formulating diversification strategies. Understanding consumers' preferences may have a significant effect on Origin - Oman seafood products and cultivate customers' loyalty to the country's image.

3.2: Hypotheses.

3.2.1: Relationship between demographic characteristics (Gender, Age, Income, Education level) and consumer ethnocentrism.

Ethnocentric Tendencies is a part of assemblage of variables influences the consumers, and it's not developed in separation of other variables, such as influences of social-psychological and demographic Variables. Demographic variables have greater implications on the actionable marketing practice. Shimp, (1984) said, the consumers demographic determine consumer ethnocentrism. There are previous studies investigate the influence of demographic characteristics on ethnocentric tendencies, (Sharma et *al,.1994), (*Keiller et al*.,2001),*(Imbert et al.,*2003),(*Bawa,*2004),(*Akbarov.s, *2022),* (*Shankarmahesh,2006),(*Muhari et al.,*2022).*

Regarding to Sharma et al*., (1994)* there is no positive correlation between age and ethnocentric tendencies. For the Turkish sample balabanis *et al., (2001*) found that there is an effect of the age but it not in Czech sample. For the Russian sample Imbert *et al., (2003)* reported strong association between age and ethnocentric tendencies. Where the finding of previous studies mixed regarding the relationship between the demographics, variables (age; gender; income; education level) and ethnocentric tendencies.

In the current study the consumer ethnocentricity is theoretically related to demographic characteristics, where they are predictable such as age, gender,

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income and education. The discussion and literature review headed to the next hypotheses to conduct this study:

H1: **Ethnocentrism tendencies of the Omanis consumers differ depending on their gender.**

Evidences from the literatures, pointed that, in general females tend to be more conservative, more patriotic, promoting positive feeling among group members, more concerned about preserving social harmony and they exhibit more ethnocentric tendencies than men, (Sharma et al.,1994), (Han, 1988), (Hult & Keillor, 1999), (balabanis et al., 2001).

H2: Ethnocentrism tendencies of the Omanis consumers differ depending on their age.

Depending on the age of the consumer, it's expected that the older people have ethnocentric tendency stronger more than the younger people due to their life experience, (sharma *et al.,* 1994), (Bawa, 2004).

H3: Ethnocentrism tendencies of the Omanis consumers differ depending on their income level.

Studies in various countries reported that consumer's exhibit significantly fewer ethnocentric tendencies recorded with higher levels of income than consumers with lower levels of income, (Sharma et *al., 1994), (Keiller et al., 2001).*

H4: Ethnocentrism tendencies of the Omanis consumers differ depending on their education level.

According to previse studies; consumers with high education level are less conservative, exhibits less ethnocentric tendencies then the consumers of lower income (Ray, 1990), (Sharma et al., 1994), (keillor et al., 2001), (Bawa, 2004).

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3.2.2: Relationship between ethnocentrism tendencies and intention to purchase of domestically produced value- added seafood products.

The previous studies findings suggest that consumer ethnocentrism has a significant effect on consumer's intention to purchase domestically produced and pointed that appositive link exist between , (Herche, 1992), (Durvasula et al., 1997), (klein et al., 1998), (Shoham and Brencic, 2003).

Herche,(1992) determined that customer ethnocentrism can expect consumers' alternatives to shop for regionally produced items as against overseas products; indeed, he mentioned that ethnocentric dispositions are better predictors of import buy behavior than demographic and advertising blend variables. Consumer ethnocentrism also plays a significant moderating role in affecting the effects of brand image on purchasing intention, (Lingceng *et al*., 2022).

H5: Ethnocentrism tendencies of the Omanis consumers are positively related to their intention to purchase value-added seafood products, (such as Tuna cans, Fish burgers, frozen mix- seafood), produced domestically.

3.3: The study Conceptual model.
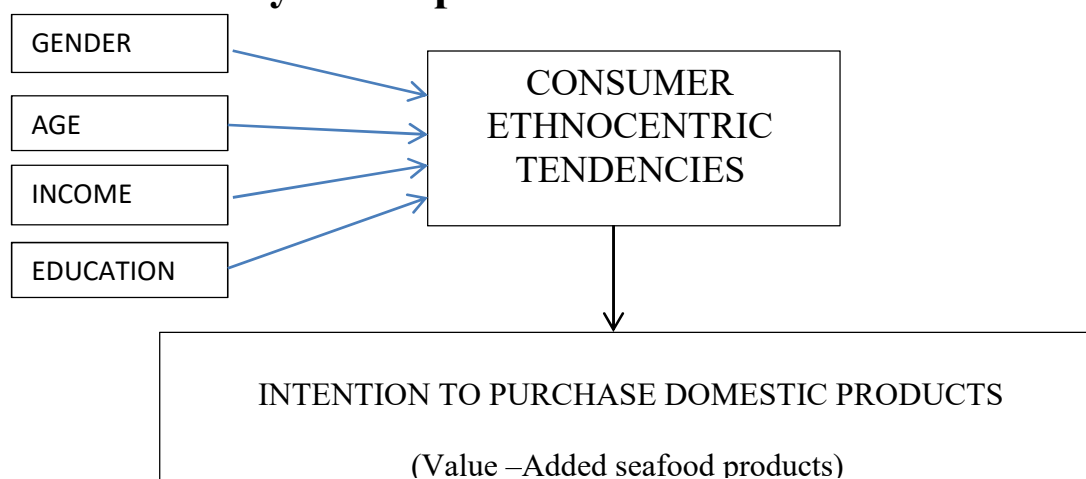
Fig. (3.1): The conceptual model of the study.

Figure (3.1) specifies the conceptual model of the current study; the model illustrates the proposed hypotheses. H1, H2, H3, and H4 as antecedents represented in the model as demographics variable's, where they are the most common variables used in the literature that may affect consumer ethnocentrism. There are many studies found that consumers tend to evaluate domestic products more than imported products, but there are no explanations why and what consumer attitudes affected. The study framework will specifies and test demographics factors effects on ethnocentric tendency and consequently on consumer's intentions toward domestic products. H5 suggests a relationship between the Omani consumer's ethnocentrism and the intention to purchase domestic products. The study conceptual model presents the Consumer Ethnocentric Tendencies as the focal point. The study conceptual framework is adapted from the work of Shimp & Sharma, (1987), Sharma et al., (1995), Halil Nadiri et al., (2010) and others. The study hypotheses will be tested using data collected in sultanate of Oman.

4- Methodology and study design.

This chapter explains the logic for the methodology of this study, lays out the philosophical underpinnings, and introduces the purpose of the research. The current research design includes the researcher's philosophical fundamentals, sampling methods, data collection, measurement, and analysis methods. It also provides a clarification of the aids of the testing phase and attempts to overcome the possible misunderstanding resulting from the language problem, as the sources of a citation for the phrases contained in the questionnaire are in English, which have been translated into Arabic in a manner consistent with the target group. It was natural with the presence of time and resource constraints that resulted in challenges that faced the completion of this study, which will be discussed in the coming chapters.

4.1: Philosophical Basics.

The researcher's philosophical stance determines the world's values, views, and perceptions. Various concepts of the relationship between philosophy and knowledge have been actively discussed for centuries. Despite reaching common ground, deep divisions remain in many ways. Philosophical understandings ultimately influence research methodology, so it is essential to clarify the researcher's knowledge. The focal point of the philosophical argument is the competing paradigm of inquiry. The term "model" is interpreted differently by different contributors. Bryman and Bell, (2011) identify it as the main contributor to the concept of a "paradigm," stating that "a paradigm is a set of beliefs and posits which of the beliefs influences for scientists in particular what should be studied, how research should be conducted and how it

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should be" Results" ,(Bryman et al., 2011). Many different paradigms are followed in the social sciences. Reichardt and Rallis, (1994) went further to analyze the compatibility of quantitative and qualitative inquiries. He emphasized that there are sufficient similarities in core values between these two methodologies to form a realistic and coherent partnership. Both approaches hold to beliefs in value-based inquiries and agree that theory arose from facts and reality is multiple and constructed, the two approaches also recognize the importance of understanding and improving human conditions, the complexity of the nature of the world and social phenomena, and communication of research findings to inform decisions. These shared beliefs are said to build a solid foundation for a quantitative and qualitative investigation of coexistence and benefit from a better understanding of complex social phenomena. In terms of perspective, this current study follows the point of view of the pragmatists that the quantitative and qualitative methods are compatible, and the combination of these two methods has benefited the researcher in addressing the research questions better. Both procedures keep to ideals in value-primarily based totally inquiries and agree that idea arose from data and the fact is a couple of and constructed, the two procedures additionally understand the significance of know-how and enhancing human conditions, the complexity of the character of the arena and social phenomena, and communiqué of study's findings to tell decisions. These shared ideals are stated to construct a stable basis for quantitative and qualitative research of coexistence and gain from higher know-how of complicated social phenomena.

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4.2: Data Collection requirement.

Collecting data for research purposes requires that the researcher adopt methodology of extrapolating the data available in the topics related to the research objectives, which may include previous studies in the subject matter of the research and the reports available in the concerned authorities that may serve the purposes of the research. As well as adding new information that will require the use of a tool such as the questioner to collect primary information, measure the variable involved in the study, and to determine the hypothesized relationships between the variables of the study. The design of this research is based on taking advantage of the available information, which can be accessed through the sources available to the researcher. It is classified as secondary data in the research. In addition to the data that the researcher needs according to the research methodology, obtained from the target group and used in determining the relationships between the assumed variables in the study.

4.2.1: Secondary Data.

Annual statistic book published by the ministry of Wealth Agriculture and Fisheries and Water resources well be one the study reassures, and online published papers at the Sultan Qaboos University library, based on literature review which highlight the attitude, behavior, preferences of the Omanis consumers that influences their purchasing decisions for food habits, and that, especially toward seafood added-value products and the desired attributes, which are conducted during the years 2008 to 2019, where we depended on as baseline. In addition, Cairo university library database, governments' reports, and the selected available literature.

4.2.2: Primary data.

A questionnaire to the expected customers of the regions understudying in Oman will be distributed to collect the primary data needed for the study data process methodology, and formulation of the research results.

The researcher will design a questionnaire that will be in English and well translated to Arabic and distributed to consumers who will be presented in the chosen Wilayat (provinces) within Oman eleven governorates. It will be conducted to investigate Omanis ethnocentrism. A according to Mbaga M.D. et al., (2018) Consumer Ethnocentrism is considered as a "general tendency" to predicate the level of acceptance of foreign products. Ethnocentrism is a concept well-defined by Shimp & Sharma, (1987). The expiration of preference for local products over foreign, and they invented measurement presented as (CETSCALE), (The Consumer Ethnocentric Tendency Scale).

The questionnaire pre-tested by distributed to around 25 members of the fisheries departments of the Ministry of Wealth Agriculture and Fisheries and Water Resources and the visitors of Oman Maritime Exhibition and Conference (2022), which discusses sustainable development and the challenges of countries in implementing blue economy strategies.

4.2.3: The Study questionnaire.

CETSCALE has been established as the standard measurement scale of CE by Shimp and Sharma, (1987). The CETSCALE includes 17 items statements, measured by 7 items Likert scale or a 5-point Likert-type scale to test attitudes towards foreign and domestic products:

The study questionnaire is modified from references and research studies in the English language, which was used by many researchers and translated into

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several languages in the world, and depending on the variables of the current research and in proportion to the Omani culture and the nature of the Omani peoples and to reach an acceptable formula that does not induce confusion or mislead the understanding of the Omani consumer, the questionnaire statements tested and modified according to the comments of the respondents to clarity the questions before implementing the questionnaire in the proposed locations in the saltant of Oman.

The study modified questionnaire will consist mainly of the following parts:

Part (1): CTESCALE (17-items) to measure Consumer Ethnocentric, using (7) point Likert-type scales. Shimp and Sharma (1987).

1- American people should always buy American-made products instead of imports.

2. Only those products that are unavailable in the U.S. should be imported.

3. Buy American-made products keep America working.

4. American products, first, last, and foremost.

5. Purchasing foreign-made products is un-American.

6. It is not right to purchase foreign products, because it puts Americans out of jobs.

7. A real American should always buy American-made products.

8. We should purchase products manufactured in America instead of letting other countries get rich off us.

9. It is always best to purchase American products.

10. There should be very little trading or purchasing of goods from other countries unless out of necessity.

11. Americans should not buy foreign products, because this hurts American business and causes unemployment.

12. Curbs should be put on all imports.

13. It may cost me in the long-run but I prefer to support American products.

14. Foreigners should not be allowed to put their products on our markets.

15. Foreign products should be taxed heavily to reduce their entry into the U.S.

16. We should buy from foreign countries only those products that we cannot obtain within our own country.

17. American consumers who purchase products made in other countries are responsible for putting their fellow Americans out of work.

Part (2): The scale of (16- items) to measure consumer's intention to purchase domestic goods using a (7) point Likert-type scale. (Halil Nadiri & Mustafa Tumer,2010).

1. The workmanship is quite good in domestically produced cleaning agents.

2. The domestically produced cleaning agents are technically developed.

3. The domestically produced cleaning agents have new characteristics.

4. The domestically produced cleaning agents have physically appealing characteristics.

5. The domestically produced cleaning agents are reliable products.

6. The domestically produced cleaning agents have high quality.

7. The domestically produced cleaning agents made consumers to receive the return on money that they pay for it.

8. I have easy access to reach the domestically produced cleaning agents.

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9. The domestically produced cleaning agents have well-known brands.

10. I have enough information about the domestically produced cleaning agents.

11. The domestically produced cleaning agents provide a reasonable level of satisfaction.

12. Generally, I believe that the domestically produced cleaning agents are good.

13. I have intention to buy the domestically produced cleaning agents.

14. The domestically produced cleaning agents are not expensive.

15. The domestically produced cleaning agents are good enough to compete with imported products.

16. It is much easier to express my complaints to the domestically produced cleaning agents' producers than imported products.

Part (3): Demographic characteristics of the respondents, such as (age, gender, education, and income).

The period demographics refer to precise traits of a population. The phrase is derived from the Greek phrases for people (demos) and picture (graphy). Examples of demographic traits consist of age, race, gender, ethnicity, religion, income, education, domestic ownership, sexual orientation, marital status, own circle of relatives size, fitness and incapacity status, and psychiatric diagnosis.

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4.3: Population & Sampling.

Sampling permits large-scale analysis to be dispensed with a lot of realistic value and timeframe as a result of it uses a smaller variety of people within the population with representative characteristics to face sure the total. However, after you plan to sample, you're taking on a replacement task. You've got to make your mind up who is an element of your sample list and the way to choose those who can best represent the whole population. How you set about that's what the follow of sampling is all about. Oman's population is 4471148 in 2020 (NCSI, 2020). Oman's population is estimated to grow 3.2% between 2018 and 2023 to reach 5.0 million (Source: IMF). The population growth in the Sultanate is considered high according to United Nations standards, as this international organization believes that if the rate of women having children is achieved at about 1.85 children per woman - an estimated number of the United Nations - the population may decline in the future. As for its estimates for the coming years, it indicates that the world population in 2025 will reach 8 billion people, and then it will rise to 9.2 billion in 2050. As for the highest estimate of the fertility rate, it is (2.35 children per woman) and is considered high in the future for the population, while the low estimate is (1.35 children per woman), which is the prevailing figure during the last twenty years in Germany, which could lead to a decrease in the population Earth after 2040. To return to the population growth in the Sultanate, the data of the National Center for Statistics and Information for its new release (Economic Demographic Atlas, 2018) indicated that the population growth of the Sultanate had reached 5.8% for the years (2011-2016), rising among expatriates to 8.6%, while it declined among citizens to 3.7%. The statistics also show that the population of the Sultanate increased during those years by about 1.1 million people to reach about 4.4 million people, as the rate of change among Omanis reached about 21% and among

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expatriates 55%, and 63% of this increase is due to the increase in the number of expatriates. The crude birth rate for Omanis in the Sultanate reached 33 births per 1,000 of the population, while the total fertility rate for Omani women reached (4 births per woman of childbearing age). In the distribution of births by governorates, it became clear that there are 28.1 births per thousand of the population, and that the highest crude birth rate in the Sultanate was in the Governorate of Al Dakhiliyah, and that 2 out of every 5 live births in the Sultanate were in the Governorates of Muscat and North Al Batinah. The population pyramids of Omanis by gender for the year 2016 shows that the percentage of males is almost equal to that of females, at 50.5% and 49.5%, respectively. This atlas also reviews a number of demographic, social and economic indicators supported by maps showing the relative distribution of these indicators in the various governorates of the Sultanate, including the distribution of the Sultanate's population according to gender, nationality, total fertility rate, crude birth and death rate, in addition to its review of social indicators related to employment, job seekers, education, health and security. It also reviews a number of other important economic and service indicators related to the lives of Omanis. Oman is split into 11 governorates (muhafazah), and has been given that 28 October 2011.Each of the eleven governorates are divided into wilayat (provinces), inside the governorates, Oman is sub-divided into 61provinces (wilayat). The Omanis Consumers participates from the chosen governorates will take part in this empirical study, using a non-probabilistic sampling methodology to collect the data from 420 participants. Omanis consumers in various Wilayat (provinces) of the planned governorates (6 governorates out of 11) depending on the density of the Omanis in each governorates, also five of them were chosen depending on the distance from the capital city Muscat and also three of the choices governorates are costal and not a main fishing port governorates or high landing sites., the other three are not

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costal governorates. The Omanis represent more than two million of Oman's total population estimated to be 61%.Final data reliability level expected to be ± 5.0%, keeping in mind the desired goal of ± 5%, using the 95% confidence table. The Omanis in six of Oman Governorates and its Capitals Cities (wilayat) or residence's places of the selected Governorates in Sultanate of Oman are the study area such as Sohar (Al Batinah North Governorate), Rustaq (Al Batinah south Governorate), Nizwa, (Ad Dakhiliyah Governorate), Ibri (Ad Dhahirah Governorate), Ibra (Ash Sharqiyah North Governorate) and Muscat (Muscat Governorate).

The study will be conducted across the six Governorates out of the total eleven Oman Governorates to achieve consumer regioncentric tendencies.   In order to collect the needed sample size of the current study, a paper questioner was distributed in the targeted Governorates with the ability to replace the rejected ones and to have equal male and female and to attain participate from deferent government's and privet sector organizations.

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Table: (4.1): Governorates of Sultanate of Oman.

***Governorates included in the current study.**

Governorates	Main Wilayah	Total Wilayat
Dhofar	Salalah	10
Ad Dakhiliyah*	Nizwa	8
Al Batinah North*	Sohar	6
Al Batinah South*	Rustaq	6
Ash Sharqiyah North*	Ibra	6
Muscat*	Muscat	6
Ash Sharqiyah South	Sur	5
Al Wusta	Haima (Hayma)	4
Musandam	Khasab	4
Ad Dhahirah*	Ibri	3
Al Buraymi	Al Buraymi	3

Source: (NCSI, 2020), Oman e-Census statistical book.

Table: (4.1): represents the total Governorates of Sultanate of Oman, where each one had a main Wilayah, which is the capital city of the governorates and numbers of total Wilayahat.

Table (4.2): Main Wilayah Of the sultanate Governorates under study.

No	Main Wilayah Of the sultanate Governorates	Total Population of the Governorate	Omanis	non- Omanis
1	Al-Rustaq (Al Batinah South Governorate)	465,550	% 75.4	% 24.6
2	Sohar (Al Batinah North Governorate)	232,849	% 56.5	% 43.5
3	Nizwa (Ad Dakhiliyah Governorate)	478,501	% 76.0	% 24.0
4	Ibri (Ad Dhahirah Governorate)	213,043	% 76.1	% 23.9
5	Ibra (A Sharqiyah North Governorate)	271,822	% 70.3	% 29.7
6	Muscat (Muscat Governorate)	1,302,440	% 58.3	% 41.7

*Source: (*NCSI, *2020), Oman e-Census statistical book.*

Table (4.2), present the Selection of the target main Cities (Wilayah) among the Sultanate, which included in the study (area of study), indicate that the Omanis' represents more than 50% of the Total Population of the Governorate.

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4.4: Statistical analysis Technics.

4.4.1: Reliability can be defined as the overall consistency of a measure. We can indicate that measure is having a high reliability under consistent conditions, if it produces similar results. In actual fact, the same results would be achieved. Reliability coefficients used to designate the amount of error in the scores. If values ranging between 0.00 (much error) and 1.00 (no error), give the measure of reliability.

4.4.2: Cronbach's alpha coefficient: Is a statistical measure of the internal consistency of a set of survey items, or measure reliability of the scale across the set of a survey Participants. High Cronbach's alpha values specify that response values for each participant across a set of questions are consistent. This statistic measure help determine whether a collection of items consistently measures the same characteristic. Cronbach's alpha calculates the level of agreement on a consistent 0 to 1 scale. Higher values indicate higher agreement between items.

4.4.3: Factor analysis is a part of general linear model (GLM) and its a technique used to decrease a large number of variables into fewer numbers of factors through extracting maximum common variance from all variables and places them into a mutual score. Factor analysis and this method can adopt several assumptions such as the linear relationship, un-multicollinearity, comprises relevant variables into analysis, true correlation between variables and factors. There are several methods available for factor analysis; generally principal component analysis is used.

4.4.4: Principal component analysis (PCA), is a statistical technique for reducing the dimensionality of a dataset, expert by linearly transforming the data into a new coordinate system, where most of the variation in the data can be described with fewer dimensions than the initial data. Its popular technique for analyzing large datasets containing a high number of dimensions/features per observation, increasing the interpretability of data while preserving the maximum amount of information, and enabling the visualization of multidimensional data.

4.4.5: ANOVA test is a statistical analysis technique, where the data sets are compared and measured to determine their significance, efficiently ANOVA analysis the variance, measures how significant the interaction is between variables. The F statistic is the ANOVA coefficient, which indicates the results are significant or not, if F value around 1 means little to no difference in values; where pointed that there is no significant variance between the groups. One-Way ANOVA is a parametric test used to analysis the variance, compares the means of two or more independent groups to determine if there is statistical evidence of significantly different of associated population means.

The *t*-test is a method that determines whether *two* populations are statistically different from each other, we can use these tests when our samples are independent of each other, if they have almost normal distributions and when our sample number is high (e.g., > 30 per group). T-test and ANOVA produce a test statistic value ("t" or "F"), which is transformed into a "p-value." A p-value is the probability that the null hypothesis – that both (or all) populations are the same – is true, we say that, a lower p-value indicate that a value is more significantly different across populations.

5- Analyses and Findings.

The academics found that, by observing that people were able to predict which choices would be made between previously untested products. Different trade-off technics for selections between different products are involved. For the current study, the researcher implemented CETSCALE, which were used previously by other researchers such Philp & Brown, (2003),Saffu, & Walker, (2006), Saffu,(2010), Lumb & Kuperman, (2012), Sandeep & Swati, (2013), Mbaga et al., (2018). In this study, the researcher will use rating scales (indicate how much you agree with the statement) on the 7-point Likert-type scale. "Rating scales increased from 34% frequency of use in 1970-1980 to 49% in 1981-1985", (Wittink & Cattin, 1989). To measure intention to buy domestic products of value –added seafood products the researcher will adapt a scale of 16- items, that developed and utilized by Halil Nadiri & Mustafa Tumer, (2010), found it exhibit a high level of reliability, where their analysis of various studies and Marketing Scales Handbook to develop that scale, based on the use of a 7-point Likert-type.

5.1: Reliability of the 17- items and 16- items scale across the Omani sample data.

Cronbach's Alpha of the SETSCAL 17- items score is (0.922) and (0.934) for the16-items scale, indicating a high level of reliability for the Omani sample data, where it exceeds the rule of thumb value of (0.70),(Nunnally , 1978). Reliability can be measured using Cronbach's alpha according to the previous researches, (Shimp & Sharma, 1987), (Netemeyer et al., 1991), (Dougias et al.,2003). Therefore, we can conclude that across the Omani sample data reliable the Cronbach's Alpha values were indicate high reliability to the 17-items and 16- items of the study questioner.

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5.2: Factor analysis.

To minimize a huge variety of variables into fewer numbers of things a method referred to as Factor analysis is used to extracts most not unusual place variance from all variables and places them right into a not unusual place rating, this rating used for in addition evaluation, as an index of all variables. Factor analysis, a part of trendy linear model (GLM), in which on this method numerous assumptions inclusive of, linear relationship, there's no multicollinearity, it consists of applicable variables into evaluation, and there's actual correlation among variables and elements.

Several strategies available, however fundamental aspect evaluation is used maximum commonly, (Kim & Mueller, 1978).There are primary procedures to element evaluation: fundamental aspect evaluation (PCA) and not unusual place element evaluation. Overall, element evaluation includes strategies to assist produce a smaller variety of linear mixtures on variables in order that the decreased variables account for and provide an explanation for maximum the variance in correlation matrix pattern. Principal analysis, technique to element evaluation that considers the full variance within the statistics, that's not like not unusual place element evaluation, and transforms the authentic variables right into a smaller set of linear mixtures inclusive of the correlation matrix. Its miles the matrix that includes the element loadings of all of the variables on all of the elements extracted. The term 'element loadings' are the easy correlations among the elements and the variables. When the researcher's number one problem is to decide the minimal variety of things so one can account for the most variance within the statistics in use with the specific multivariate evaluation. Principal factor analysis recommended. Principal factor analysis, permit the researcher to properly skilled with phrases inclusive of preferred a deviation which measures the range of the statistics. Eigenvalues which discuss with the full variance defined via way of means of every element. The assignment of fundamental

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aspect evaluation is to discover the styles inside the statistics and to direct the statistics via way of means of highlighting their similarities and differences.

The statistic is a measure of the proportion of variance among variables that might be common variance. The lower the proportion, the more suited your data is to Factor Analysis. KMO (Kaiser-Meyer-Olkin) is a test measure of how suited your data is for Factor Analysis.

The test measures sampling adequacy for each variable in the model and for the complete model. KMO returns values between 0 and 1, KMO value of higher than 0.7 is preferable, (Klijnsma, 2013). A KMO measure of (0.7 - 0.8) is adequate, (Marcus et al.,2006).

A rule of thumb for interpreting the statistic:

- KMO values between 0.8 and 1 indicate the sampling is adequate.

- KMO values less than 0.6 indicate the sampling is not adequate and that remedial action should be taken. Some authors put this value at 0.5, so use your own judgment for values between 0.5 and 0.6.

- KMO Values close to zero means that there are large partial correlations compared to the sum of correlations. In other words, there are widespread correlations which are a large problem for factor analysis.

For the current study analyses SPSS version 22 was employed. Reliability and validity of the CETSCALE in this setting was tested using principal component factor analysis with varimax rotation.

Table (5.1): CETSCALE Reliability & KMO

(Kaiser-Meyer-Olkin) Measure of Sampling Adequacy		.934
Bartlett's Test of Sphericity.	Approx. Chi-Square	3461.189
	df	136
	Sig.	.000

Source: Current study data analyzing.

Table (5.1): CETSCALE Reliability & KMO, represents the statistical tests (KMO = 0.934; Bartlett check of Sphericity = 3461.189, Significance = 0.000), pointed that Factor analysis is a relevant methodology to the current study.

Table (5.2): SETSCALE Mean scores, standard deviations & Cronbach's alphas.

Items	Mean	Std. Deviation	Cronbach's Alpha
E1	5.01	1.770	.918
E2	4.77	1.898	.917
E3	5.62	1.458	.922
E4	5.34	1.663	.915
E5	2.44	1.581	.919
E6	3.11	1.664	.917
E7	4.33	1.799	.914
E8	5.01	1.708	.914
E9	5.28	1.489	.916
E10	4.49	1.639	.917
E11	4.24	1.699	.916
E12	5.03	1.759	.920
E13	5.01	1.493	.918
E14	3.05	1.578	.918
E15	4.00	1.903	.919
E16	4.82	1.714	.916
E17	2.90	1.730	.918

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Source: Current study data analyzing. **Items (SETSCALE).**

Mean scores, standard deviations and Cronbach's alphas for the item's 'SETSCALE' represented in the above table (5.2). Reliability of the 17- items scale across the Omani sample data was a satisfactory indication (Cronbach's alpha coefficient = 0.922). SETSCAL with 17-items had an eigenvalue greater than 1 (= 7.654). Eigenvalue larger than 1 rule, (Henson & Roberts, 2006). From the factor analysis, the eigenvalue for the first factor is quite a bit larger than the eigenvalue for the next factor (7.7 versus 1.41). Furthermore, the first factor accounts for 53.29% of the total variance (Its indication of an acceptable figure). This guides that the scale items are uni-dimensional for the current study.

Table (5.3): Total means of the Omanis consumers.17 -items scale statistics.

Total Mean	Variance	Std. Deviation	N
74.45	364.243	19.085	17

Source: Current study Analysis.

CETSCALE total possible score can be recorded with the 17-itm or it's presented by mean scale value used to indicate the level of consumer ethnocentrism, where it ranges between17 and 119 (with mean = 68), using a 7-points Likert-type scale, (Hamin & Elliott, 2006). For the current Omani sample it's recorded to be (74.45), see table (5.3), where it's between (17 and 119) and over 68 using a 7- point Likert – type**.** So, we can consider higher mean values of the Omanis consumers as indications of higher Consumer Ethnocentrism regarding the current study.

Table (5.4): Total means of the Omanis consumers.16 -items scale statistics.

Mean	Variance	Std. Deviation	N
76.87	257.853	16.058	16

Source: Current study Analysis.

Scale that used to measure consumer intention to purchase domestically produced value-added seafood products exhibited high level of reliability (Cronbach's alpha coefficient = 0.934). The overall mean score of the 16-items on the 7-point Likert-type scale was (4.8) with (SD = 1.41) and the total mean (76.87), see Table (5.4), which indicates that the respondents had generally positive intentions to purchase value-added seafood products in Oman**,** (Halil Nadiri & Mustafa Tumer, 2010).

The Omanis Consumers prefer to purchase domestic products in general and basically the fisheries products over foreign ones, they are ethnocentric and it's difficult to alter their preferences.

5.3: Descriptive analysis.

The current study was carry out from the literature and field surveillance, where there was suggestion that fish processing companies in the Oman fisheries sector have a critical issue to ascertain the Omanis consumers' perception and attitude regarding their acceptance of domestically produced value-added seafood products. In order to address this gap, this research was conducted to investigate the Omanis consumers' respondent level of beliefs toward domestic products of value-added seafood products and its effect on their intention to purchase Value-Added Seafood of Oman-origin products. So, we investigating the Omanis' Consumer Ethnocentrism towards Value-Added Seafood products manufactured in Oman and in the study we tested the relationships between there ethnocentrism tendency and their intention to purchase value-added seafood of Oman-origin products as primary objective of this current study. Also, it analyzed the relationship between certain demographic characteristics of the Omanis set and if there are a significance effect on their ethnocentrism and intention to by the domestic value-added seafood products.

The researcher, also investigate the regionalism indication of ethnocentrism among the Omanis Governorate that included in the current study to found out if there are significant differences among them. A sample of, (n= 420), Omanis were taken from six Governorates out of total eleven Governorates in the sultanate of Oman depending on specific classifying. To collect the primary data to the study questioner of 17-items called SETSCAL to measure the ethnocentric tendency and 16- items scale to measure the Intention to buy and four demographic characteristics (Age, Gender, Income and Education) where they found considerably in literature.

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This empirical study was done in Sultanate of Oman, it contains six chapters:

(1): Introduction.

In this chapter there will be a brief background of the research, and then there is a view of Oman economy, Oman fisheries sector, and sustainable management and Oman fisheries resources. Also, there is presenting of the research problem statement and finally you will found the research objective.

(2): Literature Review.

In this chapter there will be a study Background then we will present Origin-Oman Products and seafood Consumption among the Omani's, there will be deeply discussions in the Omani's consuming behavior especially fish consumption and then we will concentrate on the main subject of the current study, Consumers Ethnocentrism and Marketing.

(3): Hypotheses & Conceptual model.

I n this chapter there is a background give brief information about the topic of chapter, and then we present the study hypotheses. The current study will discuss the relationship between demographic characteristics (Gender, Age, Income, Education level) and consumer ethnocentrism. And the Relationship between ethnocentrism tendencies and intention to purchase of domestically produced value- added seafood products. Finally, there is the study Conceptual Model.

(4): Methodology and study design.

Chapter (4) will discuss briefly Philosophical Basics of the methodology of data analysis. Data Collection requirement, Secondary Data, Primary data, study questionnaire and population & sampling will be in. Finally, there is a brief suspension about the current study statistical analysis technics.

(5): Analyses & Findings.

People were incapable to predict by means of discerning, how to choices will be ended amongst untested products. Altered technics were used in trade-off process in order to made selections between unlike products. The current study implements CETSCALE to measure the Omanis set chosen beliefs.

This chapter will present the analyses and findings of the current study, Reliability of the 17- items and 16- items scale across the Omani sample data, Factor analysis, Description analysis, Testing of hypotheses and Testing of current study regionalism indication of ethnocentrism.

(6): Conclusions & Recommendation.

In this chapter the study conclusion and the specific recommendation presented as the final chapter of the study, where the research results will be analysis in descriptive structure to point out the implications' of the study in the existent of the Oman exertion of its domestic economic.

According to Shimp and Sharma (1987) the CTESCALE (17-items) were used to measure Consumer Ethnocentric of the Omanis set, using (7) point Likert-type scales, where the score of total means represents the level of ethnocentrism, the output of each items well be discussed in the following figures:

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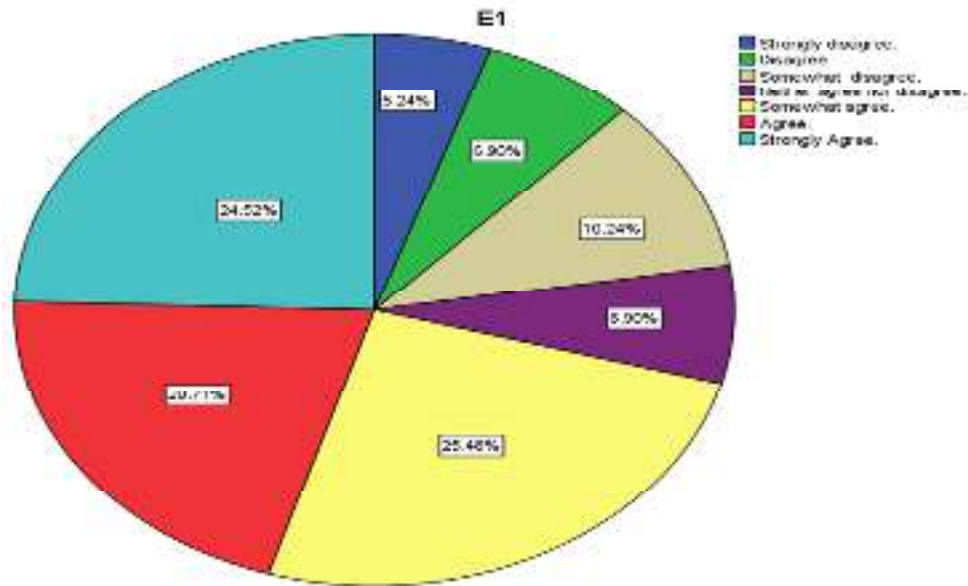
Figure (5.1).E1: Omanis' people should always buy domestic products
instead of imports.

Figure (5.1).E1; represents that out of the Omani set 25.5%, their answers to the statement is somewhat agree, 24.52% is strongly Agree and 20.71% is Agree, are the heights vales for this statement*(Omanis' people should always buy domestic products instead of imports)* of SETSCAL. We can observe there is a high tendency to the domestic products.
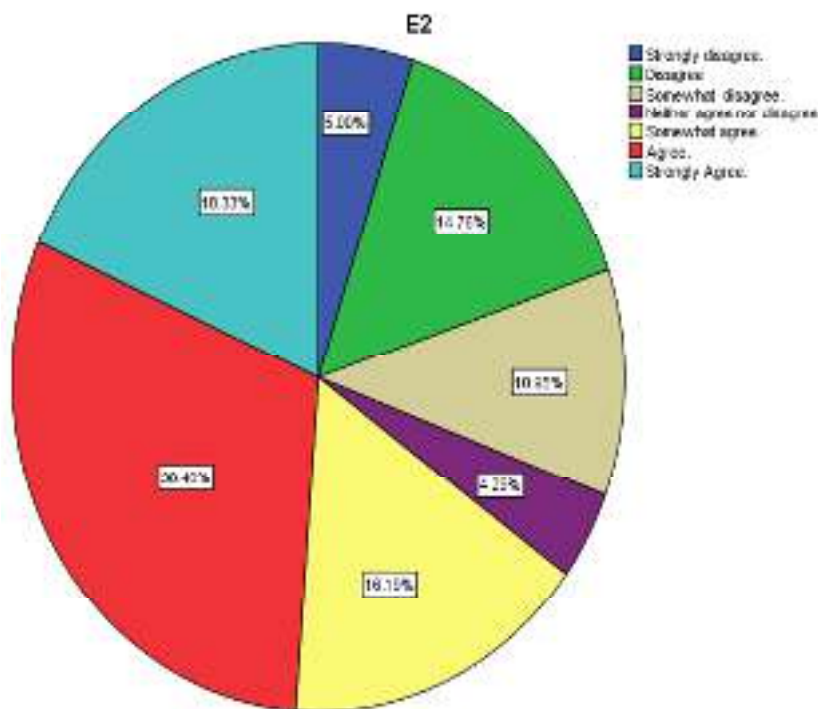
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Figure (5.2).E2: Only those products that are unavailable in Oman

should be imported.

Figure (5.2).E2; we can observe that there is a high tendency of the Omanis to the domestic products represented by the heights values for this statement of SETSCAL represents that 30.5% out of the Omani set answers to the statement (*Only those products that are unavailable in Oman should be imported.*) is agree, 18.33% is strongly Agree and 16.19 % is somewhat Agree.

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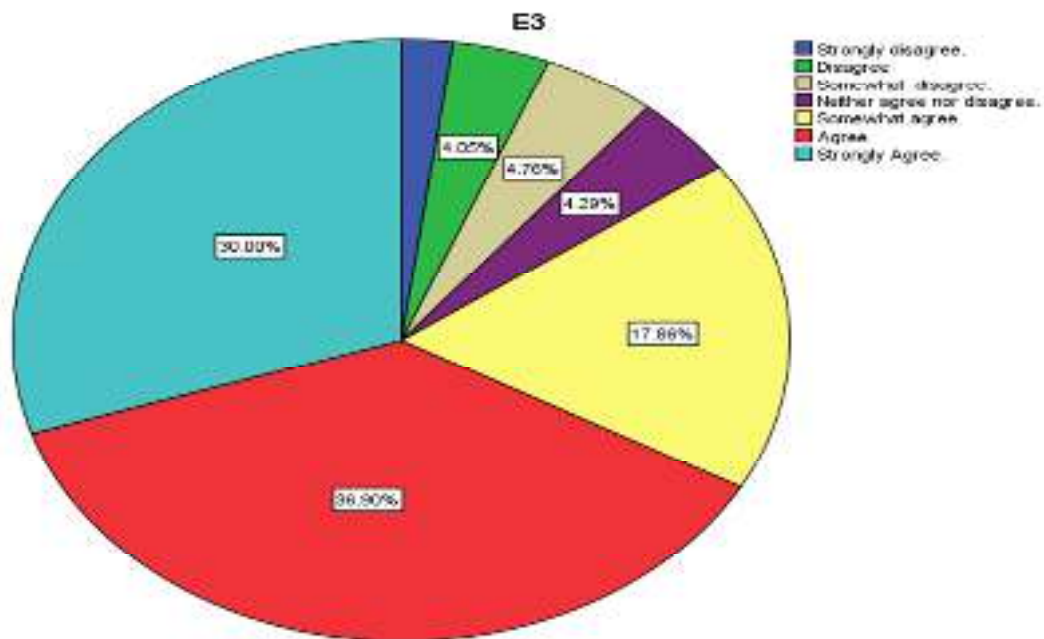
Figure (5.3).E3: Buy domestic products. Keep Omanis working?

Figure (5.3).E3; we can observe that there is a high tendency of the Omanis to the domestic products and they believes if they buy the domestic products they well contributed in securing the jobs of the Omanis, that represented by the heights values for this statement of SETSCAL represents that 36.90% out of the Omani set answers to the statement (*Buy domestic products. Keep Omanis working?*) is agree, 30% is strongly Agree and 17.9 % is somewhat Agree.

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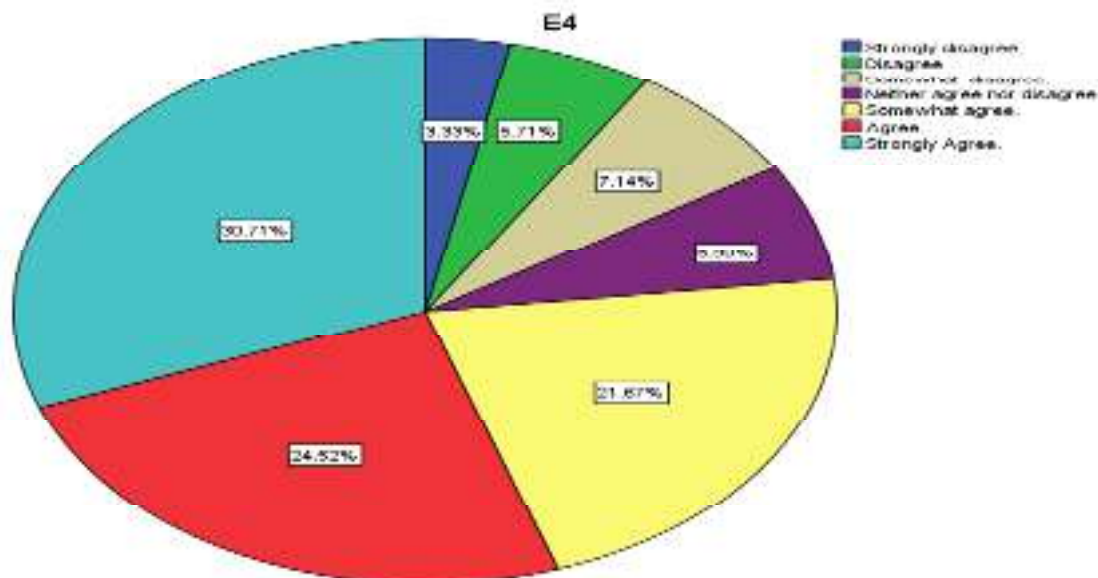
Figure (5.4).E4: Oman-Origin products, first, last, and for most.

Figure (5.4).E4; we can observe that there is a high tendency of the Omanis to the domestic products and they believes that buying the domestic products is the most favorable for the Omanis, that represented by the heights values for this statement of SETSCAL represents that 24.52 % out of the Omani set answers to the statement *(Oman-Origin products, first, last, and foremost.)* is agree, 30.71% is strongly Agree and 21.67 % is somewhat Agree.
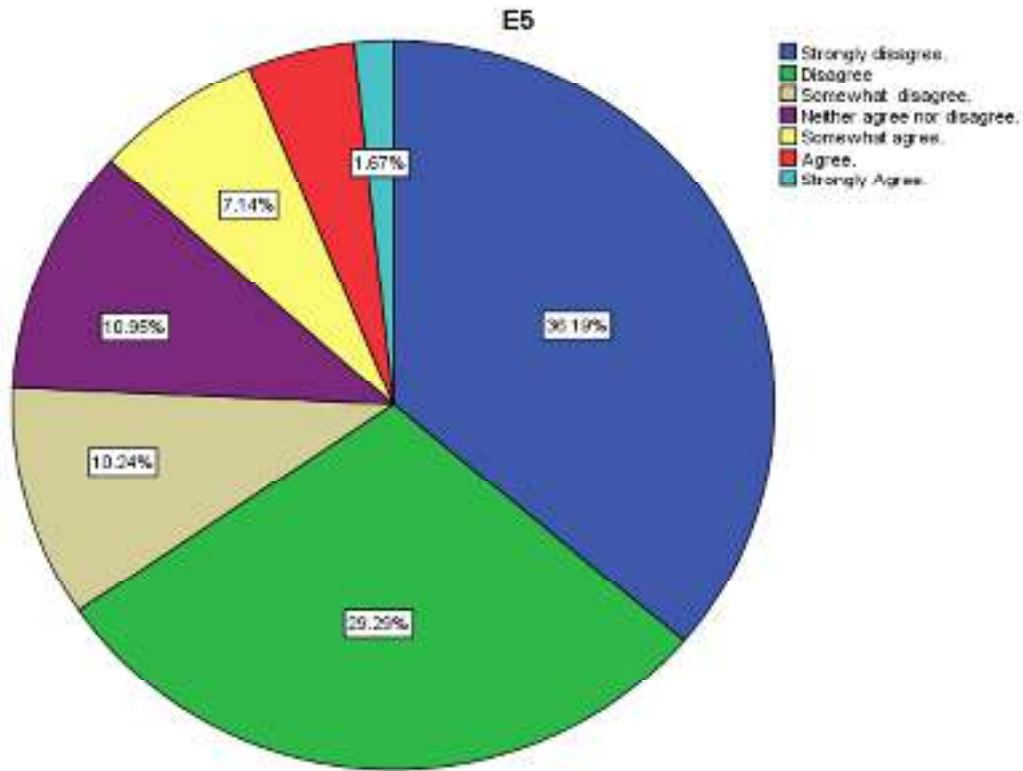
Figure (5.5).E5: Purchasing foreign-made products is un- Omanis'.

Figure (5.5).E5; we can observe that there is a high ethnocentric to their nationality and they not except this statement of SETSCAL .The heights values represents that out of the Omani set answers the statement (*Purchasing foreign-made products is un- Omanis')*, 36.19% is strongly disagree and 29.29 % is disagree.
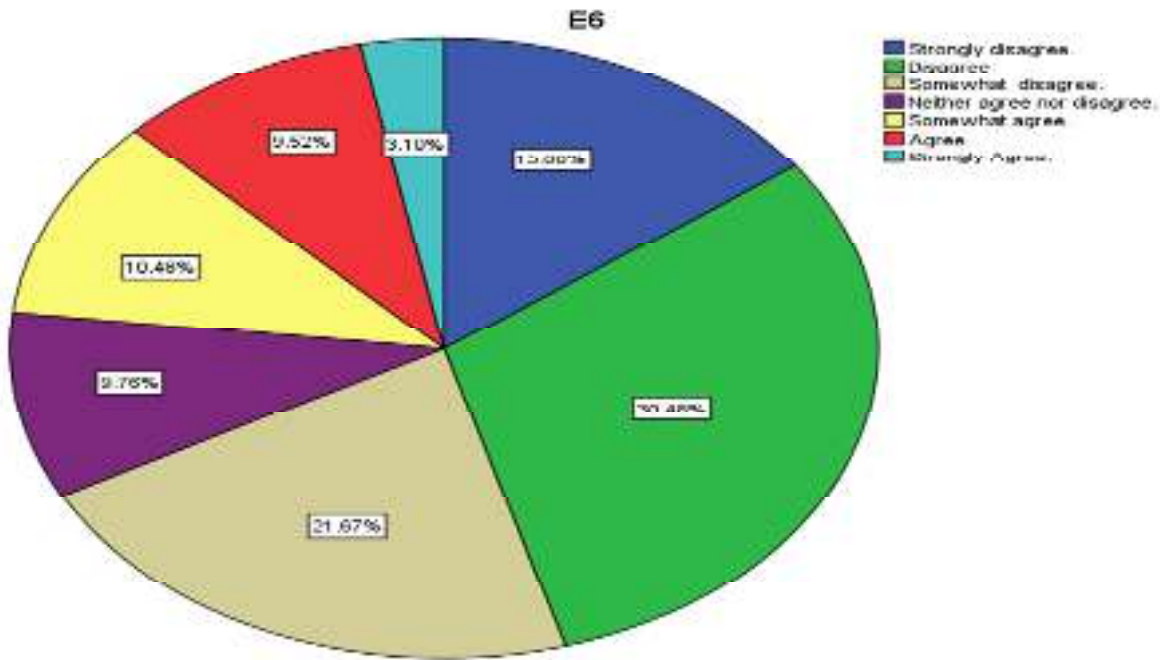
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Figure (5.6).E6: It is not right to purchase foreign made products.

From Figure (5.6).E6; we can observe that there is a tendency of the Omanis to reject the possibility to not buy foreign products and they believes that buying attitude cannot be judge by saying right or wrong, that represented by the heights values for this statement of SETSCAL (***It is not right to purchase foreign made products***), out of the Omani set answers, disagree is 30.5%, 21.67 % is somewhat Agree and strongly disagree 15%.

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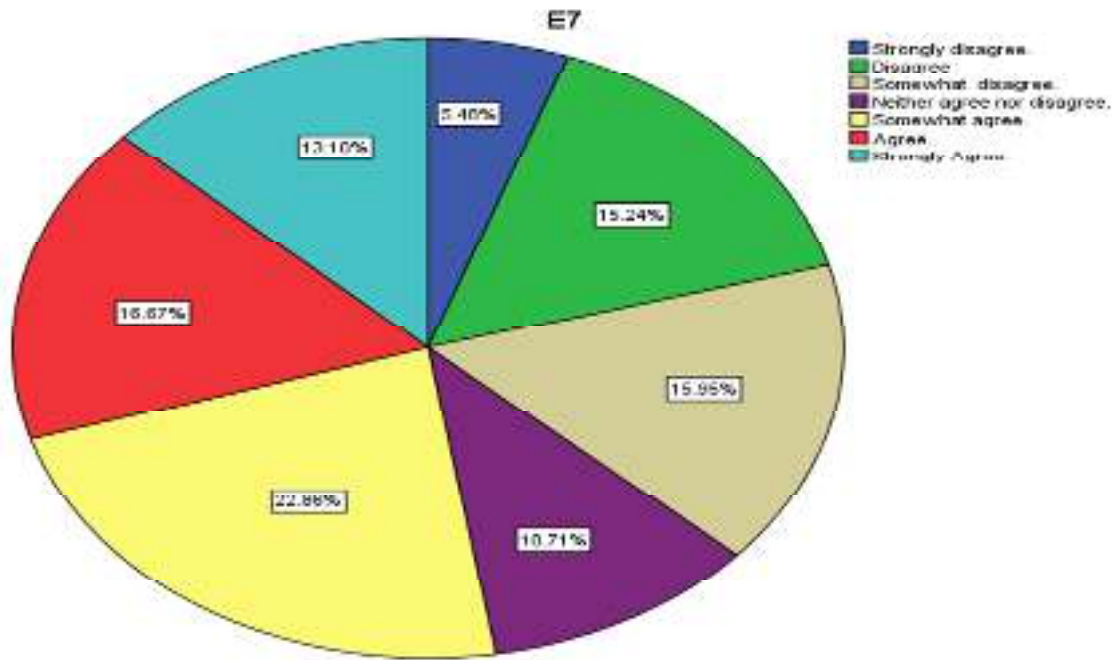
Figure (5.7).E7: A real Omanis' should always buy Oman-made products.

From Figure (5.7).E7; we can observe that there is a variation of tendency of the Omanis regarding this statement of SETSCAL (***A real Omanis' should always buy Oman-made products***), out of the Omanis set answers, where *22.86* % is somewhat Agree; disagree is 15.24% and agree 16.7%, and round 16% somewhat disagree.
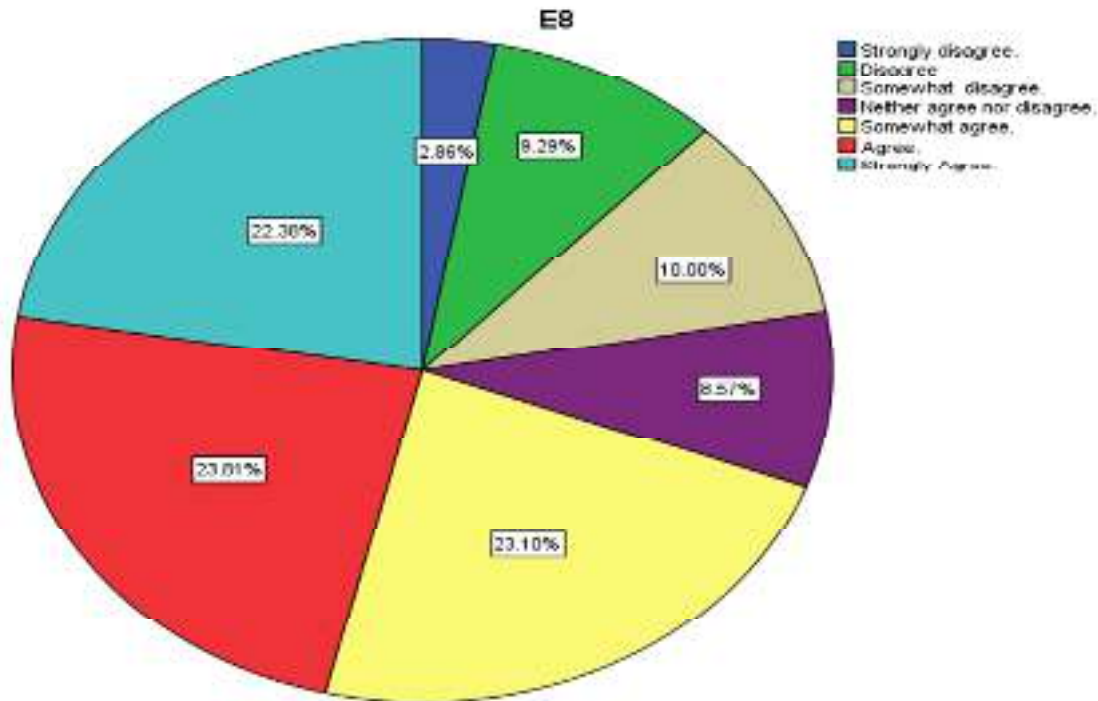
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***Figure (5.8).E8: We should purchase products manufactured in Oman instead
of letting other Countries get rich off us.***

From Figure (5.8).E8; we can observe that there is a variation of tendency of the Omanis regarding this statement of SETSCAL (***We should purchase products manufactured in Oman instead of letting other Countries get rich off us.***), but out of the Omanis set answers there is high ethnocentric can be observed, *23.10*% is somewhat Agree; Agree is 23.81% and strongly agree around 22.4%.
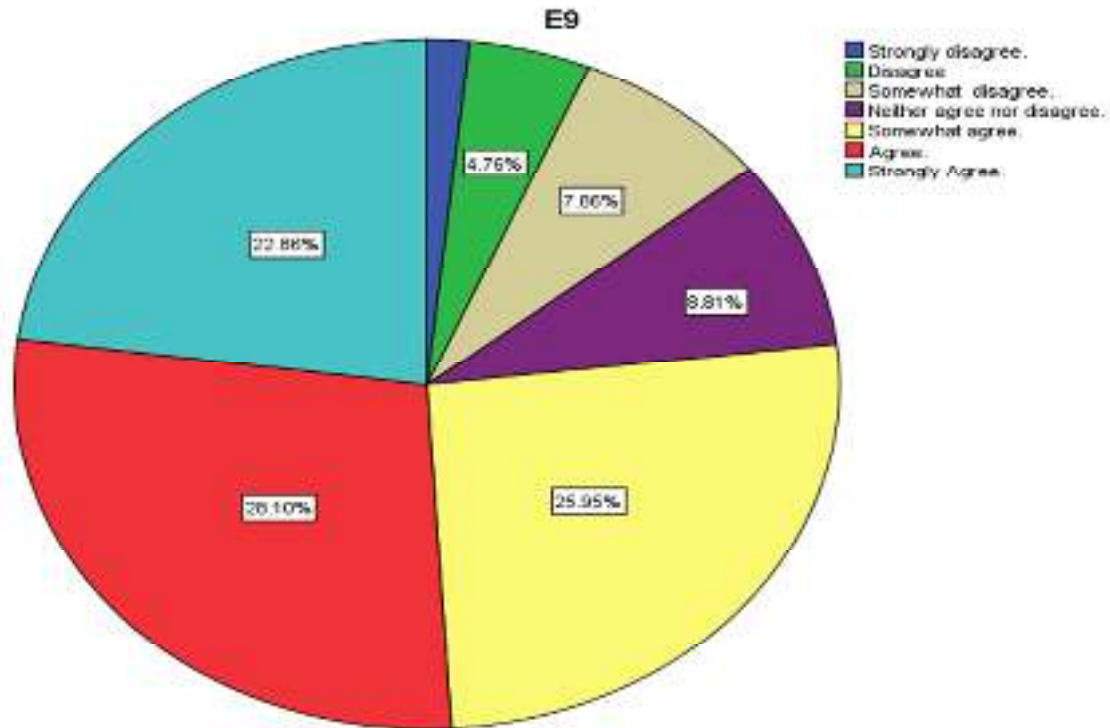
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Figure (5.9).E9: It is always best to purchase Oman-Origin products.

From Figure (5.9).E9; we can observe that there is a variation of tendency of the Omanis regarding this statement of SETSCAL (*It is always best to purchase Oman-Origin products*), put out of the Omanis set answers there is high ethnocentric can be observed where 28.10% is Agree; strongly agree is around 22.9% and somewhat agree around 26%.
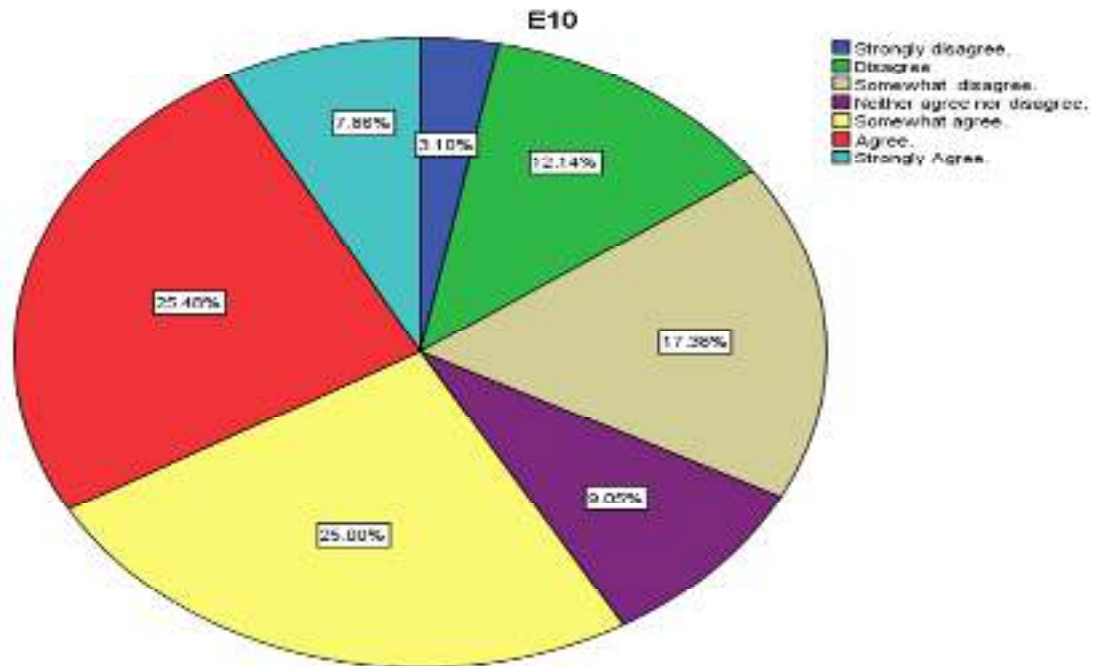
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Figure (5.10).E10: There should be very little trading or purchasing of goods from other countries unless out of necessity.

From Figure (5.10).E10; we can observe that there is high ethnocentric tendency can be observed of the Omanis regarding this statement of SETSCAL **(*There should be very little trading or purchasing of goods from other countries unless out of necessity.*)**, where *25.5 %* is Agree; and 7.9% strongly agree and somewhat agree 25%. Out of the Omanis set answers.
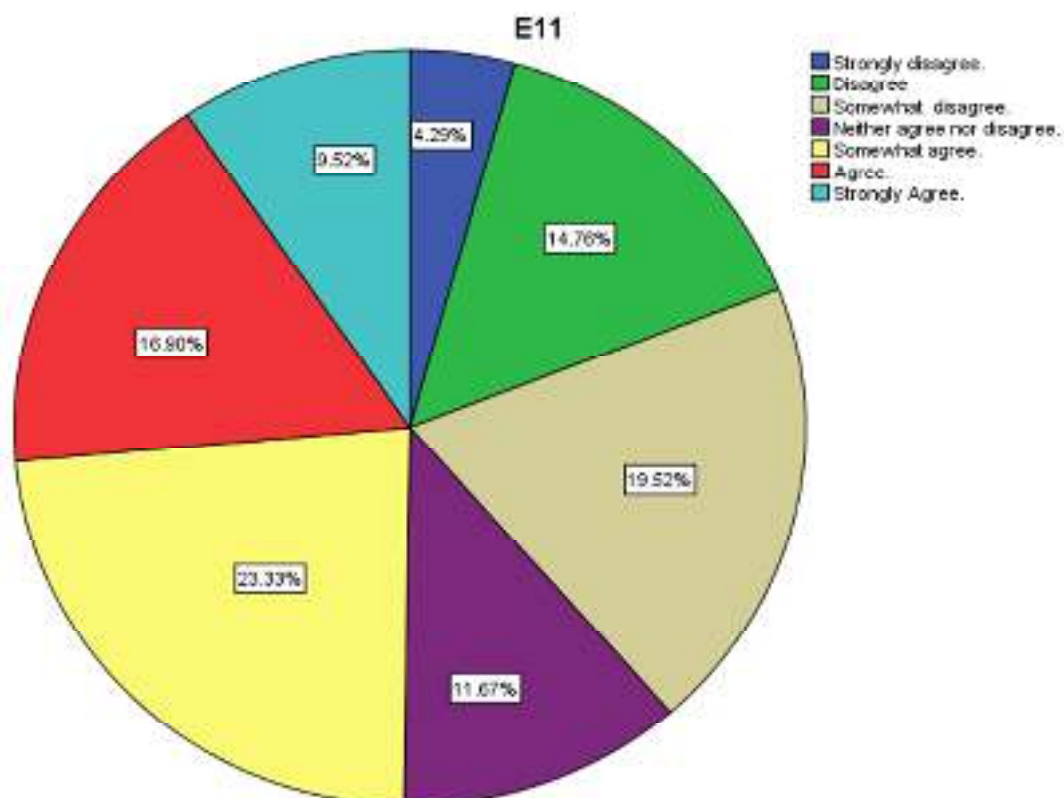
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Figure (5.11).E11: Omanis' should not buy foreign products, because this hurts
Oman business and causes   unemployment.

From Figure (5.11).E11; we can observe that there is a variation of tendency of the Omanis regarding this statement of SETSCAL **(*Omanis' should not buy foreign products, because this hurts Oman business and causes unemployment*),** put out of the Omanis set answers we can observe that 16.9% is Agree; strongly agree is around 9.52% and somewhat agree 23.33%, and disagree around 14.8%.
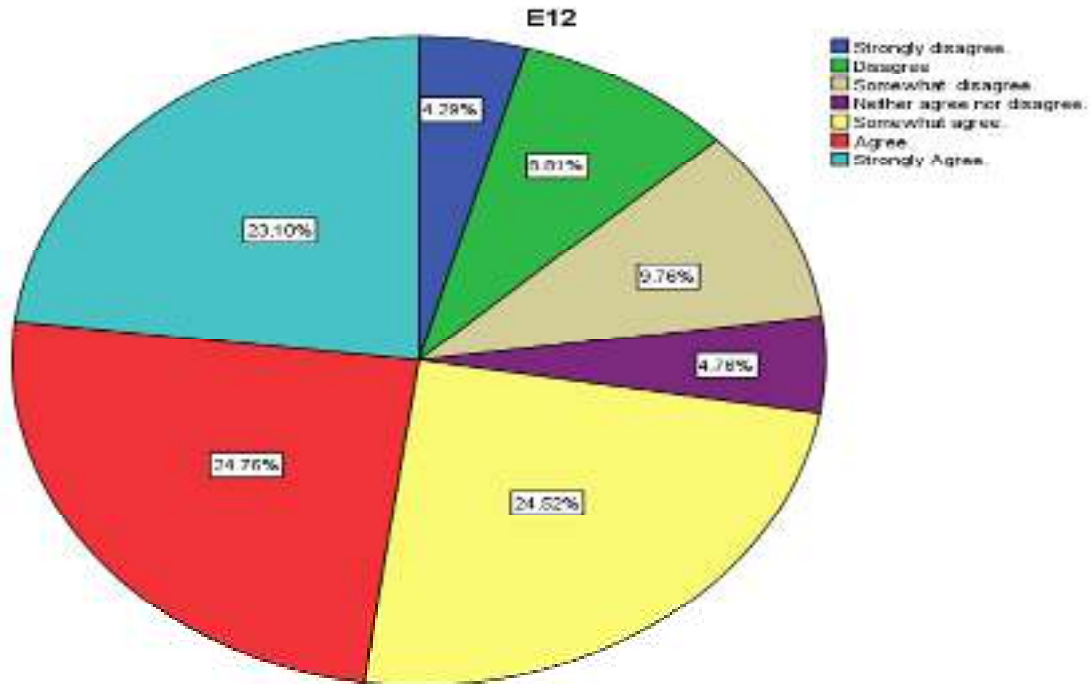
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Figure (5.12).E12: Curbs should be put on all imports.

From Figure (5.12).E12; Out of the Omanis set answers, there is high ethnocentric tendency can be observed regarding this statement of SETSCAL (**Curbs should be put on all imports.**), where *24.8* % is Agree; and 23.10% strongly agree and somewhat agree around 24.52%. They tend to have sort of challenging regulations in front of the imported goods.
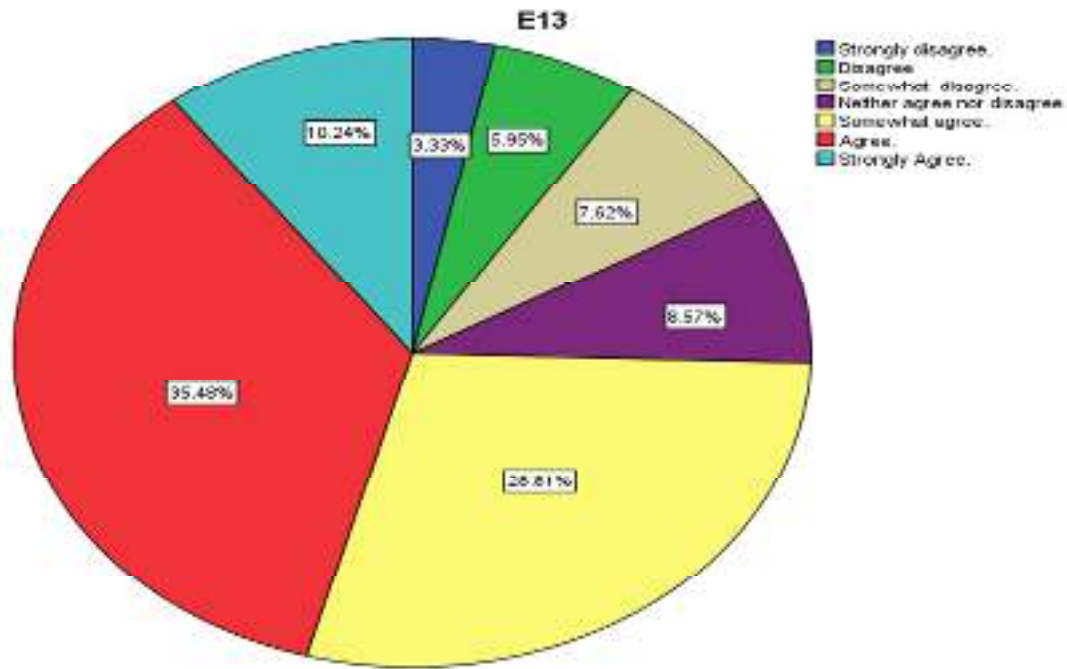
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***Figure (5.13).E13: It may cost me in the long run but I prefer to support
Oman-origin products.***

From Figure (5.13).E13; we can observe that there is high ethnocentric
tendency can be observed of the Omanis regarding this statement of SETSCAL
(***It may cost me in the long run but I prefer to support Oman-origin
products.***)**,** where around *35.5* % is Agree; and 10.24% strongly agree and
somewhat agree around 29 % out of the Omanis set answers.
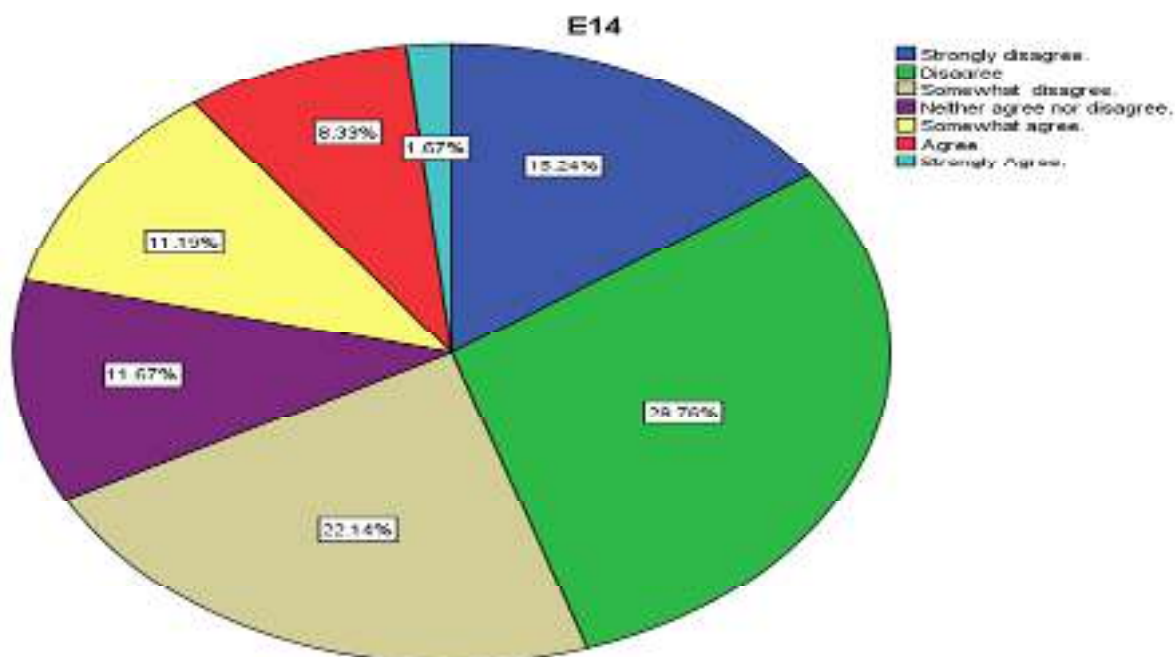
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Figure (5.14).E14: Foreigners should not be allowed to put their products on our market.

From Figure (5.14).E14; we can observe that there is a variation of tendency of the Omanis regarding this statement of SETSCAL (***Foreigners should not be allowed to put their products on our market***), where around *29.8* % is disagree; and 15.24% strongly disagree and somewhat agree around 22.14% Out of the Omanis set answers. From the previous observation, we can say, there is an indication of the open market thinking tendency among the Omanis'.
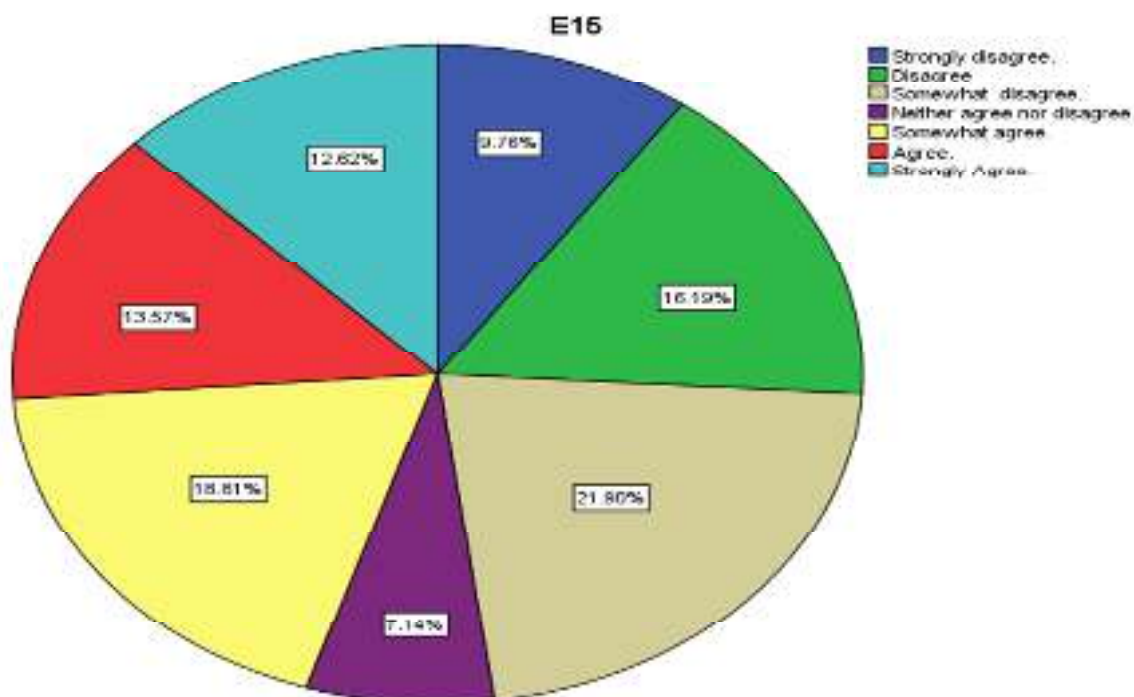
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Figure (5.15).E15: Foreign products should be taxed heavily to reduce their entry into Oman.

From Figure (5.15).E15; Out of the Omanis set answers, we can observe that there is a variation of tendency of the Omanis regarding this statement of SETSCAL (***Foreign products should be taxed heavily to reduce their entry into Oman***), where *13.57* % is Agree; and 16.19% disagree and somewhat agree around 18.81%. They tend to have sort of interesting to control the relationship associated with the food market because the questioner was pointed mainly to the seafood. Also as Figure (5.14).E14; statement point out (***Foreigners should not be allowed to put their products on our market***), we can say, there is an indication of the open market thinking tendency among the Omanis'.
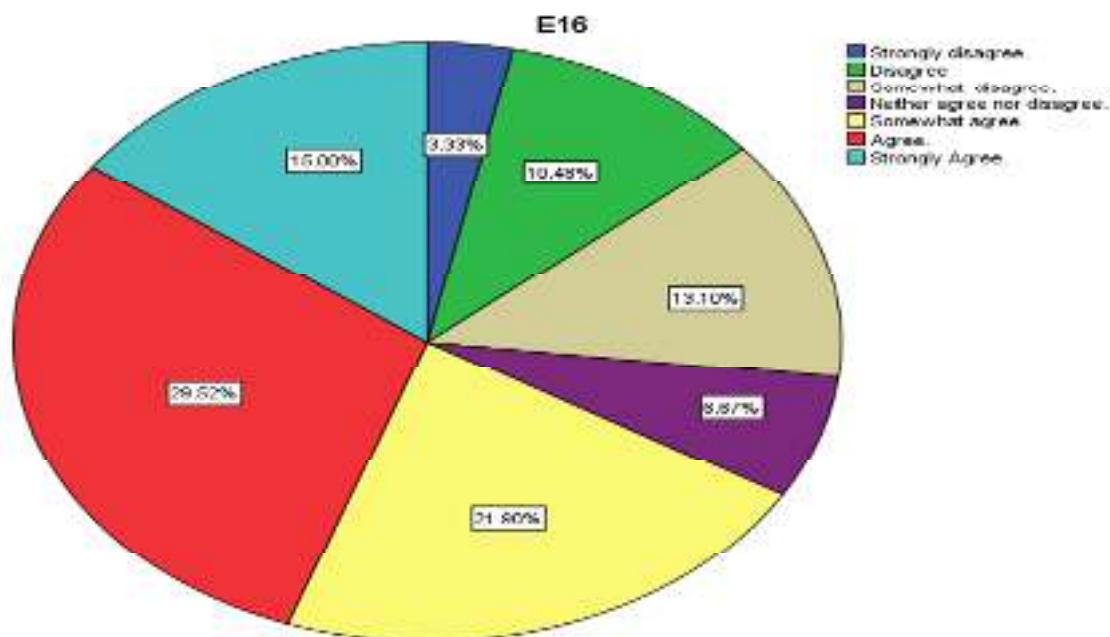
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Figure (5.16).E16: We should buy from foreign countries only those products that we cannot obtain within our own country.

Figure (5.16).E1; high ethnocentric tendency can be observed of the Omanis regarding this statement of SETSCAL (***We should buy from foreign countries only those products that we cannot obtain within our own country.***), where around 29.*52* % is Agree; and 15% strongly agree and somewhat agree around 22 % out of the Omanis set answers, where from Figure (5.15).E15; show there is a variation of tendency of the Omanis regarding this statement of SETSCAL (***Foreign products should be taxed heavily to reduce their entry into Oman***), where *13.57* % is Agree; and 16.19% disagree and somewhat agree around 18.81%. They tend to have controlling to the food market, Also as Figure (5.14).E14; statement point out (***Foreigners should not be allowed to put their products on our market***), indicate there is an open market thinking tendency among the Omanis'. Generally, Oman culture sports the ethnocentric tendency to the domestic products; the Omanis give attention to the local products and trusted in it more than the foreign countries products.
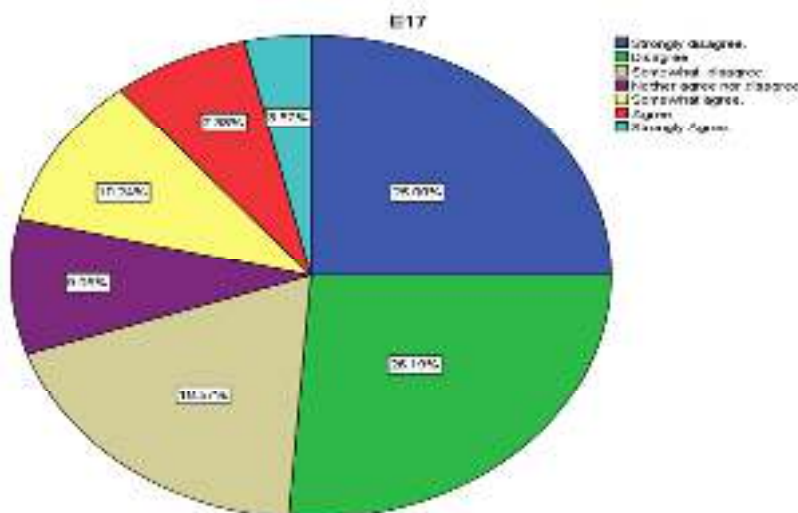
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Figure (5.17).E17: The Omanis' consumers who Purchase products made in other countries are responsible for putting their fellow Omanis' out of work.

From figure (5.17).E17; we can observe that the Omanis regarding this statement of SETSCAL (*The Omanis' consumers who Purchase products made in other countries are responsible for putting their fellow Omanis' out of work.*), where around 26.2 % is disagree; and 25% strongly disagree and somewhat disagree around 18.6 % out of the Omanis set answers, Figure (5.3).E3; we can observe that there is a high tendency of the Omanis to the domestic products and they believes if they buy the domestic products they well contributed in securing the jobs of the Omanis, that represented by the heights values for this statement of SETSCAL represents that 36.90% out of the Omani set answers to the statement (*Buy domestic products. Keep Omanis working?*) is agree, 30% is strongly Agree and 17.9 % is somewhat Agree. Show there is a variation of tendency of the Omanis regarding those statements of SETSCAL. Generally, the ethnocentric tendency to the domestic products presented among the Omanis set; the Omanis give attention to the local products and trusted in it, put also they are beliefs in their Opinions. They strongly reject the connectivity between their purchasing behavior of local or imported products and their national trend towards employment and work issues, as it is clear that the nationalism of the Omanis has no aggressive repercussions towards others and that they have adequate flexibility and intuitive awareness.

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5.4: Testing hypotheses.

H1: Ethnocentrism tendencies of the Omanis consumers differ depending on their gender.

The current study in order to ascertain the hypothesis assumption, which indicates that Ethnocentrism tendencies of the Omanis consumers differ depending on their gender. Independent t-test was used, the test pointed that the hypothesis (H1) was **confirmed** (Since $p <$ .001, is less than our chosen significance level $\alpha =$ 0.05, we can reject the null hypothesis, where a significant differences observed in consumer ethnocentrism on the basis of gender. An independent–sample t-test was conducted to compare the consumer ethnocentrism for male and female. There were significant differences ($t(418) =$ -5.748; P= 0.000) in the scores with mean score for male (Mean= 69.29; SD = 20.060) was lower than female (Mean= 79.60; SD=16.563). The magnitude of the differences in the means (Mean differences = - 10.319; 95% CI: -13.848 to - 6.790) was significant. In the current study sample, women were represented equally (n=210 respondents of each- male & female).

The female score with mean score found to be higher than male which indicate that across the gender the female represents high consumer ethnocentrism regarding the domestic value-added seafood products.
The current study finding (H1) is not in accordance with finding of Halil Nadiri *et al.*, (2010) in their study of North Cyprus put the study finding in accordance with the finding of Balabanis *et al.*, (2001) in their study of the Turkish sample.

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H2: Ethnocentrism tendencies of the Omanis consumers differ depending on their age.

To ascertain the hypothesis assumption, which specifies that Ethnocentrism tendencies of the Omanis consumers differ depending on their age (Levene statistic = 1.323; P= 0.253) One – way ANOVA-test was conducted).

The out-put of the test indicate that the hypothesis **(H2) was not-confirmed** (Since p = 0.297 is Larger than our chosen significance level α = 0.05, we can Accept the null hypothesis) where there was no-significant differences observed in consumer ethnocentrism on the basis of age, So (H2) of the study was thus **not confirmed** (F= 1224; P = 0.297), according to Algina, & Olejnik, (2003). The test finding (H2) was not in accordance with finding of Halil Nadiri *et al.*, (2010) in their study of North Cyprus.

H3: Ethnocentrism tendencies of the Omanis consumers differ depending on their income level.

ANOVA-test out-put (Levene statistic= 1.340; P= 0.246, where indicated that all the groups variances are equal, (the null hypothesis was accepted) shows that the hypothesis (H3) was **not-confirmed** (Since p = 0.087 is Larger than our chosen significance level α = 0.05). There were no-significant differences observed in consumer ethnocentrism on the basis of Income among the Omanis sample, (F=1.938; P=0.087). The test finding of (H3) was not in unity with finding of Halil Nadiri *et al.*, (2010) in their study of North Cyprus.

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H4: Ethnocentrism tendencies of the Omanis consumers differ depending on their education level.

Test results indicates that the variances of the groups are equal [Levene Statistic=1.822, p=0.107 (>0.05); null hypothesis was accepted; there was no significant difference's (F = 1.810; P = 0.110). The out-put of ANOVA-test indicate that the hypothesis (H4) was **not-confirmed** (Since $p = 0.110$ is Larger than our chosen significance level $\alpha = 0.05$) where there was

no-significant differences observed in consumer ethnocentrism on the basis of the Omani's sample. Halil Nadiri et *al.*, (2010) in their study show significant differences' of North Cyprus sample.

Table (5.5): Results of current study hypotheses (H1 –H4).

Hypothesis	F-value \ t-value	Significance (P- value)	Finding
H1	t *(Independent t-test)* = -5.748	P = 0.000	**Confirmed**
H2	F = 1.224	P = 0.297	**Not-confirmed**
H3	F = 1.938	P = 0.087	**Not-confirmed**
H4	F = 1.810	P = 0.110	**Not-confirmed**

Source: Current study Analysis.

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H5: Ethnocentrism tendencies of the Omanis consumers are positively related to their intention to purchase value-added seafood products, such as (Tuna cans, Fish burgers, frozen mix-seafood), produced domestically.

The hypothesis (H5) had proposed Ethnocentrism tendencies of the Omanis consumers are positively related to their intention to purchase value-added seafood products produced domestically. Regression and correlation analysis was conducted to test this hypothesis. Demographic variables in this relationship were included as control variables, because such variables have generic potential to inflate relationships between other variables, (Staines *et al.*, 1986). The results point to a significant relationship between consumer ethnocentrism of the Omanis and their intention to purchase value-added seafood products produced domestically; Correlation analysis (r = 0.557, sig. = 0.000) indicate a **positive** statistically significant relationship between the two variables. Correlation is determined by the (correlation coefficient) which varies between (-1 and +1) and (closer to 1) indicate the positive relationship of the two variables (r = 0.557); however this relationship **indicate high correlation with Stronger the association of the two variables**, the closer the Pearson correlation coefficient, *r*, will be to either +1 or -1 depending on whether the relationship is positive or negative, correspondingly. Pearson correlation coefficient(r) is a measure of the strength of a linear association between two variables. Essentially, a Pearson correlation is to draw a line of best fit through the data of the two variables, and indicates how far away all these data points are to this line of best fit, (Sedgwick., 2012).

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Table (5.6): Testing of current study hypotheses (H5).

		Ethnocentrism	intention to buy
Ethnocentrism	Pearson Correlation	1	.557
	Sig. (2-tailed)		.000
	N	420	420
Intention to buy	Pearson Correlation	.557	1
	Sig. (2-tailed)	.000	
	N	420	420

Source: Current study Analysis.

Table (5.7): Study Regression Analysis (H5).*(p>0.05).
Source: Current study Analysis.

Regressions weights	$\mathcal{B}$	t-statistic	P -value	VIF
Age	-0.021	-0.418	0.676*	1.474
Gender	0.011	0.241	o.810*	1.271
Education	-0.054	1.253	0.211*	1.138
Income	0.020	0.402	0.688*	1.447
Consumer Ethnocentrism	0.555	12.841	0.000	1.128
N	420			
R	0.560			
R Square	0.314			
Adjusted R Square	0.305			

Table (5.7): represent the results of regression analysis of Demographic variables of the Omanis set, pointed out clearly that demographic variables did not have any significant effect on Intention of the Omanis to purchase the value-add seafood products ($p^* > 0.05$).

In the other hand consumer ethnocentrism had an effect on the Intention of the Omanis set (p = 0.000).The variables were checked for possible multicollinearity using variance inflation factor (VIF) were its score represented in Table: (5.7), show that the score were below 10, which indicate there was no cause of concern about multicollinearity. From all the above,

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hypothesis (H5) which had proposed appositive high relationship between the Omanis consumers and their intention to purchase value-added seafood products, such as (Tuna cans, Fish burgers, frozen mix- seafood), produced domestically was **confirmed**.

5.5: Testing of current study regionalism indication of ethnocentrism.

Table (5.8): Testing of regionalism indication of ethnocentrism.

Governorates	Mean	Cronbach's alpha
Ad Dakhiliyah	79.29	0.922
Ash Sharqiyah North	78.84	0.916
Al Batinah South	77.96	0.923
Al Batinah North	72.30	0.831
Muscat	69.77	0.928
Ad Dhahirah	68.47	0.945

Source: Current study Analysis.

To investigate the regionalism indication of ethnocentrism for the current Omani set among the deferent Governorates included in the current study to measure the level of the Omanis consumer ethnocentrism. The CETSCALE total possible score with the 17-itm using a 7-points Likert-type scale presented in Table(5.8); was the mean scale values where it ranges between17 and 119 (with mean = 68), according to Shimp and Sharma,(1987) and Hamin H. & Elliott G., (2006). We can consider higher mean values of the Omanis consumers recorded for the six Governorates as indications of higher Consumer Ethnocentrism and regional differences regarding the Omanis consumers.

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6- Conclusions and Recommendations.

6.1: Conclusion.

The study had five hypotheses' to come over the study assumptions were they tested, statistical tests (KMO = 0.934; Bartlett check of Sphericity = 3461.189, Significance = 0.000), pointed that Factor analysis is a relevant methodology to the current study. Across the Omani sample data reliability the Cronbach's Alpha values were indicate high reliability to the 17- items and 16- items of the study questioner. Cronbach's Alpha of the SETSCAL 17- items score is (0.922) and (0.934) for the16-items scale, where it exceeds the rule of thumb value of (0.70). (Nunnally J, 1978).

The current study results shows that a positive effect of the consumer ethnocentrism associated to the intentions of the Omanis consumers to purchase domestically produced value-added seafood products, and the ethnocentric tendency of these Omanis consumers differs according to their gender, where the female having the highest level of consumer ethnocentrism then male do. It is a sign to marketers in Oman to not feel assured in targeting both female and male consumers in outlining their potential promotional campaigns with ethnocentric tendencies. Generally, the finding has inferences for those who wish to defend domestically produced goods against foreign competition. Findings of this study have implications for marketers in Oman in who to introduce related domestic products into this market. Marketers should considering consumer ethnocentricity as a significant factor to be taken into account in formulating promotional campaigns for household consumer products. In the current study it is apparent that age, Income and education have no effect on the Intention of the Omanis set to purchase, but the Marketers need to implement's ethnocentric tendency as a significant indicator of their

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marketing segmentation strategy. Finally, this empirical study has found that the ethnocentric tendencies vary according to gender in this market setting, and it's a significant factor which can effects the Omanis consumers intention to purchase the domestic produced products, according to the Omani culture especially in house food made, the females take apart in ordering the items, because of their responsibility to cook, so it's normal that the Omanis female have an effect on the family purchasing attitudes.

There is regionalism indication of ethnocentrism among Oman Governorates, where it is observed that there are differences in consumer ethnocentrism. That can have an index in the visibility studies of the new food manufacturing projects and the investment map in Oman, especially for the fisheries projects of the value-added seafood products. According to this empirical study worthwhile to distribute the new investments among the internal or non- costal Oman- Governorates in order to enhance their attitude to the local products which well be in front of them, with the employing opportunities out of Muscat the Capital. Through the results of the recent study, which is the first, regarding the presence of regional differences in ethnocentric tendencies amongst Oman- Governorates, it has a significant impact on the desire of Omanis to buy value- added fish products produced locally. Also It can be proposed to strengthen the fish supply network between Oman- Governorates by enhancing the quality of transportation between the governorates from the high fish landing sits and the distant governorates. As well as, investment in these governorates, in cold stores and fish products factories, with the provision of wholesale or retail outlets in these factories to ensure that the Omani consumer obtains fish products easily and in a timely manner for them to buy. Achieving this goal will enhance national efforts with regard to proper healthy nutrition and contribute to achieving food security in general.

6.2: Recommendations.

The current study findings will subsidize marketing managers of Oman fisheries manufacturing industry in the segmentation strategy of the local market, also with the designing of marketing mix activities; particularly in recognizing communication solutions depending on the level of consumer ethnocentrism of the Omanis.

In terms of the market targeting strategy used by the domestic producers, they can get advantage in how to extend physical attributes of their products, benefit in how to reach the demand for more quality- demanded by consumers, and developing Value-Added Seafood products.

The study facilitates evidence on how Omanis consumers evaluate the products available in the domestic markets, and how they make their purchasing decisions among the enormous variety of imported value-added seafood products.

This study can be valuable to the international investors and marketers by providing empirical information about ethnocentrism levels of Omanis' people. Furthermore, the study evaluating respondent beliefs and intention towards products of Value-Added seafood manufactured domestically by the Omanis processing firms, which give useful information to the decisions maker in the private sector and government channels in Oman in how to enhance the local fisheries companies to invest in value-added seafood products.

This study has several potential uses for marketing managers of both foreign and domestic businesses, and attracting external and internal investment to the growing Oman fisheries sector as a high investment opportunities and point out the importance of the fish sector as an opportunity to attribute a significant percentage to the non-petroleum sharing in Oman's GDP.

Domestic small businesses will benefit of the current study by assisting them in starting a meaningful basis for market segmentation.

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From the study finding there is an evidences that there are significant deference's among the governorates of Oman in ethnocentric level, so it can contributes to development of several ideas of targeting strategy. Small businesses will be survived in such a small market like Oman, through pursuing their marketing efforts to local consumers.

In the Other hand, Globalization associates with removal of existing barriers; which means new players entering into previously protected markets and changes in local consumer preferences, so there is botanical need of studies of this important issues in order to understanding the critical themes of the market and to developing local economy.

This study is the first of its kind in Oman that mainly contributed to the fisheries sector marketing efforts; by contributes to the understanding of the effects of consumer ethnocentrism on the consumer initiation, and to the academic literature in the area of consumer evaluations of locally produced value-added seafood products.

This study suggested the decision's maker in Oman to support the small business that are dealing with the fish processing and marketing, where local businesses face difficulties of how to distribute and localize their products to the consumers. Also in general, local businesses face difficulties exporting their products to the foreign markets, so to be fully successful in the marketing strategy of the value-added seafood products in Oman; it needs to be done jointly by the government and the industry.

Because Oman Vision (20-40) Strategies emphasizing on sectors such as fisheries to contribute in Oman economy, Oman has comparative advantage in fisheries products. Out of all, it's a critical issue in Oman as developing market to have enfaced to the study results. Therefore, out of the study results, its appears to be a strong intention by Omanis consumers to the domestics

products. so there will be a successful campaigns of the local products, which need to be sported by the governments jointly with the privet sector in Oman.

In general the governments, jointly with industry, can support small production units in the Omanis governorates starting with those including in the current study. As a result of the study, there is regionalism indication of ethnocentrism among Oman governorates; it is observed that there are differences. In general, the increasing competitiveness in markets cannot be ignored; put there is a comparative advantage, the products that a country can produce more cheaply or easily than other countries, in Oman fisheries sector. Finally, due to the nature of this study, there are several limitations. Time and resource restrictions intended that this investigation can be done only to a small sample for each governorates (n= 70), future studies should extend the survey to reach more Omanis consumer's. Further investigations on various value-added seafood categories of domestic brands should be done in the future studies to gain a better understanding of how the Oman customer behave towards the existing brands in the market or investigate the overall perception of consumers about Oman value-added seafood brands, implementation of a longitudinal studies unite understanding of consumer and add significant contributions to knowledge.

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APPENDIX

– Adapted CETSCALE.

E1-Omanis' people should always buy domestic products instead of imports.

E2-Only those products that are unavailable in Oman should be imported.

E3- Buy domestic products. Keep Omanis working?

E4- Oman-Origin products, first, last, and foremost.

E5- Purchasing foreign-made products are un- Omanis'.

E6-It is not right to purchase foreign made products.

E7-A real Omanis' should always buy Oman-made products.

E8-We should purchase products manufactured in Oman instead of letting other Countries get rich off us.

E9-It is always best to purchase Oman-Origin products.

E10-There should be very little trading or purchasing of goods from other countries unless out of necessity.

E11-Omanis' should not buy foreign products, because this hurts Oman business and causes   unemployment.

E12-Curbs should be put on all imports.

E13-It may cost me in the long run but I prefer to support Oman-origin products.

E14-Foreigners should not be allowed to put their products on our market.

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E15-Foreign products should be taxed heavily to reduce their entry into Oman.

E16-We should buy from foreign countries only those products that we cannot obtain within our own country.

E17-The Omanis' consumers who Purchase products made in other countries are responsible for putting their fellow Omanis' out of work.

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– Adapted Scale to Measure Intention to buy the domestically value-added seafood products.

1-The workmanship is quite good in domestically produced value-added seafood products.

2-The domestically produced value-added seafood products are technically developed.

3-The domestically produced value-added seafood products have new characteristics.

4-The domestically produced value-added seafood products have physically appealing characteristics.

5-The domestically produced value-added seafood products are reliable products.

6-The domestically produced value-added seafood products have high quality.

7-The domestically produced value-added seafood products made consumers to receive the return on money that they pay for it.

8-I have easy access to reach the domestically produced value-added seafood products.

9-The domestically produced value-added seafood products have well-known brands.

10-I have enough information about the domestically produced value-added seafood products.

11-The domestically produced value-added seafood products provide a reasonable level of satisfaction.

12-Generally, I believe that the domestically produced value-added seafood products are good.

13-I have intention to buy the domestically produced value-added seafood products.

14-The domestically produced value-added seafood products are not expensive.

15-The domestically produced value-added seafood products are good enough to compete with imported products.

16-It is much easier to express my complaints to the domestically produced value-added seafood products producers than imported products.

ABBREVIATIONS

- (Value- Added Products): Are the products that have any additional activity that changes the raw material nature and form.

- (Local products or Domestic products): producing inside Oman.

- (NCSI); National Centre for Statics &Information.

- (GCC countries): Gulf Cooperation Council.

- (MAF): Ministry of agriculture and fisheries.

- (FAO): Food and Agricultural Organization.

- (CAC) Codex Alimetarius Commission.

- (WHO) World Health Organization.

- (QC): quality control certification.

- (SQU): Sultan Qaboos University.

- (GDP): Gross Domestic Product.

- (CBO): Central Bank of Oman.

- (O.R): Omani Riales (2.60 $).

- (CP): Constant Price.

- (Mt): Metric ton.

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