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## A RESEARCH ON MEASURING CONSUMER ETHNOCENTRISM OF YOUNG TURKISH CUSTOMERS PURCHASING BEHAVIORS

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### Abstract

After the fall of the Berlin Wall, important changes have occurred world wide. Not only the Berlin Wall, but also technological improvements such as the Internet affected businesses as benefits humans. Globalization bias presents considerable challenges and opportunities for international marketers. The relaxation of trade policies has provided consumers with more foreign product choices than ever before (Wang & Chen, 2004). As a developing and a possessor of the young generation country, Turkey has also taken her share from this metamorphosis and winds of globalization. This has been accelerated by the imports of foreign products. There have been great changes in consumer behavior because of this acceleration. Some economical and political crisis has also brought reactions. Therefore, it is very important to study consumers' ethnocentric tendencies and factors which affect their buying preferences and buying behavior. This paper seeks to examine the concept of "consumer ethnocentrism" (CE) and its impact on product evaluation and preferences among young Turkish consumers.

*Keywords:* consumer ethnocentrism, consumer behavior, globalization, cultural values

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### 1. INTRODUCTION

Ethnocentrism is the tendency to look at the world primarily from the perspective of one's own culture and defined as the viewpoint that "one's own group is the center

of everything," against which all other groups are judged: (<http://en.wikipedia.org/wiki/Ethnocentrism> 9/26/2007). Ethnocentrism the feeling that one's group has a mode of living, values, and patterns of adaptation that are superior to those of other

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groups. It is coupled with a generalized contempt for members of other groups: (<http://www.encyclopedia.com/doc/1E1-ethnocen.html>).

The Oxford English Dictionary defines ethnocentrism as "regarding one's own race or ethnic group as of supreme importance" (1989). According to Benson (2001), ethnocentrism implies a set of structures that position one's own culture as a centre for the production and distribution of knowledge of other cultures, which are to various degrees peripheral to it.

"Ethnocentrism" is a commonly used word in circles where ethnicity, inter-ethnic relations, and similar social issues are of concern. The usual definition of the term is "thinking one's own group's ways are superior to others" or "judging other groups as inferior to one's own". "Ethnic" refers to cultural heritage, and "centrism" refers to the central starting point... so "ethnocentrism" basically refers to judging other groups from our own cultural point of view (Barger, 2004). It can also be referred to as a group level version of individual prejudice (Cox, 1994). Triandis (1994) discussed that ethnocentrism is inevitable if a person knows only one culture.

Consumer ethnocentrism (CE) strives with a specific evaluation of foreign products. These products are evaluated favorably or unfavorably based on consumer's home country or the country the consumer has an identity towards (Lundstrom, Lee and White, 1998). Besides CE is the belief that purchasing imported products is wrong because it hurts the domestic economy and one's fellow citizens. Therefore these tendencies for CE influence purchasing manners or behavior.

Patriotism is a feeling of love and devotion to one's own homeland (patria, the

land of one's fathers) (<http://dictionary.laborlawtalk.com/patriotic>). Patriotism covers such attitudes as: pride in its achievements and culture, the desire to preserve its character and the basis of its culture, and identification with other members of the nation. Patriotism is closely associated with nationalism, and is often used as a synonym for it (<http://en.wikipedia.org/wiki/Patriotism#column-one>). According to Han (1988), attitudes of patriotism had a tentative influence on consumers' favorable evaluation of quality and serviceability of foreign products. Consumer nationalism is also defined as the invocation of individuals' collective national identities in the process of consumption to favor or reject products from other countries (Wang, 2005).

## 2. BACKGROUND

There has been a consideration on the similarities that exist in the needs of consumers around the world (Domzal and Unger, 1987). This convergence in consumer needs is largely attributed to increased globalization and mobility (Quelch, 1999), and electronic mobility facilitated by telecommunications technology (Levitt, 1986; Domzal and Unger, 1987; Quelch, 1999) such as film, television, Internet, and mobile phone. Because of growing similarities in consumption of needs and wants, it is argued that it would be increasingly easy for marketers to target consumer segments that span several continents, so as to reap economies of scale in production and promotion (O'Cass and Lim, 2002). Referring to O'Cass and Lim (2002), consumer brand associations focuses on the differences between associations held

for western brands and eastern brands by young Singaporeans under the country-of-origin umbrella. Their study also examined consumer ethnocentric tendencies (CET) finding very low levels of ethnocentrism among respondents with results indicating CET had no effect on brand preference or purchase intention. Luque-Martinez et.al (2000) also tries to validate the CETSCALE as a measure of Spanish consumers' ethnocentric tendencies.

Studies also show that a product's country of origin (COO) has some effect on consumers' evaluations (Bilkey and Nes, 1982; Nagashima, 1970; 1977). According to Han (1990) and Shimp and Sharma (1987), the COO effects product evaluation and beliefs held by consumers about the appropriateness of purchasing foreign-made products, such as consumer nationalism, ethnocentrism and patriotism sentiments (Okechuku, 1994).

Over the years, a number of studies have been carried out to understand the behavior of ethnocentric consumer better and behavioral intentions (Shimp and Sharma, 1987; Han, 1988; Chasin et al., 1988; Durvasula and Netemeyer, 1992; McLain and Sternquist, 1991; Sharma et al., 1995; Netemeyer et al., 1991; Kaynak and Kara, 1996; Kinra 2006; Chung and Pysarchik, 2000). Some researchers examined the impact of national identity, cultural values, COO effects, and selected demographics concerning the intention of buying foreign products (Lundstrom, Lee and White, 1998). Keillor and Hult (1999) explained dimensions of national identity. Hamin and Elliott (2006) investigate the effects of COO and CE on consumers' perceptions of quality, price, and value and, ultimately, the consumers' choice of tangible goods or intangible services from the perspective of

consumers in LDC, such as Indonesia.

There are several investigations of the relationship between CE and consumer attitudes toward foreign manufactured products in several countries. For example, Watson and Wright (1999) focused on New Zealand, and Lantz and Loeb (1996) for Canada and USA customers. According to Kaynak et al.(2000), in a study conducted by Kaynak and Kara (1998), it was discovered that Azeri companies appropriately targeted Russian and Chinese products at low-income group consumers, Turkish products at middle-income and Japanese, western European and US products to up-scale consumer segments. Wang et al (2004) examined the relationship between consumers' decision-making styles and their choice between domestic and imported brand clothing using a sample of Chinese consumers. Leonidou et al. (2007) tries to identify differences in British consumers' evaluations of goods made in either the USA or China. Reardon et al (2005) scrutinize how ethnocentrism and economic development within transitional economies affect the formation of brand attitudes and attitudes toward ads in Kazakhstan and Slovenia as transitional economies. Some external environmental influences on consumer purchasing attitudes are also explored by Black & Dube (2007). In their study, they betray the possibilities that collective trauma among consumers such as natural disasters and terrorist attacks. They also demonstrate consumer ethnocentrism and consumer patriotism increased as a result of these events.

Güdüm and Kavas (1995) tried to find out country preferences of Turkish purchasers in their study. Kucukemiroglu (1997) identifies consumer market segments existing among Turkish consumers by using lifestyle

patterns and ethnocentrism. Balabanis et al. (2001) analyzed ethnocentrism in a cross-cultural context by comparing Turkish and Czech consumers. This paper seeks to examine the concept of “consumer ethnocentrism” (CE) and its impact on product evaluation and preferences among Turkish consumers.

### **3.1. The objective and limitations of the research**

Some environmental factors such as the September 11, 2001 attack and some natural disasters affect the countries' people and some nationalistic tendencies have occurred while the world is globalizing. Therefore we would like to evaluate the Turkish young consumers' ethnocentric tendencies for products. The objective of this research is to identify the ethnocentricity level of university students of the Faculty of Economics and Administrative Sciences in their purchasing behaviors, the factors they pay attention to when purchasing domestic or import goods, and to display the relationship between their purchasing behaviors and the departments they study (Business Administration, Economics, Business Economics, International Relations and Political Science and Public Administration) as well as their political stances. The research is limited to the senior students of Kocaeli University's Faculty of Economics and Administrative Sciences. The reason for performing the research on the Faculty of Economics and Administrative Sciences is the suggestion that there is a relationship between the subject of the research and the studies of the students at this faculty. Meanwhile, the reason for preferring senior students is because it would help better to observe the influence of their

education, as they are very near to completing their studies.

## **4. METHODOLOGY AND SAMPLING**

The data of the research were obtained through a questionnaire of 15 questions. The first section of the questionnaire form consists of the ethnocentrism scale with 17 variables which was developed by Shimp and Sharma. The CET scale was adopted into Turkish being as close to the original as possible. The other sections of the questionnaire form include questions regarding the demographic variables, purchasing behaviors and political stance. The research was applied on the senior students of Business Administration, Economics, Business Economics, International Relations and Political Sciences, and the Public Administration Departments of Kocaeli University's Faculty of Economics and Administrative Sciences. The total number of senior students at these departments is approximately 750. The questionnaire forms were distributed to all of these students, and their completion was arbitrary. After the elimination of missing and erroneous questionnaires, a total of 495 questionnaires were considered in the evaluation. In Figure 1, students' perception of ethnocentrism in their purchasing behaviors could be divided into demographic variables, purchasing behaviors and political points of view.

## **5. HYPOTHESIS OF THE RESEARCH**

H1: There is a relationship between the demographic properties of students and their perception of ethnocentrism.

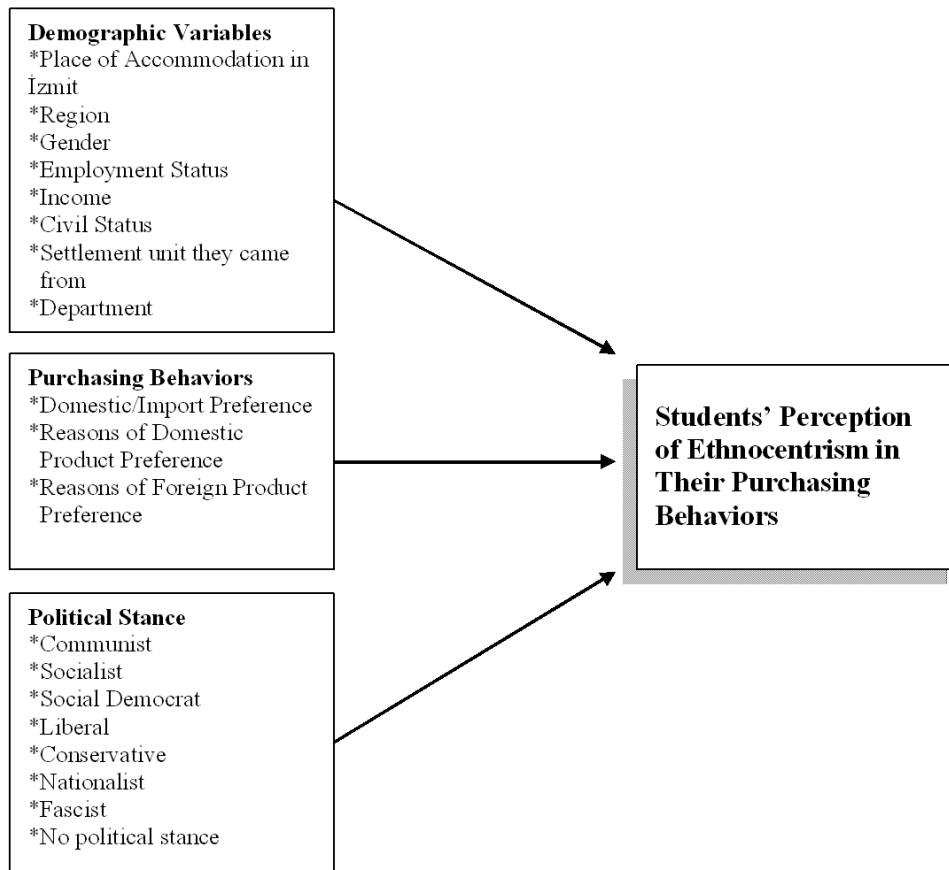


Figure 1. Research Model for Young Student's Perception of Ethnocentrism

H2: There is a relationship between the domestic/import product preference of students and their perception of ethnocentrism.

H3: The ethnocentrism-oriented perceptions of students in their purchasing behaviors vary according to their political stance.

## 6. FINDINGS AND ANALYSIS

### 6.1. The Demographic Characteristics of Respondents

As can be seen in Table 1, most of the senior students at the Faculty of Economics and Administrative Sciences, Kocaeli

University are male, single, and unemployed. A large majority of the students live in the metropolises and cities. Almost half of the students go to Kocaeli University from outside of the city; and again, a major portion lives in İzmit with their house-mates. With regard to the geographical region of where the students' families live, most of their families live in the Marmara Region. This is quite natural considering that most of the students go to the university daily from outside of the city. Looking at the monthly total income of the students' families, it is seen that most of their income are in TRY 1000-2000 range. As it is seen in Table 1, students are almost equally distributed among departments.

*Table 1. Demographic Characteristics of the Respondents*

Demographic Factors		Quantity	Ratio %
Gender	Female	208	42.0
	Male	287	58.0
Settlement unit of their families	Metropolis	343	69.3
	City	130	26.3
	Town	17	3.4
	Village	5	1.0
Civil Status	Married	20	4.0
	Single	475	96.0
Employment Status	Employed	132	26.7
	Unemployed	363	73.3
Accommodation in Izmit	Public Dormitory	13	2.6
	Private Dormitory	13	2.6
	Family house	76	15.4
	House with Friends	170	34.3
	Coming from outside of city	223	45.1
Income	Up to TRY 500	18	3.6
	TRY 501-1000	83	16.8
	TRY 1000-1500	134	27.1
	TRY 1500-2000	83	16.8
	TRY 2000-2500	54	10.9
	TRY 2500 and higher	123	24.8
Region of the Country Where the Person Lives with the Family	Mediterranean	15	3.0
	Black Sea	17	3.4
	Marmara	423	85.5
	Aegean	16	3.2
	Eastern Anatolia	6	1.2
	Central Anatolia	15	3.0
	Southeastern Anatolia	3	0.7
Department	Business Administration	101	20.4
	Economics	106	21.4
	International Relations	86	17.4
	Political Science and Public Administration	110	22.2
	Business Economics	92	18.6
Total		495	100

**6. 2. Purchasing Behavior of Respondents**

**6.2.1. Domestic/Import Product Preferences of Respondents**

Table 2 represents the students’ priority in terms of domestic/import goods when purchasing a commodity. Accordingly, most of the students (54.9%) said they do not pay attention to whether the products they purchase are domestic or foreign, and a small portion (5.9 %) stated that they primarily prefer imported goods. 39% of the students prefer domestic goods.

foreign products are more reasonable. And it is closely followed by the prestige of foreign products. Ease of availability is noted as another reason for preference. An important conclusion from these data is that: the factors that are influential in preferring foreign goods indicate close values to each other.

In other words, it is possible to say that students consider all these factors as important reasons for their preferences. The reasonable prices are the most important reason for preference of domestic products; meanwhile, quality is the most important reason for foreign products.

*Table 2. Distribution of the Respondents’ Domestic/Import Product Preferences According to Importance Ranks*

	<b>Quantity</b>	<b>Percentage</b>
I primarily prefer domestic product	194	39.2
I primarily prefer import product	29	5.9
I don’t care if the products I buy are domestic / foreign made	272	54.9
<b>Total</b>	<b>495</b>	<b>100</b>

**6.2.2. Factors Affecting the Domestic / Import Product Preferences of the Respondents**

According to Table 3, the most important factor that leads the students to prefer domestic products is their reasonable prices. The high quality of domestic products is in second rank and their ease of availability is the third rank for reason of preference. Students do not think that domestic products provide prestige. Table 3 also represents the factors that are influential in students’ preferences of foreign goods. Accordingly, the most important reason for students to prefer foreign products is that they consider them as high quality. The second most important reason is the idea that the prices of

**6.3. Political Stance of Respondents**

With regard to the students’ political stances, 27.9 percent are observed to have no political stances, 23.9 percent consider themselves as nationalist, and 22.6 percent as social democrat. The ratio of those with liberal and socialist stances is 8.7 each. That of the students with a conservative stance is 7.3 percent. The ratio of those with other stances is a minor fraction of the total. As it is seen, most of the students do not take any political stances; meanwhile, those with political stances mostly define themselves as nationalist or social democrat.

*Table 3. The Distribution of Factors Affecting Domestic/Import Product Preferences of Respondents As Per Their Degrees of Importance*

Factors Affecting Product Preferences	Local Products	Sequence of Importance	Foreign Products	Sequence of Importance
High Quality	2.08	2	1.42	<b>1</b>
Reasonable Prices	1.78	<b>1</b>	2.67	2
Ease of Availability	2.48	3	2.92	4
Prestige provision	3.41	4	2.74	3

*Table 4 Distribution of Respondents as per their Political Stances*

Political Stance	Quantity	Percentage
Communist	3	0.6
Socialist	43	8.7
Social Democrat	112	22.6
Liberal	43	8.7
Conservative	36	7.3
Nationalist	118	23.9
Fascist	2	0.4
No Political Stance	138	27.9
<b>Total</b>	<b>495</b>	<b>100</b>

#### **6.4. Respondents' Ethnocentrism Perceptions**

Looking at the average values of the replies given in Table 5, it is possible to say that ethnocentrism is not included in the general purchasing behaviors of the students of Kocaeli University's Faculty of Economics and Administrative Sciences. The general average value of the scale which consists of 17 expressions is found as 2.85. According to that, students have the tendency of not agreeing with the phrases. The mostly agreed phrase by students is the proposition 3 of the scale. Students support

the purchase of "made in Turkey" products in order to support employment. It is possible to think that the research sample's consisting of senior students has been influential on it. As one reason for such a thought, when these students complete their studies, they will have to search for employment opportunities. The propositions that are mostly disagreed by the students are proposition 5 that suggests that buying foreign products means anti-Turkism, and proposition 12 that all imports should be restricted. Students do not consider foreign product purchase as anti-Turkism and they are opposed to the restriction of all imports.



*Table 5. Average and Standard Deviation Values of the Respondents' Ethnocentrism Perceptions*

<b>Variables</b>	<b>Average</b>	<b>Standard Deviation</b>
V1. Turkish citizen should always purchase products from Turkey instead of import items.	3.38	1,6459
V2. Only the products that are not available in Turkey should be imported.	3.51	1,18109
V3. We should buy the items produced in Turkey in order to support employment in Turkey.	4.01	0,97243
V4. Domestically produced items should always be our first and primary choice.	3.72	1,10910
V5. Buying foreign products mean anti -Turkism.	1.93	1,01098
V6. Buying foreign products is not right.	2.12	1,02296
V7. A real Turkish citizen should always buy domestic products.	2.42	1,13423
V8. We have to buy the items produced in Turkey instead of those in foreign countries so as not to make other countries richer than Turkey.	3.08	1,13271
V9. Buying domestic items is always the best.	2.97	1,07419
V10. Only very little commerce or product intake from foreign countries should be made, and only when it is necessary.	3.19	2,14486
V11. Turkish people should not buy foreign products, because it would damage the business life of Turkey and cause to unemployment.	2.78	1,10053
V12. All imports should be restricted.	1.91	0,97001
V13. Even if the cost would be higher for me, I prefer domestic products.	2.59	1,06239
V14. Foreigners should not be permitted to place their products in our market.	2.24	1,01723
V15. High import tariffs should be imposed in order to prevent the entry of foreign products into the Turkish market.	2.73	1,13889
V16. We should import only those products that we cannot supply within our own company.	3.37	1,06453
V17. The consumers who purchase foreign-origin products are responsible for the unemployment of their citizens.	2.52	1,10705

The following expressions, which were developed in order to measure the influence of ethnocentrism in the purchasing behaviors of the respondents, have been a part of the evaluation through the use of the Likert scale. (where: 1=absolutely disagree to 5= absolutely disagree, with General Average: 2.85)

Considering the results in Table 2.2, such a result is considered quite natural. Because, most of the respondents expressed that they did not make discrimination between domestic and foreign items when buying something.

### **6.5. Results of Factor Analysis According to the Respondents' Perception of Ethnocentrism**

In the research, a scale consisting of 17 variables has been used in order to measure the purchasing behaviors of the respondents

of the research. As a result of the reliability analysis performed on these variables, the Alpha value is calculated as .8891. This value indicates that the scale is highly reliable. As a result of the factor analysis on the 17 factors aiming to measure consumer ethnocentrism, variable 10 is taken out of the scope of the analysis. Bartlett's Test, which is used in order to see if a correlation exists among the variables resulted in 2803.751. This value is quite meaningful. It provides the statistical probability that the correlation matrix has significant correlations among at least some of the variables. Another measure to quantify the degree of inter-correlations

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,920
Bartlett's Test of Sphericity	Approx. Chi-Square	2803,751
	df	136
	Sig.	,000

among variables and the appropriateness of factor analysis is the KMO. KMO is a measure of Sampling Adequacy (Hair, Andersen, Tatham, Bleck Multivariate Data Analysis Fifth Edition, 1998, p.99). As can be seen in the table, the value is very high (0.920 and sig .000). Therefore, the validity

of the research is also very high.

2 factors are determined as a result of the factor analysis. Accordingly, it is understood that the respondents perceive the scale under two factors. The variables, which indicate a similar characteristic with the factor analysis are collected under one heading. The obtained factors are shown in Table 5.

As it is seen in Table 6, the obtained factors explain 52.115% of the relations set. The factors are named according to the characteristics of the variables under them. When the variables under the two obtained factors are examined, it is seen that the

*Table 6. Results of Factor Analysis*

Variables	Factor loadings	Latent root (vector)	Variance percentage
<b>Factor 1: Rigid(Conservative)Ethnocentrism</b>			
V5. Buying foreign products means anti -Turkism.	0,773	7,046	41,448
V6. Buying foreign products is not right.	0,779		
V7. A real Turkish citizen should always buy domestic products.	0,741		
V8. We have to buy the items produced in Turkey instead of those in foreign countries so as not to make other countries richer than Turkey.	0,539		
V9. Buying domestic items is always the best.	0,579		
V11. Turkish people should not buy foreign products, because it would damage the business life of Turkey and cause to unemployment.	0,565		
V12. All imports should be restricted.	0,742		
V13. Even if the cost would be higher for me, I prefer domestic products.	0,637		
V14. Foreigners should not be permitted to place their products in our market.	0,741		
V15. High import tariffs should be imposed in order to prevent the entry of foreign products into the Turkish market.	0,489		
V17. The consumers who purchase foreign-origin products are responsible for the unemployment of their citizens.	0,646		
<b>Factor 2:Mild (Liberal) Ethnocentrism</b>			
V1. Turkish citizen should always purchase products from Turkey instead of import items.	0,644	1,813	10,667
V2. Only the products that are not available in Turkey should be imported.	0,752		
V3. We should buy the items produced in Turkey in order to support the employment in Turkey.	0,771		
V4. Domestically produced items should always be our first and primary choice.	0,731		
V16. We should import only those products that we cannot supply within our own company	0,728		
<b>TOTAL</b>			52,115

consumers perceive the ethnocentrism scale under two main titles. Accordingly, the variables under the first factor express stricter ethnocentrism; meanwhile, those under factor two cover a more moderate ethnocentric idea. Strict (conservative) ethnocentrism factor is based on the total rejection of foreign products; meanwhile, moderate ethnocentrism in factor two possesses the idea of giving green light to foreign-origin products only when the required conditions occur. In other words, respondents perceived consumer ethnocentrism as strict and moderate.

**6.6. Inspection of the Relation between the Demographic Properties of the Respondents and their Perception of Ethnocentrism**

The relation between the students' demographic properties and their perceptions of ethnocentrism has been inspected and the results obtained as a result of the Kendall Correlation Analysis are shown in Table 6.

In Table 6, the relationship between students' demographic characteristics and their perception of ethnocentrism has been examined and the H1 hypothesis has been

*Table.7.Relationships between the Demographic Characteristics of the Respondents and their Perception of Ethnocentrism*

Demog. Variables Expressions		Gender	Income	Employment Status	Accommodation in Izmit	Region	Settlement unit of family	
Kendall's tau_b	V1.Turkish citizen should always purchase products from Turkey instead of import items	Correlation Coefficient		-,094*				
		Sig. (2-tailed)		,012				
		N		495				
	V7.A real Turkish citizen should always buy domestic products.	Correlation Coefficient			-,077*			
		Sig. (2-tailed)			042			
		N			495			
	V9. Buying domestic items is always the best.	Correlation Coefficient			-,083*			
		Sig. (2-tailed)			029			
		N			495			
	V10.From foreign countries, only very little trade or goods purchase should be made when it is essential.	Correlation Coefficient			- ,112**			
		Sig. (2-tailed)			,003			
		N			495			
V12.All imports should be restricted	Correlation Coefficient		-,096*			-,097*		
	Sig. (2-tailed)		,027			,028		
	N		495			495		
V13.Even if the cost would be higher for me, I prefer domestic products	Correlation Coefficient			,095*			-,095*	
	Sig. (2-tailed)			,019			,021	
	N			495			495	
V17.The consumers who purchase foreign-origin products are responsible for the unemployment of their citizens.	Correlation Coefficient		,094*	-,078*		-,081*		
	Sig. (2-tailed)		,029	,037		,038		
	N		595	495		495		

tested according to the obtained results. A negative relationship at the 0.05 importance level has been identified between the income of the students and V1, V7, V9, and V17; and at 0.01 importance level with V10. Accordingly, it is possible to say that the students are in the tendency of disagreeing with the propositions that 'A Turkish citizen should always buy the items produced in Turkey instead of imported items', 'A real Turkish citizen should always buy domestic products', 'Buying domestic items is always the best', 'Items should be bought from foreign countries only when it is essential' and 'The consumers who buy foreign products are responsible for the unemployment of their own citizens' as their income status increase. That means: consumer ethnocentrism of the students with higher income level is less. There is a negative correlation between the genders of the students and V12 at the 0.05 importance level and a positive correlation between V17. The females are more opposed to 'All imports should be restricted' idea compared to males. Meanwhile, males agree more to the proposition that 'The consumers who buy foreign products are responsible for the unemployment of their own citizens' compared to females. This status may be interpreted as: the male senior students' feeling more responsibility about finding a job after graduating leading them to agree more with this proposition. While female students are against the restriction of all imports, they agree less to the proposition that 'The consumers who buy foreign products are responsible for the unemployment of their own citizens'.

A positive correlation with the 0.05 importance level has been found between the students' employment status and V13. That means the students who are both studying

and working adopt the idea of 'Even if the cost would be higher for me, I prefer domestic products' more compared to those who are only studying but not working. According to Table 7, a 0.05 importance level negative correlation has been determined between the place of accommodation of students and V17. The students who go to the university everyday from outside of the city are tending not to agree with this proposition. A 0.05 importance level negative directional correlation has been found between V12 and the geographical region where the students came from. Accordingly, the students who are from the more developed regions of Turkey do not agree with the idea that 'All imports should be restricted'. Between V13 and the settlement units the students came from, a negative correlation of 0.05 importance level has been calculated. According to that, 'I prefer domestic products even if its cost would be higher' proposition is adopted more by the students who live in metropolises. According to these results, H1 hypothesis is accepted.

### **6.7. Examination of the Relationship between the Respondents' Domestic/Import Goods Preferences and Ethnocentrism Perceptions**

The relationship between the students' domestic/import item preferences and their ethnocentric perceptions has been sought and the results obtained as a result of the Kendall Correlation Analysis are shown in Table 8.

As can be seen in Table 8, highly meaningful relationships have been noted for all variables regarding students' domestic or import goods preference as a result of the replies given to the 17 propositions aiming to

*Table 8. The Relationship between the Respondents' Domestic/Import Goods Preferences and their Perceptions of Ethnocentrism*

Expressions		Domestic / Import Preferences	
Kendall's tau_b	V1. Turkish citizen should always purchase products from Turkey instead of import items	Correlation Coefficient	-,250**
		Sig. (2-tailed)	,000
		N	495
	V2. Only the products that are not available in Turkey should be imported	Correlation Coefficient	-,180**
		Sig. (2-tailed)	,000
		N	495
	V3. We should buy the items produced in Turkey in order to support the employment in Turkey	Correlation Coefficient	-,189**
		Sig. (2-tailed)	,000
		N	495
	V4. Domestically produced items should always be our first and primary choice.	Correlation Coefficient	-,307**
		Sig. (2-tailed)	,000
		N	495
	V5. Buying foreign products mean anti -Turkism	Correlation Coefficient	-,208**
		Sig. (2-tailed)	,000
		N	495
V6. Buying foreign products is not right.	Correlation Coefficient	-,237**	
	Sig. (2-tailed)	,000	
	N	495	
V7. A real Turkish citizen should always buy domestic products	Correlation Coefficient	-,261**	
	Sig. (2-tailed)	,000	
	N	495	
V8. We have to buy the items produced in Turkey instead of those in foreign countries so as not to make other countries richer than Turkey	Correlation Coefficient	-,275**	
	Sig. (2-tailed)	,000	
	N	495	
V9. Buying domestic items is always the best	Correlation Coefficient	-,232**	
	Sig. (2-tailed)	,000	
	N	495	
V10. From foreign countries, only very little trade or goods purchase should be made when it is essential	Correlation Coefficient	-,155**	
	Sig. (2-tailed)	,000	
	N	495	
V11. Turkish people should not buy foreign products, because it would damage the business life of Turkey and cause to unemployment.	Correlation Coefficient	-,217**	
	Sig. (2-tailed)	,000	
	N	495	
V12. All imports should be restricted.	Correlation Coefficient	-,104*	
	Sig. (2-tailed)	,020	
	N	495	
V13. Even if the cost would be higher for me, I prefer domestic products.	Correlation Coefficient	-,248**	
	Sig. (2-tailed)	,000	
	N	495	
V14. Foreigners should not be permitted to place their products in our market.	Correlation Coefficient	-,097*	
	Sig. (2-tailed)	,019	
	N	495	
V15. High import tariffs should be imposed in order to prevent the entry of foreign products into the Turkish market.	Correlation Coefficient	-,123**	
	Sig. (2-tailed)	,000	
	N	495	

measure the consumers' ethnocentrism. According to these results, the respondents who have attended the research that measures the consumers' ethnocentrism consists of those who primarily prefer domestic goods when buying any item. In other words, consumer ethnocentrism is noted more dominant on those who primarily prefer domestic goods. The respondents who prefer import goods or who do not discriminate between imports or domestic goods are not ethnocentric in their purchasing behaviors. This indicates that there is coherence among the replies given. According to these results obtained, the H2 hypothesis has been accepted.

### **6.8. Ethnocentrism Perceptions According to the Political Opinions of the Respondents**

In order to determine if there is a statistically meaningful difference between the political opinions of the students and their possession of consumer ethnocentrism, the Anova test has been carried out and the results are given in Table 9.

As can be seen from Table 9, there are meaningful differences on statistical terms between the political stance of the respondents and whether they have consumer ethnocentrism. Between V1, V2, V4, V5, V6, V7, V8, V9, V11, V12, V13, V14, V15 and V16 and political stance, there are meaningful differences at the 0.01 and 0.05 importance levels. As there are very few respondents with a Communist (3) and Fascist (2) stance, they have not been taken into evaluation. In order to determine where the mentioned difference stems from, an LSD test has been performed and the results have been interpreted according to the

average values of the respondents' replies with regard to their political stances.

As a result of the calculations made by taking into account the replies stated in Table 10, the average value given by the socialists to the scale oriented at measuring the consumer ethnocentrism is 2.80; that of social democrats is 2.65; that of the liberals is 2.51; that of conservatives is 2.90; that of nationalists is 3.07 and that of those without any political stance is 2.62. According to these statistics, the liberals are less ethnocentric with the minimum average (2.51), and they are followed by those without any political stance who have an average of 2.62, then the social democrats with a 2.65 average, and the socialists with a 2.80 average. The main ethnocentric-minded groups are the nationalists with a 3.07 average, and then the conservatives with a 2.90 average.

According to Table 10, with regard to the variable V1, liberals – compared to the holders of the other political stances - do not agree to the opinion that the products produced in Turkey should be bought instead of imported products. When the replies given to this variable are examined, it is seen that there is also a difference among the nationalists, social democrats and socialists. It is seen that the nationalists agree more with this opinion.

Regarding V2 as 'Only the products that are not available in Turkey should be imported', there are also different opinions among the socialists, social democrats and liberals. The liberals are the most negative group with regard to this idea. The nationalists approach this proposition more positively compared to the social democrats and those without any political stance. The V4 variable concerning 'Domestically produced items should always be our first

Table.9.ANOVA Table

	Sum of Squares	df	Mean Square	F	Sig.
V1 Turkish citizen should always purchase products from Turkey instead of imported items	44,340 617,611 661,951	8 480 495	5,542 1,287	4,308	,000
V2. Only the products that are not available in Turkey should be imported	31,241 650,922 682,164	8 480 495	3,905 1,356	2,880	,004
V3. We should buy the items produced in Turkey in order to support the employment in Turkey	14,187 438,761 452,948	8 488 495	1,773 ,938	1,892	,059
V4. Domestically produced items should always be our first and primary choice.	18,994 571,383 590,377	8 474 495	2,374 1,205	1,970	,049
V5. Buying foreign products mean anti - Turkism	26,309 471,584 497,893	8 477 495	3,289 ,989	3,326	,001
V6. Buying foreign products is not right.	31,421 467,778 499,199	8 468 495	3,928 1,000	3,929	,000
V7. A real Turkish citizen should always buy domestic products	45,836 574,266 620,102	8 473 495	5,729 1,214	4,719	,000
V8. We have to buy the items produced in Turkey instead of those in foreign countries so as not to make other countries richer than Turkey	38,075 583,783 621,857	8 475 495	4,759 1,229	3,872	,000
V9. Buying domestic items is always the best	22,776 522,052 544,828	8 482 495	2,847 1,130	2,519	,011
V10. From foreign countries, only very little trade or goods purchase should be made when it is essential	20,612 2208,482 2229,093	8 474 495	2,576 4,659	,553	,816
V11. Turkish people should not buy foreign products, because it would damage the business life of Turkey and cause to unemployment.	28,767 560,358 589,126	8 476 495	3,596 1,177	3,055	,002
V12. All imports should be restricted.	15,963 380,973 396,936	8 414 495	1,995 ,920	2,168	,029
V13. Even if the cost would be higher for me, I prefer domestic products.	23,403 525,578 548,981	8 476 495	2,925 1,104	2,649	,008
V14. Foreigners should not be permitted to place their products in our market.	27,824 465,852 493,676	8 475 495	3,478 ,981	3,546	,001
V15. High import tariffs should be imposed in order to prevent the entry of foreign products into the Turkish market.	37,718 585,042 632,759	8 477 495	4,715 1,247	3,779	,000
V16. We should import only those products that we cannot supply within our own company	26,001 526,091 552,093	8 477 495	3,250 1,103	2,947	,003
V17. The consumers who purchase foreign-origin products are responsible for the unemployment of their citizens.	17,797 581,908 599,705	8 479 495	2,225 1,215	1,831	,069

*Table 10. The Average Values of the Respondents' Ethnocentrism Perceptions As Per Their Political Stances*

	Socialist	Social democrat	Liberal	Conservative	Nationalist	No political stance
V1. Turkish citizen should always purchase products from Turkey instead of import items	3,28	3,31	2,86	3,44	3,83	3,23
V2. Only the products that are not available in Turkey should be imported	3,64	3,48	3,02	3,44	3,85	3,40
V4. Domestically produced items should always be our first and primary choice	3,69	3,78	3,54	3,77	4,01	3,54
V5. Buying foreign products mean anti-Turkism	1,92	1,83	1,67	2,11	2,15	1,78
V6. Buying foreign products is not right.	2,12	2,05	1,83	2,35	2,42	1,93
V7. A real Turkish citizen should always buy domestic products	2,39	2,22	2,27	2,73	2,84	2,21
V8. We have to buy the items produced in Turkey instead of those in foreign countries so as not to make other countries richer than Turkey	2,83	2,94	2,90	3,52	3,46	2,90
V9. Buying domestic items is always the best	3,00	2,86	2,67	3,26	3,20	2,84
V11. Turkish people should not buy foreign products, because it would damage the business life of Turkey and cause to unemployment	2,86	2,54	2,65	3,05	3,06	2,69
V12. All imports should be restricted	2,10	1,71	1,82	1,91	2,02	1,89
V13. Even if the cost would be higher for me, I prefer domestic products.	2,57	2,43	2,65	2,63	2,80	2,47
V14. Foreigners should not be permitted to place their products in our market.	2,42	2,09	1,90	2,25	2,46	2,17
V15. High import tariffs should be imposed in order to prevent the entry of foreign products into the Turkish market.	3,19	2,60	2,46	2,72	3,12	2,49
V16. We should import only those products that we cannot supply within our own company	3,30	3,37	3,00	3,36	3,69	3,22
<b>Average Values</b>	<b>2,80</b>	<b>2,65</b>	<b>2,51</b>	<b>2,90</b>	<b>3,07</b>	<b>2,62</b>



and primary choice' sees a difference between the nationalists and the liberals. The liberals and those without any political stances approach this proposition more negatively; meanwhile, the nationalists have the highest average. It is observed that the respondents have a tendency to agree with this opinion in general.

Although none of the political stances agree with the V5 expression of 'Buying foreign products mean anti-Turkism', the liberals have a tendency to disagree more. Meanwhile, the average of nationalists is higher than the others.

The V6 'Buying foreign products is not right' opinion is regarded differently between the social democrats and the nationalists, and separate among the liberals, conservatives and the nationalists. According to that, the liberals have the tendency of absolutely disagreeing with this opinion. Meanwhile, the nationalists find this opinion more correct, compared to the others.

V7 'A real Turkish citizen should always buy domestic products' expression is agreed more by the nationalists and the conservatives compared to those with the other political stances.

The nationalists and the conservatives are more in the tendency of agreeing with the proposition V8: 'We have to buy the items produced in Turkey instead of those in foreign countries so as not to make other countries richer than Turkey'.

V9 'Buying domestic items is always the best' opinion is mostly accepted by the nationalists and the conservatives; meanwhile, the liberals and social democrats agree less with this idea compared to other groups.

V11 'Turkish people should not buy foreign products, because it would damage the business life of Turkey and cause to

unemployment' proposition is believed more by the nationalists and the conservatives; meanwhile, the liberals and social democrats approach this proposition more negatively compared to other political stance groups.

None of the political stance groups agree with V12: 'All imports should be restricted' proposition. Nevertheless, the social democrats and the liberals are more against this opinion compared to other groups.

V13 'Even if the cost would be higher for me, I prefer the domestic products' proposition is disagreed by all political stances; nevertheless, social democrats regard this idea as more negative compared to other groups.

The liberals and the social democrats disagree with V14: 'Foreigners should not be permitted to place their products in our market' opinion; meanwhile, the socialists and the nationalist hold a more positive opinion, which is similar to each other.

V15 'High import tariffs should be imposed in order to prevent the entry of foreign products into the Turkish market' proposition is accepted more by the socialists; whereas, the liberals do not agree with this opinion.

V16 'We should import only those products that we cannot supply within our own company' expressional is generally found positive. However, the nationalists are at a higher level of agreement to this proposition compared to the other groups.

With a general perspective, the liberals approach consumer ethnocentrism more negatively; meanwhile, the nationalists exhibit a more ethnocentric behavior. The H3 hypothesis has been accepted according to these obtained results.

## 7. CONCLUSION AND SUGGESTIONS

We are living in an environment where there has been a great change and consumers have also taken their shares from them, especially globalization, mobility in the world, and events like the September 11th attack have some effects on consumers' attitudes. The concept of "consumer ethnocentrism" and its impact on product evaluation comes to mind. In this study, we have tried to evaluate the Turkish young consumers' ethnocentric tendencies for products. The research has been applied on senior students of Business Administration, Economics, Business Economics, International Relations and Political Sciences, and of the Public Administration Departments of Kocaeli University's Faculty of Economics and Administrative Sciences.

Most of the senior students at Kocaeli University's Faculty of Economics and Administrative Sciences are male, single, unemployed students. A large majority of the students live in the metropolis and city. Almost half of the students go to the university from outside of the city; and again, a major portion lives in Izmit with their housemates. With regard to the region where the students' families live, most of their families live in the Marmara Region. Considering that most of the students go to the university daily from outside of the study, such a result is quite natural. Looking at the monthly total income of the students' families, it is seen that most of their income are in the TRY 1000-2000 range.

The first rank of the shopping places of students is supermarkets, shopping centers are on the second rank, hypermarkets on the third rank, street markets on the fourth rank, and boutique stores are on the last rank.

The majority of the students (54.9%) said

they do not pay attention to whether the products they purchase are domestic or foreign, and a minor portion (5.9 %) stated that they primarily prefer imported goods. 39% of the students prefer domestic goods. The students are almost equally distributed among the departments they study.

The most important factor which causes students to choose domestic goods is their reasonable prices. In turn, the high quality of domestic products is in the second, and their ease of availability is the third reason for preference. The students do not think that domestic goods provide a prestige. On the other hand, the most important reason for the students to prefer foreign-origin items is because they regard them as higher quality. The second important reason is the idea that the prices of foreign-origin products are more reasonable. It is immediately followed by high-prestige of foreign products. Ease of availability is regarded as another reason for preference. The factors which are influential in the preference of foreign-origin goods represent very close values to each other. In this respect, it is possible to say that the students regard all these factors as important reasons for preference. For domestic goods, the reasonability of price is the most important reason for preference; meanwhile, high-quality is the most important reason to prefer imported goods.

Most of the students do not take any political stance; those with political stance express themselves rather as nationalists and social democrats.

It has been observed that ethnocentrism is not included in general in the purchasing behaviors of the students of Kocaeli University's Economics and Administrative Sciences Faculty. O' Cass and Lim (2002) also found very low levels of ethnocentrism

affecting brand preference and purchase intention. The general average value of the scale, which consists of 17 propositions, has been found as 2.85. Accordingly, students tend not to agree with the expressions in general. The students support the sale of the Turkish-origin products mostly in order to support employment in Turkey. The students have mostly disagreed with: "Buying foreign products mean anti-Turkism," and "All imports should be restricted" propositions. The students do not regard the purchase of foreign-origin goods as anti-Turkism, and they are opposed to the restriction of all imports.

Two factors have been found out as a result of the factor analysis carried out in order to determine under which factors the students perceive consumer ethnocentrism. Accordingly, the variables under the first factor express a more restrict ethnocentrism; meanwhile, the second factor covers a more moderate ethnocentric idea. Strict (conservative) ethnocentrism factor is based on the overall rejection of foreign products; meanwhile moderate ethnocentrism - being the second factor - supports that the imports of foreign-origin products could be permitted when they are required. In other words, the respondents perceived consumer ethnocentrism as strict and moderate.

The relation between the students' demographic characteristics and their perceptions of ethnocentrism has been sought for, and it has been understood that those with higher income have less consumer ethnocentrism similar to Kaynak and Kara(1998) idea. Females are more opposed to the 'All imports should be restricted' idea compared to the males. Meanwhile, males agree more to the idea that 'those who buy foreign products are responsible for the unemployment of their own citizens'

compared to the females. It is noted that the students who both study and work adopt the idea that 'Even if the cost would be higher for me, I prefer domestic products' compared to those who do not work and only study. The students who go to the university everyday from outside of the city are in the tendency of not agreeing with 'The consumers who purchase foreign-origin products are responsible for the unemployment of their citizens' expression. The students who come from the more developed regions of Turkey do not agree with the idea that 'All imports should be restricted.' 'I prefer domestic goods although their cost is higher' expression is adopted more by the students who live in metropolises.

Primarily, consumer ethnocentrism is more dominantly observed on those who prefer domestic goods. According to Okechuku (1994), COO affects consumer ethnocentrism, nationalism and patriotism. Some researches demonstrate a consumer's preference for the products of their own countries (Han & Terpsta, 1988 and Papadopoulas et.al.1990; 32- 47). Even though in such researches on country-of-origin, those related to the services are not numerous, and the influence of ethnocentrism is seen to be an important factor here also.

In our study the respondents who prefer imported goods or who do not discriminate between imports and domestic goods do not think ethnocentrically in their purchasing behaviors.

An ethnocentric difference has been identified in the purchasing behaviors of the students according to their political stances. According to the results, the students who take a liberal stance are the least ethnocentric ones; they are followed by those who do not

take any political stance; the social democrats, and the socialists. The nationalists are identified as the group with highest consumer ethnocentrism, and they are followed by the takers of a conservative stance. These obtained results indicate a high coherence among themselves.

The results of the research suggest that the consumers' market continues to remain under the influence of global impacts, and the consumers do not act with ethnocentric tendencies in their purchasing behaviors. When performing an act of purchase, the consumers would rather attach importance to high quality, price, etc. and other variables. It is because, in our era, consumers can access to information much quicker with developments in technology, thus, their expectations from products has increased. Accordingly, trying to influence consumers, the local companies are required to properly analyze the conditions of competition in the globalizing market, and develop their competitive strategies in contemplation of the consumers do not make purchases with ethnocentric tendencies.

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