



Consumer Ethnocentric Tendencies in Purchasing Foreign Products: A Study in Afghanistan

Tüketicilerin Etnosentrik Eğilimleri ve Yabancı Ürün Satın Alma Niyetleri: Afganistan'da Bir Araştırma

Ziauddin Rahimi^a Md Abu Hasnat^b Mehmet Kara^c Farid Ahmad^d

^a Dr., Parwan Üniversitesi, Parwan/Afganistan, ziauddin.rahimi2018@gmail.com, ORCID:0000-0002-2739-6776 (Sorumlu Yazar/Corresponding Author)

^b Dr., Karadeniz Teknik Üniversitesi, Sosyal Bilimler Enstitüsü, İşletme Anabilim Dalı, Trabzon/Türkiye, abuhassnat400@gmail.com, ORCID:0000-0002-4721-5303

^c Dr. Öğr. Üyesi, Yozgat Bozok Üniversitesi, İktisadi ve İdari Bilimler Fakültesi, İşletme Bölümü, Yozgat/Türkiye, mehmet.kara@bozok.edu.tr, ORCID:0000-0002-7189-4262

^d Dr., Karadeniz Teknik Üniversitesi, Sosyal Bilimler Enstitüsü, İşletme Anabilim Dalı, Trabzon/Türkiye, farid_87ahmad@yahoo.com, ORCID:0000-0003-2496-7059

ARTICLE INFO

Article Type

Research Article

Keywords

Ethnocentrism
Consumers' Behaviour
Purchasing Foreign Products
Afghanistan

Receive: Jun, 08, 2023

Accepted: Sep, 22, 2023

ABSTRACT

The major goal of this study is to ascertain the level of ethnocentrism to which Afghan consumers exhibit these tendencies when purchasing products from other countries as well as how their attitudes affect their intention to buy foreign items. It also aims to determine whether gender, marital status and visiting other countries have moderating role or not. Data were collected from 180 respondents in Kabul city, Afghanistan. Descriptive statistics and the structural equation model were used to examine the participant's demographic traits and to test the research Hypotheses. The result of this study shows that Afghan consumers are highly ethnocentric in consuming foreign products. As Afghanistan is an underdeveloped country, Afghan consumers usually evaluate the products and brands of their own countries as inferior to the products and brands of developed countries, and therefore, despite their ethnocentrism, they prefer foreign products. Additionally, gender, marital status and visiting other countries have moderating effects on the variables.

MAKALE BİLGİSİ

Makale Türü

Araştırma Makalesi

Anahtar Kelimeler

Etnosentrizm
Tüketici Davranışları
Yabancı Ürün Satın Alma
Afganistan

Geliş Tarihi: 08 Haziran 2023

Kabul Tarihi: 22 Eylül 2023

ÖZ

Bu çalışmanın temel amacı, Afgan tüketicilerin etnosentrik eğilimlerinin yabancı ürün satın alma niyetlerini nasıl etkilediğini ve bu eğilimleri yabancı ürün satın alırken ne düzeyde sergilediklerini tespit etmektir. Çalışma ayrıca cinsiyet, medeni durum ve başka ülke ziyaretlerinin moderatör rolü olup olmadığını belirlemeyi amaçlamaktadır. Veriler, Afganistan'ın Kabil şehrinde 180 katılımcıdan toplanmıştır. Katılımcıların demografik özelliklerini incelemek ve araştırma hipotezlerini test etmek için tanımlayıcı istatistikler ve yapısal eşitlik modeli kullanılmıştır. Bu çalışmanın sonucu, Afgan tüketicilerin yabancı ürünleri tüketmede oldukça etnosentrik olduğunu göstermektedir. Afganistan az gelişmiş bir ülke olduğu için Afgan tüketiciler genellikle kendi ülkelerinin ürün ve markalarını gelişmiş ülke ürün ve markalarından daha düşük görmekte ve bu nedenle etnosentrizmlerine rağmen yabancı ürünleri tercih etmektedirler. Ayrıca cinsiyet, medeni durum ve başka ülkeleri ziyaret etme, değişkenler üzerinde düzenleyici etkiye sahiptir.

1. Introduction

Consumer ethnocentrism is a topic of growing research since it is so critical to comprehending consumer behavior in the globalized economy. Consumer ethnocentrism restricts feelings of respect and pride for one's homeland, as well as concern about the negative effects of high rates of foreign goods importation on local economic growth. Consumer purchasing intentions and decisions were

Atif/Cite as: Rahimi, Z., Hasnat, Md.A., Kara, M. and Ahmad, F. (2023). Consumer Ethnocentric Tendencies in Purchasing Foreign Products: A Study in Afghanistan. *Uluslararası Ekonomi, İşletme ve Politika Dergisi*, 7(2), 402-422.



Bu makale, Creative Commons Atıf (CC BY) lisansının hüküm ve koşulları altında dağıtılan açık erişimli bir makaledir. / This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license.

shown by Baughn and Yaprak (1996:761) to be viewed as a moral return while also possessing an emotional aim and, ultimately, an awareness of accomplishment related to preventing any interaction with a foreign culture or country. Also known as economic patriotism, cultural prejudice against imported goods, or consumer ethnocentrism, the phenomenon of customer demand for indigenous goods or an attitude against imported products has been extensively studied. These expressions all have their roots in the idea of ethnocentrism in general.

Consumers' attitudes toward a country influence whether they accept or reject the goods and services that nation offers (Ahmed et al., 2013:551). Customers may experience prejudice and ethnocentrism toward specific nations, which could lead them to boycott those nations' goods and services (Klein et al., 1998:93; Smith and Li, 2010:110). AlShebil et al. (2011:387) claim that a variety of activist and religious groups are progressively using consumer strikes to impose sanctions on the particular nations. Many Muslim-majority nations have voiced opposition to US policy in the Middle East and Afghanistan, and religious organizations in these nations have commended people not to use US goods and services. Charney and Yakatan (2005:8) claim that "the US image has worsened dramatically since 2001, particularly throughout the Muslim world." A significant issue for the US is the rise of anti-American sentiment across the Islamic world. The rise in anti-American attitudes internationally is one of the factors behind the US recession. It also promotes enlistment and assists in terrorist acts and activism in Muslim countries (Rose et al., 2008:168).

According to Chiozza (2008:261), an international Pew Foundation survey found that 65 percent of Saudi Arabians, 52 percent of Moroccans, 61 percent of Jordanians, 71 percent of Iranians, and 69 percent of Pakistanis support a boycott of US goods and services. Recent research has demonstrated the prejudice and ethnocentrism of Muslim buyers in relation to US and EU goods (Bahae and Pisani, 2009:202). It is a widely held concept that buyers make logical decisions about things by contrasting and comparing the various product qualities. But recent research has shown that factors such as emotions play a significant influence on why consumers choose to acquire foreign goods (Maher and Mady, 2010:635).

The question of how ethnocentrism impacts consumer purchase behavior in a developing Islamic country like Afghanistan is a research topic that is explored in this research. Numerous research has examined the effects of ethnocentrism on customers' purchasing decisions, as was previously mentioned (Huang, 2008:1101). The study's location served as another driving force behind the investigation. One of the potential developing nations in South Asia is Afghanistan. Afghanistan is rich in customs and cultures and has a long history of blending many tribes and nations. Geologically, the country is located where Central Asia, the Middle East, the Indian subcontinent, and the Far East all come together. The cuisine of Afghanistan reflects these varied influences, with regional specialties reflecting the variety found across the country. They may also be seen in the nation's cultural practices and behavioral conventions. Afghanistan's official religion is Islam, and nearly 98.9 percent of Afghans identify as Muslims. Other religions, such as Christianity, Sikhs, Hindus, and Waveguide, still maintain a few tiny remnant groups. Nevertheless, as individuals have avoided communal strife and bloodshed, the populations of minority Muslim and non-Muslim groups have substantially declined throughout the previous few decades (Evason, 2019). Prior study has showed a strong ethnocentricity towards US and foreign services and products in fundamentalist Islamic nations including, Pakistan, Saudi Arabia, Iran, Morocco, and Jordan (Bahae and Pisani, 2009:204; Maher and Mady, 2010:640; Rose et al., 2008:169). Do some purchasers in a future rising Islamic nation like Afghanistan reject Western goods? How does ethnocentrism influence Afghan customers' shopping habits?

This research demonstrates evidence for the relationship between ethnic nationalism, a social cognitive characteristic that has only sometimes been examined in marketing studies, and Afghan consumers' willingness to buy. The primary contribution made by this study to our knowledge of consumer behavior is the examination of buying intention from the perspective of the Afghan

customer, incorporating interdisciplinary perspectives from business and economics, sociology, and psychology. The major goal of this study is to ascertain the level of ethnocentrism to which Afghan consumers exhibit these tendencies when purchasing products from other countries as well as how their attitudes affect their intention to buy foreign items.

The elective goals of this research are:

1. To investigate whether women in Afghanistan have more ethnocentric tendencies than men when it comes to purchasing foreign products.
2. To identify how the marital status of Afghan consumers impacts their ethnocentrism to buy foreign products.
3. To identify how "*visiting other countries*" affects Afghan consumers' ethnocentrism to buy the foreign products.

The results of this study will provide domestic companies with priceless guidance that will allow them to change their strategic activities in a country like Afghanistan. To accomplish the stated research goals and carefully present this empirical investigation, the article is structured as follows. Actual consumer ethnocentrism expertise must first be investigated to develop hypotheses. The features of the research equipment and the sample are listed in the techniques section. The last half of this article discusses the research results, conclusions, and suggestions for more research.

2. Literature Review

2.1. Consumer Ethnocentrism

The word "*ethnocentrism*", which was first used by William Sumner in 1906, served as the inspiration for the phrase "*consumer ethnocentrism*". Early in the 1980s, Crawford and Lamb (1981:32) showed that buying items from abroad might trigger intense emotional engagement, particularly when it included worries about national safety or job loss. That approach articulated the concept of ethnocentrism in a form that extended over mental and social settings, and the marketing discipline recognized it as a crucial variable in consumer buying decisions.

"*Consumer ethnocentrism*" is explained as "*the attitudes held by customers on the acceptability, even morality, of buying goods made abroad and the allegiance of consumers to goods made in their country of residence.*" (Shimp and Sharma, 1987:280). '*Consumer ethnocentrism*' directly and adversely affects customers' inclination to buy foreign goods. These imply that strong ethnocentric tendencies result in negative attitudes and fewer plans to purchase imported goods. Shimp and Sharma (1987:285) claim that buyers reject imported goods because they believe they harm domestic industries and increase unemployment.

Social identity theory (SIT) explains consumers' ethnocentric behavior (Turner, 1987:4). This hypothesis holds that ethnocentrism emerges when people identify more as associates of a certain group of people than as singular parties. Through this activity, adolescents come to develop a collective uniqueness in which they tend to adhere to the standards of their group and perceive themselves as superior, advantageous, and different from others (Turner, 1987:5). If based in advanced nations, the participants of this separate group do not prefer imported items because they believe they are inferior and a danger to their nation. This consumer mindset has a direct impact on purchasing foreign goods (Erdener and Ali, 2002:32; Saffu et al., 2010:209). According to Herche (1994:12), "*consumer ethnocentrism*" can predict customers' propensity to choose locally created goods over imports, and these propensities are more valid predictors of buying behavior than demographic trends or marketing mix elements. According to the notion underpinning consumer ethnic nationalism, customers' sentiments of nationality will significantly influence their views and purchasing intentions. Nadiri and Tümer (2010:450) conclude that purchase behavior significantly

affects consumers' propensity to purchase items produced domestically. Numerous previous investigations have looked at how consumer ethnocentric inclinations affect purchasing intentions (Ranjbairn et al., 2011:35; De Nisco, 2016). Nevertheless, the outcomes varied according to consumer and national characteristics. Studies on the influence of consumers' ethnocentric attitudes on purchase behavior have only lately been conducted in the former Yugoslavia (Reardon et al., 2005:741; Sharma et al., 1994:33).

According to the literature, consumers' ethnocentric tendencies are affected by a country's level of development. The fundamental theory of consumer ethnocentrism evolved in industrialized countries when customers generally rated the quality of home items positively (Herche, 1994:13; Ahmed et al., 2004:112). According to current investigation (Supphellen and Gronhaug, 2003:208; Klein et al., 2006:310), the same principle is relevant in the circumstance of emerging countries. According to Kaynak and Kara (2002:470), considerable population expansion and rising consumer purchasing power in such developing nations provide market prospects for multinational enterprises whose local marketplaces have developed in several ways. Numerous findings conducted in developing countries (Balabanis and Diamantopoulos, 2004:90; Qing et al., 2012:48) have confirmed the existence of an adverse ethnocentric attitude or a willingness for overseas items among customers. Recent studies in Central Europe, however, have confirmed the appearance of ethnocentric tendencies because of a lack of receptive culture and restricted cosmopolitanism (Sousa et al., 2018:180; Vida & Reardon, 2008:38).

It is now feasible to quantify "*consumer ethnocentrism*" thanks to the development of the "*Consumer Ethnocentrism*" Tendency Scale. The first to establish a meaningful method for analyzing the perception of consumer buying decisions was Shimp and Sharma (1987:286). Through their research, they proved that "consumer ethnocentrism" can quantify, explain, and provide explanations for why and how much customers choose home over foreign items. They defined the scale as a measure of "*tendencies*" rather than "*attitudes*" since it also explains why consumers opt to buy "the most suited goods." It is true to say that Cetscale is a reliable indicator of customer beliefs, attitudes, and intents to make purchases. In various research, this scale has already been widely used to assess consumer ethnic nationalism in both developed and developing countries (Kaynak & Kara, 2002:460; Yeong et al., 2007:9; Vassella et al., 2010:875; Ranjbairan et al., 2011:36; Atılğan & Köken, 2022:45). Despite later scales being devised and evaluated, the Cetscale has become the most used instrument for evaluating "consumer ethnocentrism" (Chrysochoidis et al., 2007:1531). In order to understand consumer purchasing behavior and predict consumers' purchase intentions, consumer ethnocentrism must also be taken into account.

The study by Şahin and Gültekin (2017) aimed to measure the effect of consumers' ethnocentric tendencies on brand loyalty. A strong brand in the international arena was chosen, and a strong Turkish brand was emphasized through advertisements. In this way, an ethnocentric movement was created by stimulating national feelings. It has been concluded that brand loyalty is formed thanks to the consumer's trust in the brand and ethnocentric tendencies. It has been said that there is a positive relationship between ethnocentrism and loyalty. Furthermore, Kiracı & Kocabay (2017) conducted a study on the Didi brand. An attempt was made to measure the impact of ethnocentric tendencies on brand loyalty in the tea industry, especially in iced tea. As a result of the study, they found that ethnocentric tendencies did not have much effect on brand loyalty.

Şatiroğlu's (2021) study is to determine the effect of consumer ethnocentrism and country of origin perception on purchasing decisions. According to the results of the study, if the perception of the country of origin is positive, the perception of the brand is also positive in the same direction. Again, when the perception of the country of origin is positive, there are advantages to entering international markets. Moreover, the study by Açıkdilli, Ziemnowicz, and Bahhout (2018) highlighted the emphasis on quality when Turkish consumers prefer imported products and said that quality products are preferred. Furthermore, in the study of Atılğan & Köken (2022), the effects

of ethnocentrism and economic hostility on the boycott of products through social media messages encountered by consumers were examined. In the study conducted on 457 participants in Mersin Province, a social media boycott scenario was prepared. It has been found that economic and general hostility, which are the sub-dimensions of consumer hostility, have a statistically significant effect on boycott success. It has been determined that the sub-dimensions of consumer ethnocentrism have a statistically significant and positive effect on boycott success.

2.2. The Level of Ethnocentric Tendencies of Consumers to Buy Foreign Products

Numerous studies linking ethnocentrism and consumer purchase attitudes have been published since Shimp and Sharma (1987:288) created the CETSCALE to measure ethnocentric tendency (Herche, 1994:14; Javalgi et al., 2005:336; Kaynak and Kara, 2002:475; Rose et al., 2008:169; Saffu et al., 2010:217). These studies have demonstrated a substantial correlation between ethnocentrism and consumer buying behavior. Strongly ethnocentric buyers steer clear of imported goods. Anger combined with ethnocentrism may have a striking impact on how customers behave when making purchases of foreign goods (Renko et al., 2012:532). According to research by Herche (1994:15), customer ethnocentric inclinations have more explanatory power than marketing mix factors when it comes to explaining changes in consumer buying behavior. There is an investigation relating to high, intermediate, and low ethnocentrism in the literature.

The makers of local goods must redesign and label their items to sound more like foreign products in order to increase the resale value since, in the high ethnocentrism example, Indonesian customers have a propensity to purchase more goods from overseas (Sadra et al., 2012:6885). Rahmawati & Muslikhati (2016: 10) looked at how customer ethnocentrism and product perceived quality affected consumers' purchasing decisions for both domestic and imported food goods. The findings demonstrated that customers must believe that domestically produced goods are of greater quality than those from elsewhere. Singaporean youth have a low level of ethnic nationalism in the intermediate example of ethnocentrism (Lim, 2002:62).

According to Mbaga et al. (2018:1440), Indian customers reported a low level of ethnocentrism and a very high demand for international goods. According to the same study, Indian consumers were less ethnocentric because they used foreign goods as a status symbol, their relationships with the West had improved, their income had increased, their expectations had changed, and they were more accepting of foreign brands given their cultural background. Consumer ethnocentrism for skin care products was found to be rather low in Estonia, according to Garmatjuk & Parts (2015: 613). They didn't think about buying goods made by their nation. Thus, with the exception of responders with a high level of ethnic nationalism who prefer locally manufactured items, purchasing foreign goods was neither unethical nor irresponsible for them.

H₁: The level of ethnocentrism among Afghan customers when purchasing foreign products is high.

2.3. Customers' Ethnocentric Behavior

Ethnocentrism is a mindset that consumers across the globe share. It is stated that ethnocentric consumers favor domestic goods because they think that domestic goods are superior to those from other countries (Klein et al., 1998:91). This mindset leads consumers to buy local goods even though their value is inferior to that of imported goods. According to consumer ethnocentrism research, some consumers may believe that purchasing foreign goods is wrong because doing so will harm their country's economy (Shimp and Sharma, 1987:285). Multinational firms have become more prevalent as a result of the trend toward a globalized and borderless world as well as improvements in communications technology and infrastructure. The expansion of international commerce and business between nations is the direct result of this tendency. As a

result, buyers may pick from a wide range of goods, brands, and choices that come from diverse regions of the world. The majority of producing countries, including those in the European Union (EU), have a wide variety of items to offer, particularly from the point of view of emerging countries.

Additionally, the consumption of foreign goods is significantly influenced by customers' ethnocentric behavior (Shimp and Sharma, 1987:287). Numerous researchers have demonstrated a connection between customer ethnocentrism, product evaluation, and purchasing behavior (Saffu et al., 2010:215; Javalgi, 2005:331). Researchers have shown that customers in societies with high ethnocentric inclinations tend to have unfavorable opinions of foreign goods and do not prefer to purchase them.

H₂: Consumer ethnocentrism has a significant impact on customers' intentions to buy foreign goods in Afghanistan.

2.4. Demographic Variables and Ethnocentrism

2.4.1. Gender and Ethnocentrism

Demographic factors, including gender, age, wealth, and education, have been considered by researchers studying ethnocentrism. Although the proposed connections are often consistent, scientists have occasionally been able to show statistically significant results. According to past research (Wanninayake & Chovancová, 2012:6, Silili & Karuharathna, 2014:13 and Sharma, 2015:387), women judge foreign items more positively than men when gender is taken into account. Researchers have postulated and demonstrated in more recent studies that women have stronger ethnocentric inclinations than males (Carter Jr, 2009:13; Wu et al., 2010:2264 and Shimp & Sharma, 1987:287). The situation of female customers in Afghanistan has not been studied. However, a few studies that focused on particular Asian countries found that women had stronger ethnocentric attitudes than males (Hakimi,2021). Afghan women currently lead lifestyles comparable to those of their Asian counterparts, and one may anticipate that they would act similarly as engaged and creative consumers (WES Staff, 2016). The association between consumer ethnocentrism and behavior is unaffected by gender (Spillan et al., 2011). Gender and marital status can reduce the negative effects of consumer ethnocentrism on consumer preferences (Akbarov, 2021). However, according to Tuzcuoğlu (2012:106), visiting other countries can affect the relationship between consumer ethnocentrism and behavior.

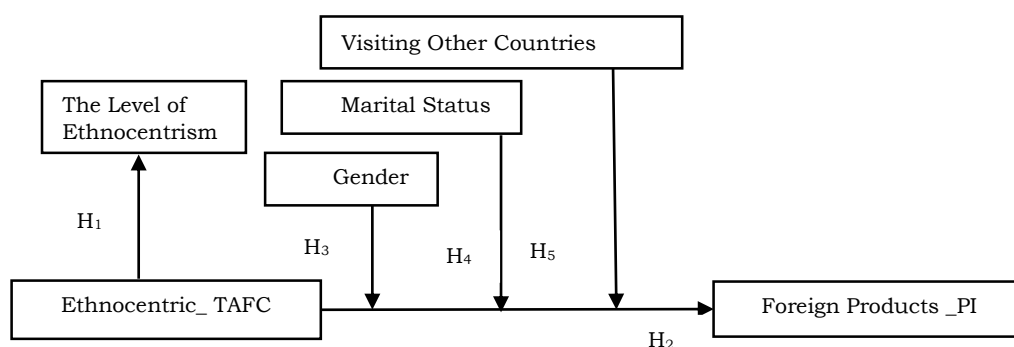
H₃: Afghan males are more likely to be ethnocentric than Afghan women.

H₄: Afghan consumers who are single are more ethnocentric than Afghan consumers who got married.

H₅: Afghan consumers who have visited other countries are more ethnocentric than Afghan consumers who have never visited other countries.

2.5. Conceptual Framework

Figure 1: Research Model



Note: TAFC: Tendency of Afghan Consumers; PI: Purchase Intention

3. Research Methodology

3.1. Data Collection Method and Measurement

The survey is the research's data collection tool. A 5-point Likert scale was used to measure the variables. The research data were collected from consumers aged 18 and over (N = 180) living in the city of Kabul through an online survey form (Google Forms) between October 29, 2021, and November 22, 2022, using a convenience sampling method. The sample size is not large due to the limitations, but it is still acceptable in this kind of circumstance (Collier, 2020:33). However, all of the research scale statements are adapted from previous studies. The questionnaire is divided into three parts: In the first part, the demographic information of the participants is examined using a total of eight questions. In the second part, the "CETSCALE" developed by Shimp and Sharma (1987:282) is used to measure the ethnocentric tendency of consumers. In the third part, six questions are intended to measure the intentions of Afghan consumers buying foreign products, taken from Klein et al.'s (1998:98) research. Descriptive analysis, confirmatory factor analysis (CFA), and structural equation model (SEM) are employed to analyze the data using IBM SPSS 26 and IBM AMOS 24 programs. In addition, descriptive analysis is utilized to explore the demographic profiles and the factors related to Afghan consumers' ethnocentrism; CFA is used to validate the questionnaire, which is adopted from another study; and SEM is employed to test research hypotheses.

For this study, it was applied to the Social Sciences and Humanities Ethics Committee at Karadeniz Technical University, and the approval of the ethical appropriateness of the study was obtained with the decision number E-82554930-050.01.04-291595-4236.

4. Data Analysis and Interpretation

4.1. Socio-Demographic Characteristics

The demographic part of the questionnaire consists of the respondents' gender, age, visiting other countries, marital status, level of education, monthly income, number of languages, and profession. The demographic profile of the respondent is described in Table 1. From the table, it can be said that 95 percent of the respondents are male while only 5 percent of the respondents are female. Due to the highly conservative context, it is very difficult for female consumers to participate in such activities. In the category of age, the majority of the respondents are from the age group 18–28 years, which represents almost 60 percent, followed by the age group 29–38 years, which scored approximately 42 percent. The age group of 39–48 years is the smallest, making up just above 1 percent of the total respondents.

Results of the analysis also revealed that the majority of the respondents (57.2 percent) visited foreign countries, whereas 42.8 percent had never visited any foreign countries before. In terms of marital status, 55.6 percent are married and 44.4 percent are single. In reference to the level of education, the majority of the respondents are from the bachelor degree group, which represents 65 percent, whereas 26.7 percent are from the master degree group. The others (7.2 percent and 1.1 percent) are from the higher secondary certificate group and, the reading and writing group chronologically. As for the monthly income, the highest number of respondents (35 percent) is for both the "8001-16000" and "0-8000" groups, which are followed by 18.3 percent for the 16001-24000 group, 6.7 percent for the 24001-32000 group, and the least 4.4 percent for the over 32001 group. In terms of the number of languages the participants can speak, the maximum number of respondents can speak three languages, which represents 43.9 percent, followed by two languages, which scored 29.4 percent. 11.7 percent of the preference goes to one language, while 3.9 percent of the preference goes to five languages. Among the respondents, 0.6 percent can speak more than five languages. In reference to the profession, a minority of respondents are involved in government

jobs, which score 39.4 percent, while 24.4 percent are self-employed. In addition, 21.1 percent of respondents have private jobs, whereas 11.7 percent and 3.3 percent are students and others, respectively.

Table 1: Socio-Demographical Characteristics of the Participants (N=180)

Description	Level	Frequency	Percentage
Gender	Female	9	5.0
	Male	171	95.0
	Total	180	100
Age	18-28	103	57.2
	29-38	75	41.7
	39-48	2	1.1
	Total	180	100
Visiting other countries	Yes	77	42.8
	No	103	57.2
	Total	180	100
Marital Status	Single	80	44.4
	Married	100	55.6
	Total	180	100
Education Level	Reading and Writing	2	1.1
	Higher Secondary Certificate	13	7.2
	Bachelor degree	117	65
	Master degree	48	26.7
Monthly Income	0-8000	63	35
	8001-16000	64	35
	16001-24000	33	18.3
	24001-32000	12	6.7
	Over 32001	8	4.4
	Total	180	100
Languages that respondent can speak	1 language	21	11.7
	2 languages	53	29.4
	3 languages	79	43.9
	4 languages	19	10.6
	5 languages	7	3.9
	More than 5 languages	1	0.6
	Total	180	100.0
Profession	Government employee	71	39.4
	Private sector employee	38	21.1
	Self-employment	44	24.4
	Student	21	11.7
	Other	6	3.3

4.2. The Level of Afghan Consumers’ Ethnocentrism and Their Intentions to Buy Foreign Products

In this part of the research, it is aimed to test H1 by determining the level of ethnocentric tendency with a descriptive analysis of CATESCALE. For this purpose, the Cetscore values are calculated over the answers given to the statements on the Cetscale scale and taken into account in determining the ethnocentric tendency levels of the participants. The Cetscore refers to the sum of the average values of the answers given for each expression in the Cetscale. The Cetscore, the degree of consumer ethnocentrism, can range from 17 to 85, in which low ethnocentrism consists of 17–42 points, medium ethnocentrism consists of 43–59 points, and high ethnocentrism consists of 60–85 points (Eyel, 2019).

Almost all of the 17 Cetscale statements have a Likert-scale score above 3 in Table 2, except one statement (Cetscale_5), indicating that Afghan consumers in this study are ethnocentric (using a 5-point scale ranging from strongly disagree to strongly agree"), leading to acceptance of H1.

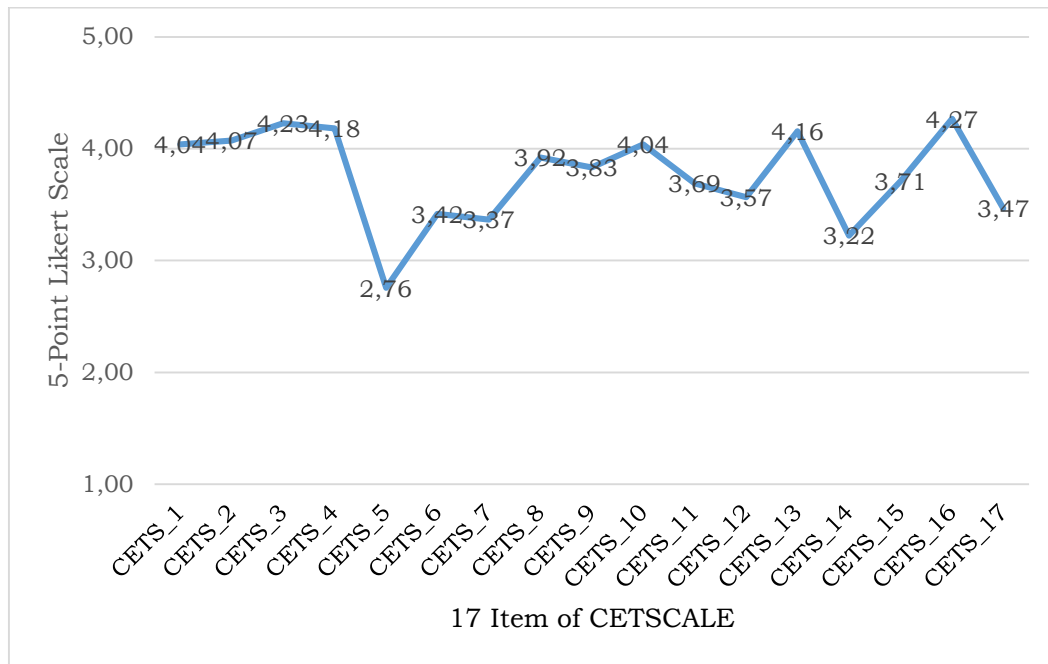
Additionally, Graph 1 shows the graphical representation of the 17 Cetscale statements below. The total Cetscale mean value is 63.95, showing that Afghan consumers are ethnocentric because it's more than 50 percent of the range (17-85). Moreover, the 16th statement has the highest mean value (mean: 4.27) among them, which indicates that Afghan consumers cannot buy such foreign products that do not exist within their own country. However, the fifth statement has the lowest mean value (mean: 2.76), which signifies that buying foreign goods is against Afghan consumers.

Table 2: Afghan Consumers' Descriptive Statistics on Ethnocentrism

CETSCALE Statements	Strongly Disagree	Disagree	Somewhat Agree	Agree	Strongly Agree	Mean	Std. Deviation
CETS_1	9	7	21	74	69	4.04	1.054
	5.0%	3.9%	11.7%	41.1%	38.3%		
CETS_2	2	10	12	105	51	4.07	0.819
	1.1%	5.6%	6.7%	58.3%	28.3%		
CETS_3	1	8	14	83	74	4.23	0.818
	0.6%	4.4%	7.8%	46.1%	41.1%		
CETS_4	1	6	20	85	68	4.18	1.166
	0.6%	3.3%	11.1%	47.2%	37.8%		
CETS_5	24	59	52	27	18	2.76	1.167
	13.30%	32.80%	28.90%	15.00%	10.00%		
CETS_6	13	31	34	72	30	3.42	1.133
	7.2%	17.2%	18.9%	40.0%	16.7%		
CETS_7	13	26	52	60	29	3.37	1.027
	7.2%	14.4%	28.9%	33.3%	16.1%		
CETS_8	4	18	24	76	58	3.92	0.942
	2.2%	10.0%	13.3%	42.2%	32.2%		
CETS_9	1	19	34	81	45	3.83	0.899
	0.6%	10.6%	18.9%	45.0%	25.0%		
CETS_10	4	10	15	97	54	4.04	1.010
	2.2%	5.6%	8.3%	53.9%	30.0%		
CETS_11	3	25	35	79	38	3.69	1.129
	1.7%	13.9%	19.4%	43.9%	21.1%		
CETS_12	6	37	23	77	37	3.57	0.684
	3.3%	20.6%	12.8%	42.8%	20.6%		
CETS_13	1	4	12	112	51	4.16	1.151
	0.6%	2.2%	6.7%	62.2%	28.3%		
CETS_14	5	59	36	51	29	3.22	1.065
	2.8%	32.8%	20.0%	28.3%	16.1%		
CETS_15	3	27	36	67	47	3.71	1.065
	1.7%	15.0%	20.0%	37.2%	26.1%		
CETS_16	1	5	10	93	71	4.27	0.737
	0.6%	2.8%	5.6%	51.7%	39.4%		
CETS_17	6	29	49	67	29	3.47	1.049
	3.3%	16.1%	27.2%	37.2%	16.1%		

Note: Mean: 63.95 is significantly above the middle of the range of the CETSCALE Score (17 to 85)

Graph 1: The Graphical Representation of Ethnocentric Tendency Scores of Afghan Consumers



4.3. Reliability and Validity Test of Measurement Model

In this section, it aims to test H₂, H₃, H₄, and H₅, determining the effect of the ethnocentric tendency of Afghan consumers on their intentions to buy foreign products and also determining whether the ethnocentric tendency of Afghan consumers has a moderating role (gender, marital status, and visiting foreign countries) between the ethnocentric tendency of Afghan consumers and their intentions to buy foreign products with the structural equation model (SEM). To run SEM, a measurement model has to be validated.

The objective of a measurement model is to define how effectively observable variables are measured by instruments for hidden variables (Amin, 2016:289). A two-stage analytic approach was employed in this work to evaluate the measurement model, including validity and reliability tests. Composite reliability (CR) and Cronbach's alpha (CA) are the most extensively used methodologies for evaluating reliability in the preliminary step.

The reliability analysis is used in this research to examine the consistency of the dataset across the variables (foreign product purchase intention, ethnocentric tendency of Afghan consumers). Furthermore, CA should be greater than 0.70 in order to assess the reliability of datasets (Collier, 2020:25–29). Table 3 shows that almost all of the CA values met the expected requirements, with an overall CA value of 0.90. Furthermore, the value of CR should be higher than 0.60 (Henseler et al., 2009:300), yet all of the CR values in Table 4 exceed the required criteria. However, the convergent validity test is utilized in this research as a validity test. Factor loading and average variance extraction (AVE) are required to achieve convergent validity. In addition, factor loading should be greater than 0.7 (Fornell and Larcker, 1981), and the AVE should be greater than 0.50 (Henseler et al., 2009:300) and also greater than 0.45 (Fornell and Larcker, 1981; Chang et al., 2013:324). However, the values of factor loading and AVE have been given in Table 3, yet almost all of the values exceed the limit. As a result, confirmatory factor analysis (CFA) can be used in this research.

Table 3: Validity and Reliability Test

Items & Variables			Validity		Reliability	
			Factor Loading	AVE	Cronbach 's Alpha	CR
CETS_17	<---	Ethnocentric_TAFC	0.771	0.451	0.90	0.915
CETS_16	<---	Ethnocentric_TAFC	0.640			
CETS_15	<---	Ethnocentric_TAFC	0.586			
CETS_14	<---	Ethnocentric_TAFC	0.789			
CETS_13	<---	Ethnocentric_TAFC	0.810			
CETS_12	<---	Ethnocentric_TAFC	0.754			
CETS_11	<---	Ethnocentric_TAFC	0.729			
CETS_10	<---	Ethnocentric_TAFC	0.779			
CETS_9	<---	Ethnocentric_TAFC	0.733			
CETS_8	<---	Ethnocentric_TAFC	0.765			
CETS_7	<---	Ethnocentric_TAFC	0.765			
CETS_6	<---	Ethnocentric_TAFC	0.733			
CETS_5	<---	Ethnocentric_TAFC	0.692			
CETS_4	<---	Ethnocentric_TAFC	0.711			
CETS_3	<---	Ethnocentric_TAFC	0.841			
FPPI_5	<---	Foreign_Product_PI	0.739	0.508	0.802	0.804
FPPI_3	<---	Foreign_Product_PI	0.704			
FPPI_2	<---	Foreign_Product_PI	0.721			
FPPI_1	<---	Foreign_Product_PI	0.734			

Note: FPPI: Foreign Product Purchase Intention; TAFC = Tendency of Afghan Consumers; PI: Purchase Intention

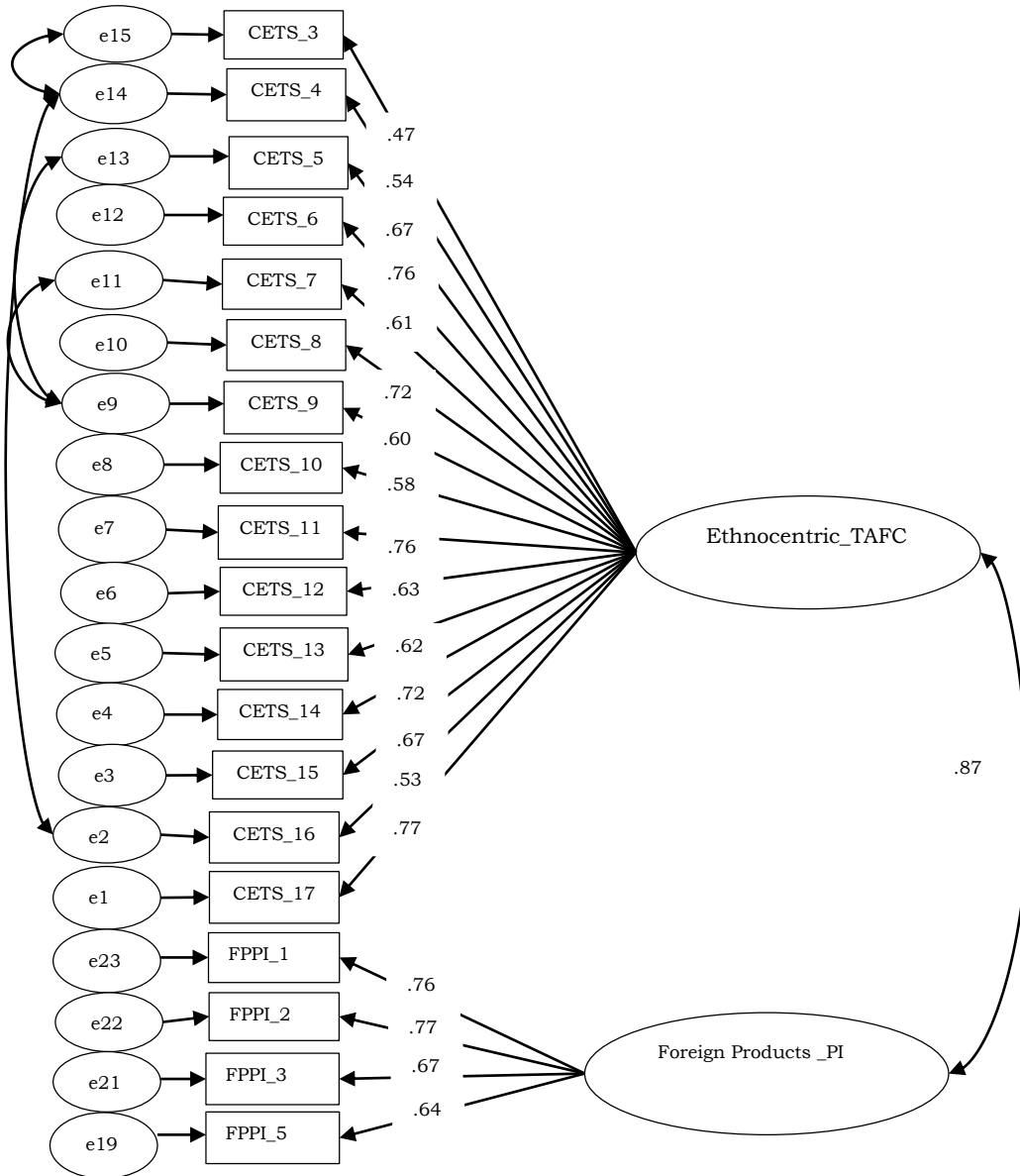
4.4. Confirmatory Factor Analysis (CFA)

Confirmatory factor analysis (CFA) is a statistical technique used to assess the measurement properties of a set of observed variables and evaluate the fit of a hypothesized factor structure. It is commonly employed in psychometrics and the social sciences to validate the measurement model and examine the relationships between observed variables and underlying latent constructs. The process of conducting a CFA involves several steps. First, the researcher specifies the theoretical framework or conceptual model that defines the relationships between the latent factors and observed variables. This model is typically represented graphically as a diagram, with the latent factors depicted as circles or ellipses and the observed variables represented as rectangles. Next, the researcher collects data and uses specialized software to estimate the parameters of the CFA model. These parameters include factor loadings, which indicate the strength and direction of the relationship between each observed variable and its corresponding latent factor, as well as error variances, which represent the unique variability not captured by the latent factors.

CFA is a specific statistical technique used in the broader context of structural equation modeling (SEM) testing. CFA is a component of SEM and is often employed as part of the overall analysis of a structural equation model. CFA focuses on assessing the measurement model within SEM. It involves evaluating how well the observed variables align with the underlying latent constructs they are intended to measure. The goal of CFA is to estimate the factor loadings, which represent the strength and direction of the relationships between the observed variables and latent factors. Once the measurement model is established and validated through CFA, the analysis moves on to the structural model within SEM. The structural model examines the relationships between

the latent variables themselves, along with any potential direct relationships between observed variables. It allows researchers to test specific hypotheses about the associations between variables.

Figure 2: CFA Measurement Model



The AMOS program is used to test the first-order factorial structure in order to conduct CFA. To create a covariance matrix in CFA, the maximum likelihood (ML) technique through the AMOS program is used based on the normally distributed data gathered from 180 participants on a Likert scale (Kline, 2011; Kürbüz and Sahin 2018:355). Furthermore, CFA is utilized to check the planned structure of a questionnaire (Yaşloğlu, 2017: 78). In addition, CFA is a technique for estimating the measurement model that attempts to determine whether the observed variables' loading (indicator) and number of components (constructs) correspond to what is predicted in the theory (Malhotra, 2010: 693). In other words, CFA is used to assess the accuracy of a model that was built earlier utilizing acquired data utilized in earlier research (Gürbüz, 2021: 54).

Once the model is estimated, the researcher evaluates its fit to the data. Fit indices, such as the chi-square test, CFI, TLI, and RMSEA, are used to assess how well the model fits the observed data. A good fit indicates that the hypothesized factor structure is consistent with the observed data, while a poor fit suggests that the model needs to be modified or reconsidered. If the model does not fit well, modifications may be made to improve the model fit. This can involve freeing the parameters that are causing poor fit, allowing for correlations between error terms, or adding or removing paths between observed variables and latent factors. The modifications are based on theoretical justifications or empirical evidence and aim to enhance the model's fit to the data. CFA provides several benefits in research. It allows researchers to evaluate the validity and reliability of measurement instruments by examining the relationships between observed variables and latent constructs. CFA also helps identify potential measurement errors or problematic items that may need to be revised or eliminated. Additionally, CFA allows for comparisons between competing measurement models to determine which model best fits the data.

In the current research, the values of χ^2/df , Root Mean Square Error of Approximation (RMSEA), Normed Fit Index (NFI), Tucker Lewis Index (TLI), Comparative Fit Index (CFI), and Root Mean Square Residual (RMR) are assessed to check the model for goodness-of-fit. In addition, there should be two assessments of the analysis (before modification and after modification) if the first assessment doesn't provide the accepted result. However, the values of the measurement model are obtained as $\chi^2/df = 2.312$; CFI = 0.826; TLI = 0.850; IFI = 0.829; RMSEA = 0.086; and RMR = 0.067. Therefore, the measurement model is not considered the goodness-of-fit model as the aforementioned values are not up to the accepted limit (Table 4). In order to make the model a goodness of fit model, the modification indices are examined as the second assessment of the analysis, which recommends removing two items from the "*Ethnocentric_TAFC*" factor and two items from the "*Foreign Product_PT*" factor due to the low factor loadings. Additionally, during the modification indices, the AMOS program suggests making the correlation between these items in order to improve the value of the measurement model and make it goodness-of-fit (e2 and e13), (e14 and e15), (e9 and e14), and (e9 and e11). After the modification, the model fit index values ($\chi^2/df = 1.993$; IFI = 0.911; CFI = 0.910; TLI = 0.895; RMSEA = 0.074; and RMR = 0.054) were found to be within the accepted limits (Table 4). Though the value of TLI is just less than the accepted limit, it can also be considered an accepted value (Akkuş, 2020:194). However, these values confirmed the CFA measurement model to be the goodness-of-fit model, which is shown in Figure 2.

Table 4: The Cut-off value of Goodness of Fit Model (CFA Model)

Metric	Good Limit*	Accepted Limit*	CFA Results Before Modification	CFA Results After Modification
χ^2/df	<3	$3 < \chi^2 /df \leq 5$	2.312	1.993
RMSEA	< 0.05	< 0.08	0.086	0.074
CFI	> 0.95	> 0.90	0.826	0.910
NNFI/TLI	> 0.95	> 0.90	0.850	0.895
IFI	> 0.95	> 0.90	0.829	0.911
SRMR/RMR	< 0.05	< 0.08	0.067	0.054

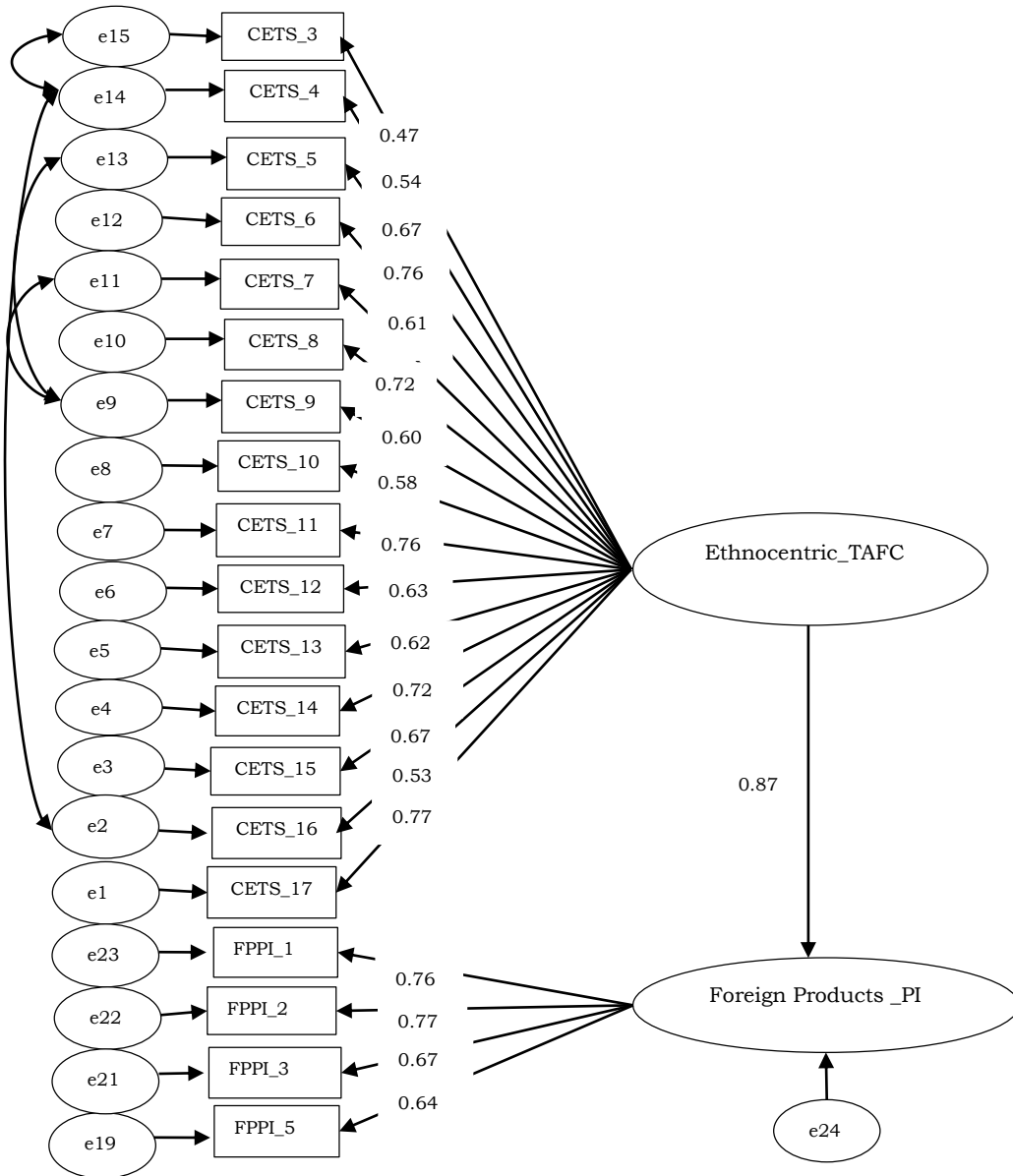
Ref: (Gürbüz, 2021:38) *

4.5. Analysis of Structural Equation Model Testing

CFA is a specific component of SEM testing, focusing on the measurement model. It evaluates the relationships between observed variables and latent factors. SEM testing incorporates both the measurement model (CFA) and the structural model (SEM), allowing for a comprehensive examination of the relationships among variables and providing a framework for hypothesis testing and model evaluation. The study hypotheses are examined using the SEM once the measurement

model has been validated. In Figure 3, SEM has been demonstrated, and Tables 5 and 6 have been extracted from the model in order to test research hypotheses (H₂, H₃, H₄, and H₅).

Figure 3: Structure Equation Model (SEM)



4.6. Hypothesis Testing (H₂, H₃, H₄ and H₅)

According to the result of the structural equation model (SEM) in Table 5, Ethnocentric_TAFC ($\beta = 0.866$, C.R. = 7.973, $p = 0.000$) shows a positive and statistically significant effect on Foreign_Product_PI, leading to acceptance of H₂.

Table 5: Results of Hypotheses Testing from SEM Model

Hypothesis path	β	C.R.	P	Result
H2. Foreign Product PI <--- Ethnocentric TAFC	0.866	7.973	***	Supported

Note: β : Standardized Regression Weights; C.R.: Critical ratio; TAFC: Tendency of Afghan Consumers; PI: Purchase Intention.

Table 6 represents the effect of moderators (gender, visiting other countries and marital status) on the relationship between Ethnocentric_TAFC and Foreign_Product_PI in Afghanistan. As shown in Table 6, the standardized beta coefficients of Ethnocentric_TAFC and Foreign_Product_PI are higher for females ($R^2 = 0.94$) than males ($R^2 = 0.86$). This suggests that female respondents are more ethnocentric than respondents who are male, leading to not accepting H3. Additionally, the difference between the groups (female and male) is not significant, nevertheless, since the t value of this difference is less than 1.96. In addition, it is also shown in Table 6 that the standardized beta coefficients of Ethnocentric_TAFC and Foreign_Product_PI are higher for married ($R^2 = 0.89$) than single ($R^2 = 0.82$). This suggests that respondents who are married more ethnocentric than respondents who are single, leading to not accepting H4. Additionally, the difference between the groups (married and single) is not significant, nevertheless, since the t value of this difference is less than 1.96. Furthermore, the standardized beta coefficients of Ethnocentric_TAFC and Foreign_Product_PI are higher for the group who did not visit other countries ($R^2 = 0.93$) than the group who visited other countries ($R^2 = 0.91$). This suggests that the respondents who visited other countries are ethnocentric than the respondents who never visited other countries before, leading to not accepting H5. Additionally, the difference between the groups (visited other countries and not visited other countries) is not significant, nevertheless, since the t value of this difference is less than 1.96.

Table 6: The Effect of Gender, Visiting Other Countries and Marital Status on The Relationship Between Ethnocentric_TAFC and Foreign_Product_PI Among Afghan Customers

Hypothesis		Moderator	β		R2	C.R.	P	Critical Ratios for Differences
H3	Foreign_Product_PI <--Ethnocentric_TAFC	Female	0.970		0.94	11.99	***	-1.512*
	Foreign_Product_PI <---Ethnocentric_TAFC	Male	0.930		0.86	32.82	***	
H4	Foreign_Product_PI <---Ethnocentric_TAFC	Single	0.910		0.82	19.49	***	0.119*
	Foreign_Product_PI <---Ethnocentric_TAFC	Married	0.948		0.89	29.61	***	
H5	Foreign_Product_PI <---Ethnocentric_TAFC	Visiting other countries (Yes)	0.910		0.83	19.93	***	1.114*
	Foreign_Product_PI <---Ethnocentric_TAFC	Visiting other countries (No)	0.930		0.87	27.16	***	

Note: *Absolute critical ratios less than 1.96 are insignificant and absolute critical ratios more than 1.96 are significant

5. Discussion and Conclusion

The major goal of this study is to ascertain the level of ethnocentrism to which Afghan consumers exhibit these tendencies when purchasing products from other countries as well as how their attitudes affect their intention to buy foreign items.

Having knowledge of the concept of "consumer ethnocentrism" can enhance our comprehension of how individuals and corporate buyers assess products made domestically versus those made abroad and how their evaluation of selecting products may be influenced by various biases and mistakes. Ultimately, understanding this concept can provide insight into how consumers make purchasing decisions. This study measures the level of Afghan consumer ethnocentrism. Suffice it to say that the CETscale score helps marketing managers better understand a useful tool: how Afghan customers think about purchasing both foreign and locally made products. It suggests that by understanding the level of Afghan consumers' ethnocentric tendency, the consumers might have significant insights about how people make decisions generally about the products they buy. The result of this study shows that Afghan consumers are highly ethnocentric in consuming products, as the CETscale score is 63.43 (Shimp & Subhash

Sharma:1987). Moreover, there is potential for success in promoting locally produced products in Afghanistan because highly ethnocentric consumers are likely to support local products.

According to the result of the structural equation model (SEM), the ethnocentric tendency of Afghan consumers shows a positive and statistically significant effect on foreign product purchase intention, which complies with the findings of Watson & Wright (2000:1161) and Tuzcuolu (2012:99). The outcome of this hypothesis is not similar to the majority of previous research. The main reason is that when a domestic alternative product is not available, their intention to buy foreign products might increase. In this circumstance, the relationship between ethnocentrism and the intention to purchase foreign products would be positive. The reason is that there is no large production line for Afghan consumers in Afghanistan (Watson & Wright, 2000:1161; Aydoğan, 2019:117; Tuzcuoğlu, 2012:99). As Afghanistan is an underdeveloped country, Afghan consumers usually evaluate the products and brands of their own countries as inferior to the products and brands of developed countries, and therefore, despite their ethnocentrism, they prefer foreign products (Muneer and Saravanan, 2023:718; Aydoğan, 2019: 117).

The research findings suggest that ethnocentric tendencies are not significantly associated with demographic characteristics. For instance, males are less ethnocentric than females, respondents who are married are more ethnocentric than respondents who are single, and respondents who visited other countries are more ethnocentric than respondents who did not visit other countries in this research. But these findings are not statistically significant. The results are similar to the previous research findings of Zafer Erdogan & Uzkuurt (2010), Tuzcuoğlu (2012), and Alam et al. (2022:87).

The results of this research have numerous implications for domestic manufacturers. Afghan consumers usually prefer domestically made products as an alternative to the foreign-made products that they use because they are more ethnocentric. But they have nothing to do with using foreign-made products, as there is no alternative to locally-made products in Afghanistan. When a domestic alternative was not available in this case, their intention to buy foreign products increased. For domestic manufacturers of goods within the country, a higher level of demand can be expected if a domestic alternative product is available. This has to be very significant to the local manufacturers that there is potential for success in promoting locally produced products in Afghanistan because highly ethnocentric consumers are likely to support such companies. This is also very significant to both the policymakers and the marketers in Afghanistan. This research can also contribute to the existing literature on Afghan consumer ethnocentric tendencies and foreign product purchase intentions.

Since this research was carried out only in Kabul, Afghanistan, the generalization of the findings is not up to the mark. In this respect, future studies in this area can be carried out on the other large cities in Afghanistan with a larger sample size. Thus, the research objective can be more precise.

Statement of Support and Appreciation: No external support has been received during the conduct of this study.

Researchers' Contribution Rate Statement: The authors contributed equally to the study.

Conflict of Interest Statement: We do not have any conflict-of-interest declaration as the authors of the study.

Research and Publication Ethics Statement: All the rules stated in the "Higher Education Institutions Scientific Research and Publication Ethics Directive" were strictly considered at every stage of this research. None of the actions specified under the heading "Actions Against Scientific Research and Publication Ethics" of the directive has not been carried out. During the writing process of this study, the citations were made in accordance with the ethical rules and a bibliography was created. The study was subjected to plagiarism control.

Ethics Committee Permission: The ethics committee permission has been obtained for the research. (The name of the ethical evaluation committee: Karadeniz Technical University; Social and Human Sciences Ethics Committee; The date of the evaluation: 29.09.2022; The document numbers: E-82554930-050.01.04-291595-4236)

References

- Açıkdilli, G., Ziemnowicz, C., and Bahhout, V. (2018). Consumer Ethnocentrism in Turkey: Ours are Better than Theirs. *Journal of International Consumer Marketing*, 30(1), 45-57.
- Ahmed Z.U., Johnson J.P., Yang X., Fatt C.F., Teng S. H. and Boon L.C. (2004). Does Country of Origin Matter for Low-Involvement Products? *International Marketing Review*, 21(1), 102-120.
- Ahmed, Z., Anang, R., Othman, N. and Sambasivan, M. (2013). To Purchase or Not to Purchase US Products: Role of Religiosity, Animosity, and Ethno-centrism Among Malaysian Consumers. *Journal of Services Marketing*, 27(7), 551-563.
- Akbarov, S. (2021). Consumer Ethnocentrism and Purchasing Behavior: Moderating Effect of Demographics. *Journal of Islamic Marketing*, 13(4), 898-932.
- Akkuş, A. (2020). Creating an Environmental Attitude Scale. *Disiplinlerarası Eğitim Araştırmaları Dergisi*, 4(7), 188-203.
- Alam, M. A., Roy, D., Akther, R. and Hoque, R. (2022). Consumer Ethnocentrism and Buying Intentions On Electronic Products: Moderating Effects of Demographics. *South Asian Journal of Marketing, (ahead-of-print)*, 3(2), 82-96.
- Alshebil, S., Rasheed, A.A. and AlShammari, H. (2011). Coping with Boycotts: An Analysis and Framework. *Journal of Management & Organization*, 17(3), 383-397.
- Amin, M. (2016). Internet Banking Service Quality and Its Implication on E-Customer Satisfaction and E-Customer Loyalty. *International Journal of Bank Marketing*, 34(3), 280-306.
- Atılgan, Ö. K., ve Köken, Y. (2022). Tüketici Etnosentrizmi ve Tüketici Düşmanlığının Sosyal Medyada Boykota Etkisi, *Çukurova Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, 31(1), 292-307.
- Aydoğan, S. (2019). Tüketici Etnosentrizmi Ve Ülke Menşei Etkisinin Yabancı Markalı Ürün Satın Alma Niyeti Üzerine Etkisi. *Beykoz Akademi Dergisi*, 7(1), 89-122.
- Bahaee, M. and Pisani, M.J. (2009). Iranian Consumer Animosity and U.S. Products: A Witch's Brew or Elixir? *International Business Review*, 18(2), 199-210.
- Balabanis G., and Diamantopoulos A. (2004). Domestic Country Bias, Country- of-Origin Effects, and Consumer Ethnocentrism: A Multidimensional Unfolding Approach. *Academy of Marketing Science, Journal, Greenvale*, 32(1), 80-95.
- Baughn C.C., and Yaprak A. (1996). Economic nationalism: Conceptual and empirical development. *Political Psychology*, 17 (4), 759-778.
- Carter Jr, L. L. (2009). Consumer Receptivity of Foreign Products: The Roles of Country-Of-Origin Image, Consumer Ethnocentrism and Animosity. Old Dominion University. Access Address: https://digitalcommons.odu.edu/cgi/viewcontent.cgi?article=1011&context=businessadministration_etds
- Chang, H. H., Rizal, H. and Amin, H. (2013). The Determinants of Consumer Behavior Towards Email Advertisement. *Journal of Internet Research*, 23(3), 316-337.
- Charney, C. and Yakatan, N. (2005). A New Beginning: Strategies for A More Fruitful Dialogue with The Muslim World. CRS No. 7, New York, NY, Council of Foreign Relations.
- Chiozza, G. (2008). A Crisis Like No Other? Anti-Usism at The Time of the Iraq War. *European Journal of International Relations*, 15(2), 257-289.

- Chrysochoidis G., Krystallis A. and Perreas P. (2007). Ethnocentric Beliefs and Country of Origin (COO) Effect. *European Journal of Marketing*, 41 (11/12), 1518- 1544.
- Collier, J. E. (2020). *Applied Structural Equation Modelling Using AMOS*, Applied Structural Equation Modelling for Researchers and Practitioners, Routledge.
- Crawford J., and Lamb C., (1981). Source Preferences for Imported Products. *Journal of Purchasing and Materials Management*, 17, 28-33.
- De Nisco, A., Mainolfi, G., Marino, V. and Napolitano, M. R. (2016). Effect of Economic Animosity On Consumer Ethnocentrism and Product-Country Images. A Binational Study On the Perception of Germany During the Euro Crisis. *European Management Journal*, 34(1), 59 68.
- Erdener, K. and Ali, K. (2002). Consumer Perceptions of Foreign Products: An Analysis of Product-Country Images and Ethnocentrism. *European Journal of Marketing*, 36(7/8), 928-949.
- Evason, N. (2019). Afghan Culture. Retrieved from <https://culturalatlas.sbs.com.au/afghan-culture/afghan-culture-religion>
- Eyel, C. Ş. (2019). Tüketici Etnosentrizmi İle Menşei Ülke Etkisinin Satın Alma Kararı Üzerindeki Rolü: Bahçeşehir Üniversitesi'nde Bir Araştırma. *Al Farabi Uluslararası Sosyal Bilimler Dergisi*, 3(1), 106-116.
- Fornell, C. and Larcker, D. F. (1981). Structural Equation Models with Unobservable Variables and Measurement Error. *Algebra and Statistics*, 18(3), 382-388.
- Garmatjuk, K. and Parts, O. (2015). Consumer Ethnocentrism in Estonian Skin Care Products Market. *Procedia - Social and Behavioral Sciences*, 213, 610-615.
- Gürbüz, S. (2021). *AMOS ile Yapısal Eşitlik Modellemesi Temel İlkeler ve Uygulamalı Analizler (2th ed.)*. Seçkin Yayınevi.
- Gürbüz, S. ve Şahin, F. (2018). *Sosyal Bilimlerde Araştırma Yöntemleri Felsefe- Yöntem- Analizi (5th ed.)*. Seçkin Yayınevi.
- Hakimi, H. (2021). Ethnocentric Politics in Afghanistan: A Comprehensive Study. Retrieved from <https://autofintechs.com/ethnocentric-politics-in-afghanistan-a-comprehensive-study/>
- Henseler, J., Ringle, C. M. and Sinkovics, R. R. (2009). *The Use of Partial Least Squares Path Modeling in International Marketing. In New Challenges to International Marketing*. Emerald Group Publishing Limited.
- Herche, J. (1994). Ethnocentric Tendencies, Marketing Strategy and Import Purchase Behavior. *International Marketing Review*, 11(3). 4-16.
- Huang, Y. A., Phau, I., Lin, C., Chung, H. J., and Lin, K. H. C. (2008). Allocentric and Consumer Ethnocentrism: The Effects of Social Identity On Purchase Intention. *Social Behavior and Personality: An International Journal*, 36(8), 1097-1110.
- Javalgi, R. G., Khare, V. P., Gross, A. C., and Scherer, R. F. (2005). An Application of the Consumer Ethnocentrism Model to French Consumers. *International Business Review*, 14(3), 325-344.
- Kaynak E., Kara A. (2002). An Examination of the Relationship Among Consumer Lifestyles, Ethnocentrism, Knowledge Structures, Attitudes and Behavioral Tendencies: A Comparative Study in Two CIS States. *International Journal of Advertising*, 20 (4). 455-482.
- Kiracı, H., ve Kocabay, F. (2017). Marka Kişiliği Boyutları, Tatmin, Güven ve Etnosentrik Eğilimlerin Marka Sadakati Üzerine Etkisi: Didi Örneği. *Ömer Halisdemir Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi*, 10(1), 12-26.

- Klein J.G., Ettenson R. and Krishnan. B.C. (2006), Extending The Construct Of Consumer Ethnocentrism: When Foreign Products Are Preferred. *International Marketing Review*, 23 (3), 304-321.
- Klein, J.G., Ettenson, R. and Morris, M. (1998). The Animosity Model of Foreign Product Purchase: An Empirical Test in The People's Republic of China. *Journal of Marketing*, 62(1), 89-100.
- Kline, R. (2011). *Convergence of Structural Equation Modelling and Multilevel Modelling*. SAGE Publications Ltd.
- Lim, A. O. (2002). Understanding The Younger Singaporean Consumers' Views of Western and Eastern Brands. *Asia Pacific Journal of Marketing and Logistics*. 14 (4), 54-79.
- Maher, A.A. and Mady, S. (2010). Animosity, Subjective Norms and Anticipated Emotions During an International Crisis. *International Marketing Review*, 27(6), 630-651.
- Malhotra, N. K. (2010). *Marketing Research: An Applied Orientation (6th ed.)*. Upper Saddle River, NJ: Pearson Prentice Hall.
- Mbaga, M. D., Al Abri, L. S. K., Bose, S., and Boughanmi, H. (2018). Omani Consumer's Ethnocentrism and Demand for Locally Produced Products. *American Journal of Industrial and Business Management*, 8(06), 1440.
- Muneer, M. and Saravanan, D. (2023). Consumer Ethnocentrism and Attitude Towards Domestic and Foreign Retail Outlets. *International Journal of Current Science*, 13(2), 718-729.
- Nadiri, H., and Tümer, M. (2010). Influence of Ethnocentrism On Consumers' Intention to Buy Domestically Produced Goods: An Empirical Study in North Cyprus. *Journal of Business Economics and Management*, 11(3), 444-461.
- Qing, P., Lobo, A., and Chongguang, L. (2012). The Impact of Lifestyle and Ethnocentrism On Consumers' Purchase Intentions of Fresh Fruit in China. *Journal of Consumer Marketing*, 29(1), 43-51.
- Rahmawati, N. A. and Muflikhati, I. (2016). Effect of Consumer Ethnocentrism and Perceived Quality of Product On Buying Behavior of Domestic and Foreign Food Products: A Case Study in Pekanbaru. Riau, Indonesia. *Journal of Consumer Sciences*, 1(1), 1-13.
- Ranjbairan B., Barari M. and Zabihzade K., (2011). Ethnocentrism Among Iranian Consumer with Different Consumption Habits. *International Journal of Marketing Studies*, 3 (3), 30-41.
- Reardon J., Miller C. and Vida I., Kim I., (2005). The Effects of Ethnocentrism and Economic Development On the Formation of Brand and Ad Attitudes in Transitional Economies. *European Journal of Marketing*, 39 (7/8), 737-754.
- Renko, N., Crnjak Karanović, B., and Matić, M. (2012). Influence of Consumer Ethnocentrism On Purchase Intentions: Case of Croatia. *Ekonomika misao i praksa*, 2, 529-544.
- Rose, M., Shoham, A. and Rose, G.M. (2008). Consumer Animosity: A Within Nation Study of Arab and Jewish Israelis' Attitudes Towards Foreign Goods. *Latin US Advances in Consumer Research*, (2), 168-169.
- Sadra, T., Pouyan, E., and Murali, S. (2012). The Role of Animosity, Religiosity and Ethnocentrism On Consumer Purchase Intention: A Study in Malaysia Toward European Brands. *African Journal of Business Management*, 6(23), 6890-6902.

- Saffu, K., Walker, J.H. and Mazurek, M. (2010). The Role of Consumer Ethnocentrism in A Buy National Campaign in A Transitioning Country: Some Evidence from Slovakia. *International Journal of Emerging Markets*, 5(2), 203-226.
- Şahin, E., ve Gültekin, C. (2017). Markaya Duyulan Güven ve Etnosentrik Eğilimlerin Marka Sadakatine Etkisi: Bir Marka Örneği. *Süleyman Demirel Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi*, 22 (4), 993-1012.
- Şatıroğlu, R. O. (2021). Tüketici Etnosentirizmi, Ülke Menşei Etkisi ve İthal Marka Tercihi İlişkisi Üzerine Bir Araştırma, (Yayınlanmamış Doktora Tezi). İstanbul Ticaret Üniversitesi Dış Ticaret Enstitüsü, İstanbul.
- Sharma, P. (2015). Consumer Ethnocentrism: Reconceptualization and Cross-Cultural Validation. *Journal of International Business Studies*, 46(3), 381-389.
- Sharma, S., Shimp, T. A. and Shin, J. (1994). Consumer Ethnocentrism: A Test of Antecedents and Moderators. *Journal of The Academy of Marketing Science*, 23(1), 26-37.
- Shimp, T. A., and Sharma, S. (1987). Consumer Ethnocentrism: Construction and Validation of The CETSCALE. *Journal of Marketing Research*, 24(3), 280-289.
- Silili, E. P., and Karuharathna, A. C. (2014). Consumer Ethnocentrism: Tendency of Sri Lankan Youngsters. *Global Journal of Emerging Trends in e Business, Marketing and Consumer Psychology*, 1(1), 1-15.
- Smith, M. and Li, Q. (2010). The Boycott Model of Foreign Product Purchase: An Empirical Test in China. *Asian Review of Accounting*, 18(2), 106-130.
- Sousa, A., Nobre, H., and Farhangmehr, M. (2018). The Influence of Consumer Cosmopolitanism and Ethnocentrism Tendencies On the Purchase and Visit Intentions Towards a Foreign Country. *International Journal of Digital Culture and Electronic Tourism*, 2(3), 175-184.
- Spillan, J.E., Kang, Z. and Barat, S.A. (2011). Multi-Country Study Exploring Relationships of Lifestyles to Ethnocentrism, *Journal of Transnational Management*, 16, 62-83.
- Supphellen M., and Grønhaug K. (2003). Building Foreign Brand Personalities in Russia: The Moderating Effect of Consumer Ethnocentrism. *International Journal of Advertising*, 22, 203-226.
- Turner, J.C. (1987), *Rediscovering the Social Group: A Self- Categorization Theory*, Basil Blackwell, Oxford.
- Tuzcuoğlu, A. (2012). Tüketici Satın Alma Niyetinde Tüketici Etnosentirizmi ve Menşe Ülke Etkisinin Önemi: Otomobil Sektörü Üzerine Türkiye ve Rusya'da Karşılaştırmalı Bir Araştırma. İstanbul Üniversitesi Sosyal Bilimler Enstitüsü Uluslararası İşletmecilik Anabilim Dalı Yüksek Lisans Tezi, İstanbul.
- Vassella, M. C., and Fountain, U. K. (2010). Consumer Ethnocentrism, Patriotism, Global Openness and Country of Origin Effect: A Proposed Study. *Advances in Marketing*, 4, 362-375.
- Vida I. and Reardon J. (2008). Domestic Consumption: Rational, Affective or Normative Choice? *Journal of Consumer Marketing*, 5 (1), 34-44.
- Wanninayake, W. M. C., and Chovancová, M. (2012). Consumer Ethnocentrism and Attitudes Towards Foreign Beer Brands: With Evidence from Zlin Region in The Czech Republic. *Journal of Competitiveness*, 4(2), 3-19
- Watson, J. J., and Wright, K. (2000). Consumer Ethnocentrism and Attitudes Toward Domestic and Foreign Products. *European Journal of Marketing*, 34(9/10), 1149-1166.

- WES Staff (2016). Education in Afghanistan. Access Address: <https://wenr.wes.org/2016/09/education-afghanistan>
- Wu, J., Zhu, N., and Dai, Q. (2010). Consumer Ethnocentrism, Product Attitudes and Purchase Intentions of Domestic Products in China. *EBM, Chengdu, China*, 2262-2265.
- Yaşlıođlu, M. M. (2017). Sosyal Bilimlerde Faktör Analizi ve Geçerlilik: Keşfedici ve Doğrulatoryıcı Faktör Analizlerinin Kullanılması, *İstanbul Üniversitesi İşletme Fakültesi Dergisi*, 46, 74-85.
- Yeong N.C., Mohamad O., Ramayah T. and Omar A. (2007). Purchase Preference of Selected Malaysian Motorcycle Buyers: The Discriminating Role of Perception of Country of Origin of Brand and Ethnocentrism. *Asian Academy of Management Journal*, 12 (1), 1-22.
- Zafer Erdogan, B., and Uz Kurt, C. (2010). Effects of Ethnocentric Tendency On Consumers' Perception of Product Attitudes for Foreign and Domestic Products. *Cross Cultural Management: An International Journal*, 17(4), 393-406.