TÜKETİCİ ZENOSENTRİZMİ: RSTUDIO ile BİBLİYOMETRİK ANALİZ[1]

CONSUMER XENOCENTRISM: BIBLIOMETRIC ANALYSIS with RSTUDIO

Pınar YÜRÜK-KAYAPINAR [iD] *

Öz

Bu çalışmanın amacı, sınırlı sayıda yayını olan consumer zenocentrism ile ilgili yapılan çalışmaların mevcut durumunu göstermek, metodolojik boyutunu incelemek, kavramın eğilimini ve gelecek yönlerini ortaya çıkarmaktır. Bu nedenle RStudio'da bibliometrix programında biblioshiny kullanılarak bibliyometrik analiz yapılmıştır. Kavramla ilgili 2013-2023 yılları arasında WoS ve Scopus veritabanlarındaki yayınlar incelenmiştir. Toplam 36 kaynaktan 49 doküman elde edilmiştir. Sonuçlar beş farklı düzeyde verilmiştir: documents, authors, affiliations, countries, sources. Sonuçlara göre, konuyla ilgili en yüksek çalışma 2022 yılında yapılmış, en yüksek ortalama atıf sayısı 2016 yılında yapılmıştır. En çok yayın yapan ve en çok atıf alan ülke USA; en yüksek atıf alan çalışma ise Journal of International Marketing dergisinde 2016 yılında yayınlanan Balabanis & Diamantopoulos çalışmasıdır. Xenocentrism/Xenocentric ile birlikte en çok kullanılan değişken etnosentrizm ve kosmopolitanizmdir. Kavramla ilgili yapılan çalışmaların neredeyse tamamı pazarlama alanında tüketici davranışı literatürü ile ilgilidir. Konuyla ilgili çalışmalarda özellikle son yıllarda bir artışın olduğu gözlenmiştir. Bu çalışmaların büyük bir kısmı nicel yönteme dayalıdır. Nitel yöntemlerle yapılan çalışmalara rastlanmamıştır. Bir diğer sonuç ise, bu veritabanlarında Türkiye'de yapılan bir çalışma bulunamamıştır.

Anahtar Kelimeler: Tüketici Yabancı Merkezciliği, Bibliyometrik Analiz, RStudio, Biblioshiny.

JEL Sınıflaması: M30, M31, M39.

Abstract

The aim of this study is to show the status of the publications on consumer xenocentrism, which has a limited number of publications, to examine the methodological dimension, to reveal the trend and future aspects of the concept. For this reason, bibliometric analysis was performed using biblioshiny in the bibliometrix program in RStudio. The publications on the concept in WoS and Scopus databases between the years 2013-2023 were examined. 49 documents were obtained from 36 sources. Results are given at five different levels: documents, authors, affiliations, countries, sources. According to the results, the highest number of studies on the subject was published in 2022 and the highest average number of citations was in 2016. The country with the most publications and the most cited country is USA; the most cited study is the Balabanis & Diamantopoulos study published in the Journal of International Marketing in 2016. Along with xenocentrism/xenocentric, the most frequently used variables are ethnocentrism and cosmopolitanism. Almost all the studies on the concept are related to the consumer behavior literature in the field of marketing. An increase has been observed in studies on the subject, especially in recent years. Most of these studies are based on the quantitative method. There are no studies with qualitative methods. Another result is that there is no study conducted in Turkey in these databases.

Keywords: Consumer Xenocentrism, Bibliometric Analysis, RStudio, Biblioshiny.

JEL Classification: M30, M31, M39.

* Dr. Öğr. Üyesi, Trakya Üniversitesi, Uzunköprü Uygulamalı Bilimler Yüksekokulu, pinaryuruk@trakya.edu.tr, *Edirne – Türkiye*, ORCID: 0000-0002-7460-6465

1. Introduction

"Why are foreign products much more attractive for some consumers?" This question is one of the most important questions to be asked to understand consumer behavior and psychology in marketing. The answer has to do with consumer centrism. As Prince et al (2016:715) states in his study, *"here"* (consumer ethnocentrism), *"there"* (xenocentrism) and *"everywhere"* (cosmopolitanism). These three basic concepts form the basis of consumer behavior and are key to explaining their behavior.

"Why consumers prefer foreign products even when domestic products are qualitatively and/or functionally similar or better?" (Mueller et al., 2015:74). Because some consumers feel more emotional intimacy with foreign cultures, have more admiration, and have more positive attitudes towards foreign products. For these consumers, their own culture, reference groups are worthless. Therefore, they tend to prefer foreign products/ideas/values while rejecting domestic products even if they are better. This behavior is explained by the concept of consumer xenocentrism in the consumer behavior literature. Providing a better understanding of the concept of xenocentrism, which has a limited number of studies, is important for determining the motivational sources that will direct consumers to this trend. For this reason, it is necessary to show where the concept is in the consumer behavior literature with studies.

The main aim of this study is to present the current state of knowledge of the concept of xenocentrism, to examine what are the concepts used together, to determine its methodological dimension and to explore the trend of scientific publications on the topic, unexplored knowledge, future directions, and implications, using multiple research questions. To achieve the aims of this study, answers to the following questions are sought:

- o   What is the trend of scientific publications on xenocentrism/xenocentric in this 10-year period from 2013 to 2023?
- o   What information has emerged from this trend? (Most preferred journals; productivity status of countries, journals, and authors; which authors collaborate the most, which keywords are used, and which concepts related to xenocentrism/xenocentric are used the most)
- o   What are the future directions of research on this subject?

To answer these questions, bibliometric analysis was conducted using the keywords xenocentrism/xenocentric. The results are presented at five different levels: documents, authors, affiliations, countries, sources. According to these levels, the total number of publications and citations, the number of publications, citations and H-indexes of the authors, the institutions to which these authors are affiliated, the countries where they are located and their total number of publications, the sources where the studies were published and the citation numbers of the sources, the most commonly used keywords and the relationship levels of these words with each other, the collaboration of the authors were analyzed separately and interpreted with figures, tables and graphs. Finally, the study concludes by explaining the findings, limitations and providing directions for future research.

2. Literature Review

2.1. Consumer Xenocentrism

In the context of consumer behavior, the individual's ability to achieve a positive self-image often results in the individual's feeling of belonging to a social group. The individual defends the similarities of any group he associates with himself or emphasizes the differences of the groups he does not particularly want to belong to. This behavior is reflected in their consumption habits, results in a tendency to consume/not consume, and provides the emergence of consumption centrism concepts. This general concept of consumer centricity consists of three basic identities. As Prince et al., (2016:715) stated, these three basic identities are explained by *"here"* (consumer ethnocentrism), *"there"* (xenocentrism) and *"everywhere"* (cosmopolitanism).

Consumer xenocentrism is a social construct that emerges from interactions between dissimilar cultures. Bilateral or multilateral social interactions between cultures lead to a tendency towards foreign values, traditions, fashion and products (Jiang & Christian, 2023:183). It was first defined by Kent & Burnight, (1951:256) as "*a view of things in which a group other than one's own is at the center of everything, and all other groups, including one's own, are scaled and rated with reference to it*". It is due to the fact that consumers feel worthless about their own culture and have more admiration for foreign cultures (Rojas-Méndez & Chapa, 2019:355). It is also defined as the consumer's tendency to purchase foreign products, brands and services due to her emotional attachment and admiration for a foreign culture (Cleveland & Balakrishnan, 2018:435). It is a social identity tendency in which an individual assumes the perspective of a different group, insults and rejects his or her own culture (Prince et al., 2016:717) to make product judgments, an individual tends to products outside of his/her own region or country, evaluates and grades products according to a foreign country rather than his/her own country, and prefers foreign products even if he/she finds domestic products similar or better than foreign products (Mueller et al., 2015:74-

75). Those who show these characteristics generally feel compelled to prefer different cultural communities (Venugopal et al., 2022:3). Therefore, consumer xenocentrism explains positive preferences for foreign products while explaining negative preferences for domestic products (Diamantopoulos et al., 2019:588). It can be thought of as the opposite of consumer ethnocentrism. These two concepts offer a critical insight into consumer behavior, especially in terms of preferring/not preferring domestic and foreign products. Therefore, the xenocentric feelings of a local consumer is an important strategy for positioning foreign brands in local markets (Cleveland & Balakrishnan, 2018:417; Rojas-Méndez & Kolotylo, 2022:210-211).

The trend towards global markets exporting super products and supported by the media, such as the United States, the United Kingdom, and Germany, provides the fermentation of xenocentrism (Venugopal et al., 2022:3). It is argued that a more positive approach to foreign products has been developed, especially in markets in developing countries (Batra et al., 2000:83-84; Laroche et al., 2005:97), which consumers use to indicate their social status (Craig et al., 2005; Steenkamp, 2001:38). This is because consumers in developing countries have a cultural admiration for developed countries, which they think have more comfortable living conditions (Areiza-Padilla & Cervera-Taulet, 2023:349).

3. Methodology

## 3.1. Aim, Sampling and Method of the Research

The aim of this study is to describe the literature on the concept of consumer xenocentrism, which is an important approach in the field of consumer behavior and expressed as foreign admiration. In addition, it is aimed to explore the structure and trends of publications on consumer xenocentrism. The findings to be obtained because of the analysis will reveal the status of countries, universities, journals, and authors in publications related to this concept. It will provide important information about new research areas and provide an overview for future studies. To achieve the aims of this study, answers to the following questions are sought:

- o What is the trend of scientific publications on xenocentrism/xenocentric in this 10-year period from 2013 to 2023?
- o What information has emerged from this trend? (Most preferred journals; productivity status of countries, journals, and authors; which authors collaborate the most; which keywords are used, and which concepts related to xenocentrism/xenocentric are used the most)
- o What are the future directions of research on this concept?

Bibliometric analysis, which is especially used to process large volumes of scientific data and to reveal topics with high research impact, has been frequently preferred in research in recent years (Donthu et al., 2021:285; Khan et al., 2021:296). With bibliometrics, the conceptual structures in the literature are shown on the main themes and trends, the intellectual structures on how the related studies affect the scientific concept, and the cooperation between the authors working in this field and the countries (Rodríguez-Soler et al., 2020:3). It is considered to be more advantageous than qualitative research, as it objectively presents statistical results drawn from scientific databases (Nerur et al., 2008:320). And this analysis is done using many programs such as VOSviewer, R package program, Gephi, Leximancer (Donthu et al., 2021:285). In this study, the bibliometrix program in RStudio and its extension biblioshiny were preferred. Because it is open source software, it includes all bibliometric analysis methods, especially mapping, it is flexible, and can be integrated with other statistical R program extensions (Seyhan & Özzeybek Taş, 2021:1570).

As a result of the literature review, it has been seen that there are very few studies on the concept of xenocentrism/xenocentric. It is a very new concept and needs to be explored. Because, to understand the consumer behavior towards foreign products in marketing, more research should be done. For this reason, not many restrictions were applied when extracting data from WoS and Scopus. The examination showed that there were no studies on the concept of xenocentrism/xenocentric before 2013. In studies before this date, the concept of foreign admiration was generally used. Therefore, this concept has a history of almost 10 years. The studies carried out in this process will constitute an important resource for future studies. In this research, the process of data collection and preparation for analysis is summarized in Figure 1.

Figure 1. Data Collection Process
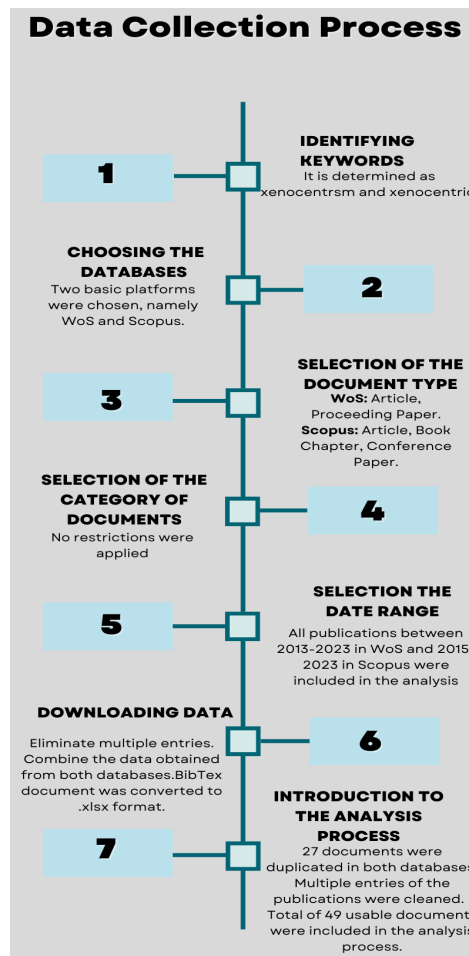
Sources: (Author's Elaboration)

o The first applied constraint is choosing the databases from which the data will be obtained. Two basic platforms were chosen, namely "*Web of Science (WoS) and Scopus*", which scan SSCI, SCI, ESCI, Scopus and ISI databases. Keywords as *"Xenocentrism" and "Xenocentric"* were entered separately on these platforms and the total number of documents on this subject was checked.

• All fields were selected, and a total of 37 documents, including xenocentrism: 35 and xenocentric: 2 documents in which the concept of xenocentric is used alone, were reached in WoS. In Scopus, a total of 39 documents were found, including xenocentrism: 37 and xenocentric: 2.

o The second step is the selection of the document type.

• When keywords are entered, article: 34 and proceeding paper: 3 were obtained in WoS; in Scopus, article: 33, book chapter: 5 and conference paper: 1 were accessed. There was no restriction on the document type, and all the found documents were included in the analysis.

o The third step is the selection of the category of documents.

• Since the number of data is small, no restrictions were applied. While the most publications were obtained from the Business: 19 documents in WoS, Business, Management and Accounting: 31 documents were obtained in Scopus.

o The fourth step is to select the date range.

• As mentioned above, xenocentrism/xenocentric is a new concept. When the studies are examined, it is seen that the publications started in WoS as of 2013 and in Scopus as of 2015. Therefore, no restriction was applied to the date range, and all publications between 2013-2023 in WoS and 2015-2023 in Scopus were included in the analysis.

After all the above steps were done:

o The data from WoS and Scopus was downloaded as a "BibTex" document. The "RStudio" program was used both to eliminate multiple entries, namely duplications, and to combine the data obtained from both

databases, and the data was converted to .xlsx (excel) format. When the data was entered into the RStudio program, 37 data downloaded from WoS and 39 data downloaded from Scopus were found to be usable. But it was seen that 27 documents were duplicated in both databases, and multiple entries of the publications were cleaned. And a total of *49 usable documents* were included in the analysis process.

3.2. Findings

A total of 49 documents from 36 sources, published between 2013 and 2023, were identified. When the Table 1 is examined, it is seen that the annual growth rate of 49 studies obtained from a total of 36 sources is 17.46%, the average age of the documents is 33.43, and the average citation per documents is 7.143. The total reference number of all the studies obtained is 3034. When we look at the content of the documents, it has been determined that the keywords plus derived by WoS and Scopus is 77 and the author's keywords is 165. 49 publications were written by a total of 99 authors, and a total of 8 of these publications were written by a single author. The number of co-authors per document is 2.65, and the rate of international co-authorships is 4.082%.

Table 1. Main Information about Data

Keywords Selection	Xenocentrism Xenocentric	
Data Preprocessing	Platform	WoS Scopus
	Date range	2013-2023
	Document Type	Article (38), Article: Early Access (2), Book Chapter (5), Conference Paper (1), Proceedings Paper (3).
	Categories of Documents — WoS	No Restriction
	Categories of Documents — Scopus	No Restriction
Total Numbers of	Sources	36
	Documents	49
	Annual Growth Rate %	17.46
	Document Average Age	33.43
	Average Citations Per Doc	7.143
	References	3034
Document Contents	Keywords Plus (Id)	77
	Author's Keywords (De)	165
Authors	Authors	99
	Authors Of Single-Authored Docs	8
Authors Collaboration	Single-Authored Docs	8
	Co-Authors Per Doc	2.65
	International Co-Authorships %	4.082
Analysis	Performance Analysis	Publication-related metrics, Citation-related metrics, Citation, and publication related metrics
	Scientific Mapping	Citation analysis, Co-citation analysis, Bibliographic coupling, Co-word analysis, Co-authorship analysis
	Network Analysis	Network metrics and visualization

Sources: (Author's Elaboration using Biblioshiny)

Bibliometric analysis was performed with the bibliometrix extension of the RStudio program with the 49 data obtained and the results are given at five different levels: documents, authors, links, countries, sources. According to these levels, the total number of publications and citations, the number of publications, citations and H-indexes of the authors, the institutions to which these authors are affiliated, the countries where they are located and their total number of publications, the sources where the studies were published and the citation numbers of the sources, the most commonly used keywords and the relationship levels of these words with each other, the collaboration of

the authors were analyzed separately and interpreted with figures, tables and graphs. Finally, the study concludes by explaining the findings, limitations and providing directions for future research.

Graphic 1 shows the total number of publications on xenocentrism/xenocentric, and their annual change between 2013 and 2023. In addition, the average number of citations per year is also shown.

Graphic 1. Distribution of Publications and Citations (2013-2023)
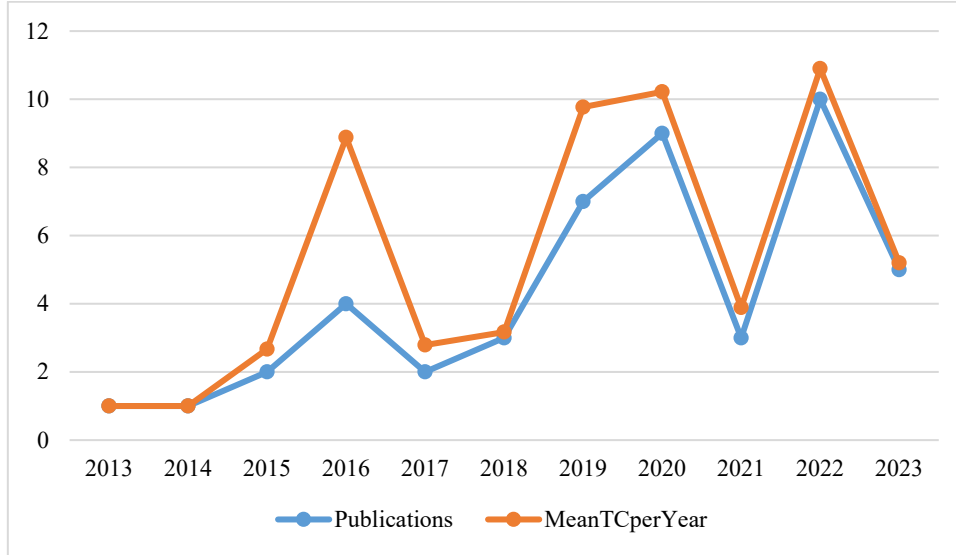
Sources: (Author's Elaboration using Biblioshiny)

When the publications in the WoS and Scopus databases on xenocentrism/xenocentric were examined, it was determined that the first publication was published in 2013. While only one publication was published in 2013 and 2014, 2 publications were published in 2015. Between 2016 and 2023, 4, 2, 3, 7, 9, 3, 10, 5 publications were published respectively. It is thought that this data will exceed the score of 2022 by the end of 2023. In this decade, there has been an ups and downs in the number of publications and average citations. Considering the average citation rates for each publication, the highest average in the last 10 years was in 2016 with 4.88 citations. Like the number of publications, there is a fluctuating course in the average number of citations per year.

Table 2 shows the authors of the publications distributed according to the years in Graphic 1. The productivity of the authors related to xenocentrism/xenocentric is discussed. The authors who published the most on these concepts were examined. The number of publications of the author in each year, the average number of citations per year and the H-indexes related to this subject are given.

Table 2. Number of Publications, Citations and H-Indexes of the Authors

Authors	Total Numbers of Publications	Total Numbers of Citations	H-Index of Authors
Arora, A.	6	15	4
Cleveland, M.	5	69	3
Prince, M.	4	42	1
Strehlau, V.	4	3	1
Rojas-Méndez, J.	3	10	1
Areiza-Padilla, J.	2	0	0
Balabanis, G.	2	113	2
Camacho, L.	2	7	1
Cervera-Taulet, A.	2	0	0
Chapa, S.	2	9	1

Sources: (Author's Elaboration using Biblioshiny)

Table 2 shows the productivity of the authors according to years. The author with the most publications on xenocentrism/xenocentric is A. Arora with a total of 6 publications. He first published 2 publications in 2018 and his 6 publications have a total of 15 citations. The author's H-index is 4. M. Cleveland, who made his first publication in 2016, follows in second place with a total of 5 publications. These 5 publications have a total of 69

citations. The H-index of this author is 3. In the third place is M. Prince with a total of 4 publications and 42 citations. The H-index of this author is 1. Among the publications on the subject, G. Balabanis is the author with the most citation. Both of his publications (Balabanis et al., 2019; Balabanis & Diamantopoulos, 2016) "were published in the "*Journal of International Marketing*" and the total number of citation is 113.

The results of the examination of the affiliations to which the authors are affiliated are given in Figure 2 and the change in the number of publications during the analyzed period is examined according to the number of documents. The 6 affiliations with the highest number of publications are shown.

Figure 2. Affiliations' Production over Time

Affiliation
— CARLETON UNIVERSITY
— KENT STATE UNIV
— SOUTHERN CONNECTICUT STATE UNIVERSITY
— THE UNIVERSITY OF WESTERN ONTARIO
— UNIVERSITY OF THE DISTRICT OF COLUMBIA
— UNIVERSITY OF WESTERN ONTARIO
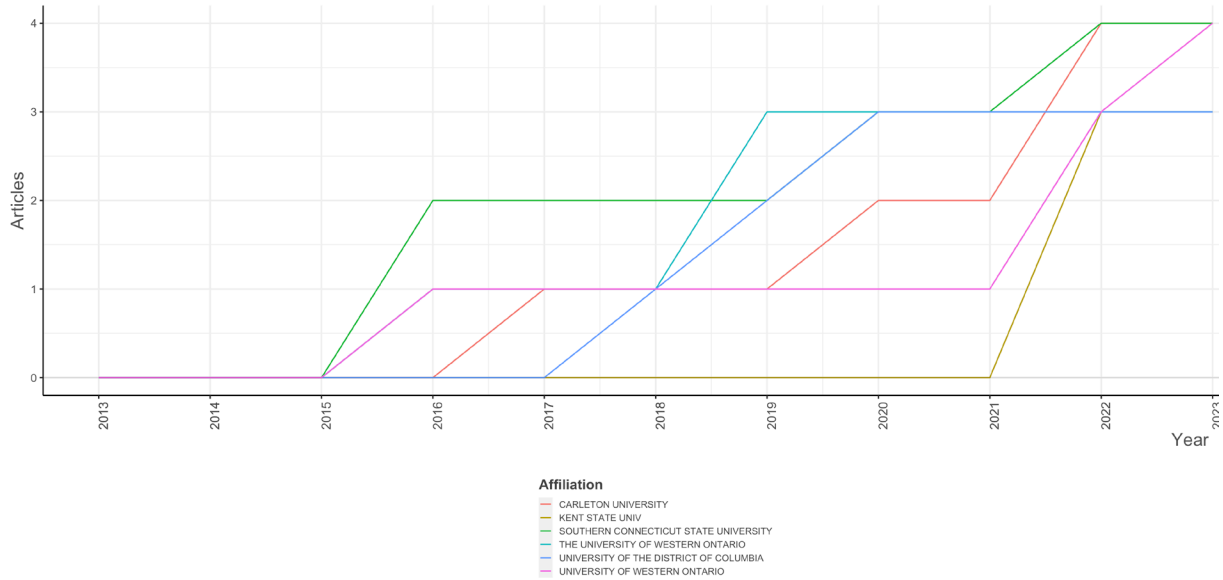
Sources: (Author's Elaboration using Biblioshiny)

When the data in Figure 2 are examined, it is observed that the 6 institutions that publish the most on the subject have increased their number of publications especially in recent years. With the increase in recent years, it is seen that the most productive institution is "*Southern Connecticut State University*", followed by "*The University of Western Ontario*".

Table 3 shows the countries where the authors are located, the number of publications per country and the total number of citations to these publications. The first 10 countries are shown.

Table 3. Numbers of Countries' Publications and Citations

Country	Frequency	Num. of Citation
USA	14	126
Brazil	7	9
Canada	5	40
China	5	19
India	3	1
Spain	3	0
Chile	2	6
Colombia	2	0
Pakistan	2	0
Poland	2	0

Sources: (Author's Elaboration using Biblioshiny)

The country with the highest number of publications is USA with a total of 14 publications. These publications have a total of 126 citation. Brazil follows in second place with a total of 7 publications and 9 citations. In third place, Canada has 5 publications and 40 citations. The ranking is based on the number of publications and the top

10 countries are shown. However, there are also countries with fewer publications but many citations. For example, there is only 1 study conducted in Austria, but this study has 36 citations.

One of the factors that make the concept stand out more academically is the sources where the relevant studies are published. Table 4 shows these sources and the number of publications on the concept in these sources. The first 10 sources are shown.

Table 4. Most Relevant Sources

Sources	Publications
Developments in Marketing Science: Proceedings of The Academy of Marketing Science	4
Journal of International Consumer Marketing	4
International Marketing Review	2
Journal of Business Research	2
Journal of Empirical Generalisations in Marketing Science	2
Journal of International Marketing	2
Journal of Risk and Financial Management	2
Revista Brasileira De Marketing	2
Sustainability (Switzerland)	2
Asia Pacific Journal of Marketing and Logistics	1

Sources: (Author's Elaboration using Biblioshiny)

When Table 4 is examined, it is seen that the highest number of publications are in the book titled "*Developments in Marketing Science: Proceedings of The Academy of Marketing Science* (Cleveland et al., 2023; Cleveland & Prince, 2016; Reyes-Mercado & Dávila, 2019; Rojas-Méndez & Chapa, 2017)" and "*Journal of International Consumer Marketing* (Cucato et al., 2023; Jiang & Christian, 2023; Kang et al., 2019; Porto da Rocha & Strehlau, 2020)". There were 4 publications in both sources. Considering the years of the publications, it is seen that publications have generally been made in recent years.

Knowing the most cited studies on the concept provides a better understanding of the concept and shows what the gaps in the literature are. It also constitutes a source for future studies. The number of citations is an important measure of the impact of publications. Because the number of citations indicates that the studies provide high quality information. For this reason, the table below shows what these studies are and their citation density. The top 10 most cited studies are shown.

Table 5. Most Global Cited Documents

Most Global Cited Documents (Top 10)	Total citations	Total citation per year
Balabanis, G., & Diamantopoulos, A. (2016). Consumer xenocentrism as determinant of foreign product preference: A system justification perspective. *Journal of International Marketing*, *24*(3), 58-77.	83	10,38
Prince, M., Davies, M. A., Cleveland, M., & Palihawadana, D. (2016). Here, there and everywhere: A study of consumer centrism. *International Marketing Review*, *33*(5), 715-754.	42	5,25
Mueller, R. D., Wang, G. X., Liu, G., & Cui, C. C. (2015). Consumer xenocentrism in China: an exploratory study. *Asia Pacific Journal of Marketing and Logistics*, *28*(1), 73-91.	31	3,88
Balabanis, G., Stathopoulou, A., & Qiao, J. (2019). Favoritism toward foreign and domestic brands: a comparison of different theoretical explanations. *Journal of International Marketing*, *27*(2), 38-55.	30	6,00
Diamantopoulos, A., Davydova, O., & Arslanagic-Kalajdzic, M. (2019). Modeling the role of consumer xenocentrism in impacting preferences for domestic and foreign brands: A mediation analysis. *Journal of Business Research*, *104*, 587-596.	25	5,00
Cleveland, M., & Balakrishnan, A. (2018). Appreciating vs venerating cultural outgroups: The psychology of cosmopolitanism and xenocentrism. *International Marketing Review*, *36*(3), 416-444.	23	4,60

Lee, Y. L., Jung, M., Nathan, R. J., & Chung, J. E. (2020). Cross-national study on the perception of the Korean wave and cultural hybridity in Indonesia and Malaysia using discourse on social media. *Sustainability*, *12*(15), 6072.	14	3,50
Gaur, S. S., Bathula, H., & Diaz, C. V. (2015). Conceptualising the influence of the cultural orientation of Latin Americans on consumers' choice of US brands. *European Business Review*, *27*(5), 477-494.	12	1,33
Riefler, P. (2017). Positive and negative sentiments towards other nations. *Cross cultural issues in consumer science and consumer psychology: Current perspectives and future directions*, 89-109.	11	1,57
Kang, I., Son, J., & Koo, J. (2019). Evaluation of culturally symbolic brand: The role of "fear of missing out" phenomenon. *Journal of international consumer marketing*, *31*(3), 270-286.	10	2,00

Sources: (Author's Elaboration using Biblioshiny)

The most cited study on xenocentrism/xenocentric is the study of Balabanis & Diamantopoulos, (2016) published in the "*Journal of International Marketing*" with a total of 83 citations. This study aims to develop a scale for consumer xenocentrism by considering system justification theory. This scale is developed to explain consumers' preferences towards foreign products. Therefore, it is a source study to understand consumers' tendency to purchase foreign products.

The second most cited study on the subject is Prince et al., (2016). The study received a total of 42 citations and was published in the journal "*International Marketing Review*". This study tests the relationship between ethnocentrism, xenocentrism and cosmopolitanism. The effects of these three concepts on consumer preferences are examined. In this study conducted on British and American consumers, a negative relationship was found between ethnocentrism and xenocentrism, and between ethnocentrism and cosmopolitanism, while a positive relationship was found between xenocentrism and cosmopolitanism.

The third most cited study is Mueller et al., (2015)) with a total of 31 citations and was published in the journal "*Asia Pacific Journal of Marketing and Logistics"*, In this study, the main purpose is to examine why consumers turn to foreign products even when local products are better than foreign products, that is, to investigate consumer xenocentrism behavior. This study, which includes literature review and focus group interviews, was applied to Chinese consumers. According to the results, consumer xenocentrism is much more common especially among the new emerging wealthy classes, younger consumers, and the local elite. Chinese consumers prefer foreign (Western) products much more.

The WordCloud and TreeMap in Figure 3 and Figure 4 show how often the author keywords are used in the documents, that is, the most studied variables, the direction the subject is going and the opportunities to be used in future studies. The sizes of words in WordCloud are directly proportional to the frequency they are used in studies. The largest sized words are the words most frequently used in publications on the subject. While performing the analysis, the authors' keywords were selected.
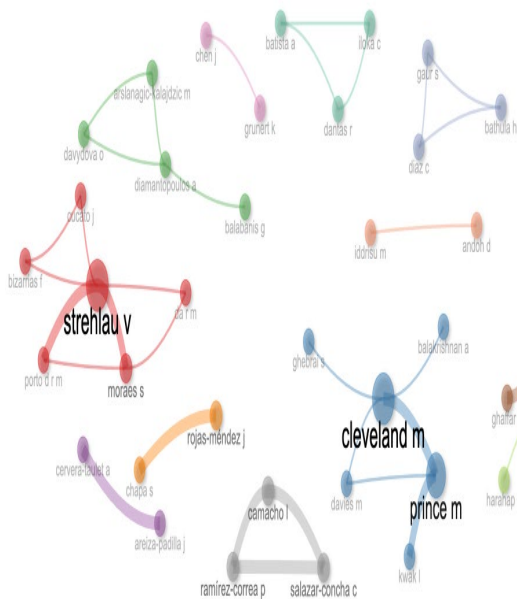
Figure 3. WordCloud

Sources: (Author's Elaboration using Biblioshiny)

Figure 4. Word TreeMap

Sources: (Author's Elaboration using Biblioshiny)

As seen in Figure 3 and Figure 4, ethnocentrism was the most used variable in studies on xenocentrism/xenocentric. This subject, which is included in a total of 15 studies, expresses a concept that is the exact opposite of xenocentrism. It defends nationality and locality. Along with this concept, another variable most used in studies is the concept of cosmopolitanism. This subject, which is used together in a total of 8 studies, is a concept that, unlike xenocentrism, does not consider the differences between people in the world and advocates that everyone is equal and "world citizen". Apart from these, xenocentrism/xenocentric was used together with purchase intention 4 studies, globalization, identity, national identity, patriotism 3 studies. In addition, the concepts of social media, nationalism, eco-label, brand image, consumer affinity, consumer disidentification, word-of-mouth were used together twice in different studies. The analysis of the most frequently used words in the studies provides important information for future studies and guides the authors. It shows both the gaps in the topic and reveals which concepts the topic is focused on.

Figure 5 shows the relevance of author keywords to each other. The size of the labels indicates a higher level of relevance or occurrence, while the similar color of the labels indicates that they are in the same word set. Authors' keywords were selected for the analysis.

Figure 5. Co-Occurrence Network

Sources: (Author's Elaboration using Biblioshiny)

Co-occurrence network analysis based on the authors' keywords reveals the variables used together with the concepts of xenocentrism/xenocentric and the level of relevance of these variables to each other. Considering the label color and size, it is seen that the most used and related concepts together with xenocentrism are ethnocentrism

and cosmopolitanism. When the red label concepts are examined, it is seen that the concepts of xenocentrism, eco label, sustainable consumption behavior and consumer ethnocentrism are used in the same study. This study was conducted on 343 Pakistani consumers in 2023 using the Smart PLS program. The study shows that xenocentrism is an emerging behavior among Pakistani consumers. It was also found by the authors that a high degree of environmental concern and trust on sustainable producers are antecedents of consumer xenocentrism that leads to sustainable consumption behavior (Ghaffar et al., 2023). Another relationship is the study that tests the relationships of orange labeled concepts consisting of social media, social spatial imagery, word-of-mouth variables. This study was conducted to test the social media-based interrelationships of these concepts. The comparison of participants in developed economies with 1240 participants and emerging economies with 1176 participants was made by multi-group analysis. According to the results obtained, low power distance (PD), individualistic and masculine cultures exhibit strong and positive relationships between consumer xenocentrism and negative electronic word of mouth; revealed that high PD strengthens positive relationships between collectivist and less masculine (or feminine) cultures, alienation, and positive electronic word of mouth (Arora et al., 2019). The words and their relationships in Figure 5 guide future studies on xenocentrism/xenocentric. It provides important information to enrich the authors' studies.

In Figure 6 and Figure 7, the collaboration network and common citation networks are shown according to the authors' keywords. Collaboration network analysis highlights who the authors study with on these concepts, while the Co-Citation Network shows how much the authors' study is cited. The larger the label size and the thicker the line, the stronger and more intense the bibliometric relationship between two authors or two studies. The label node size indicates the extent to which a study is cited in common with other studies. The larger the node, the more connections the study has (Tang et al., 2021).

Figure 6. Collaboration Network of Authors	**Figure 7.** Co-Citation Network of Authors
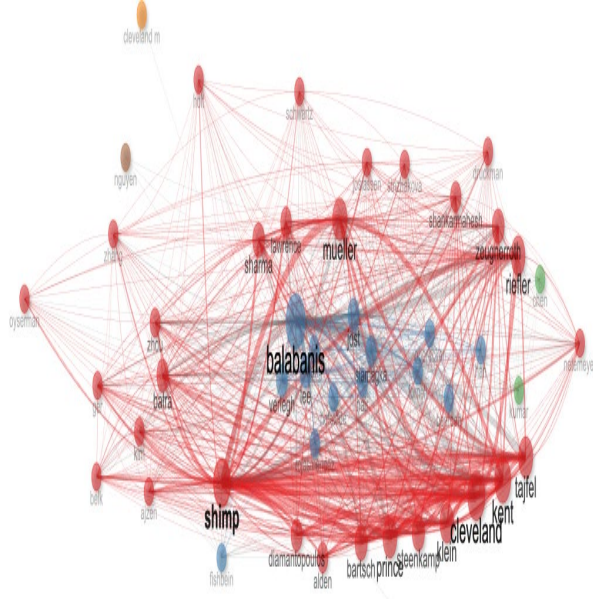
Sources: (Author's Elaboration using Biblioshiny)

When Figure 6 is examined, it is seen that authors who have publications together. According to the label node size and the thickness of the lines, the joint work of M. Cleveland and M. Prince titled "*Here, There and Everywhere: The Polycentric Consumer*" (Cleveland & Prince, 2016) was examined. It is seen that S. S. Gaur, H. Bathula and C. V. Diaz jointly conducted the study titled "*Conceptualising the influence of the cultural orientation of Latin Americans on consumers' choice of US brands*" (Gaur et al., 2015). Similarly, it is possible to say that A. Diamantoloulos, O. Davydova and M. Arslanagic-Kalajdzic (Diamantopoulos et al., 2019) carried out the study titled "*Modeling the role of consumer xenocentrism in impacting preferences for domestic and foreign brands: A mediation analysis*". Figure 7 shows the citation network of the authors' studies. Considering the label node size, it is seen that Shimp, Balabanis and Cleveland have the highest number of citations and links in their separate studies.

4. Conclusions and Future Directions

The main aim of the study is to present the current state of knowledge of the concept of xenocentrism, to examine what the concepts are used together, to determine its methodological dimension and to investigate the trend of scientific publications on the subject, unexplored information, future directions, and implications by using multiple research questions. This study provided a broad understanding of the bibliometric variables related to this concept. It constitutes a timely and beneficial examination of the current state and scientific progress of xenocentrism, which is a new concept and an increasing subject of study in recent years. Additionally, the study highlights unexplored issues that can be further explored by researchers and addressed from the policymaking and management perspectives of businesses.

When the results are examined, this concept, which has a very limited number of publications, constitutes an important field of study in the field of social sciences, especially with the increase in publications in marketing in recent years. It is seen that most of the studies, especially the most cited studies, are the journals in the field of marketing and focus on consumer behavior. Also, according to the results, with a more detailed examination, it has been determined that the consumer's buying behavior of domestic and foreign products, their relations with ethnocentrism, cosmopolitanism constitute the main research area. Studies have also used this concept as a cultural symbol. For many consumers, purchasing foreign products is a sign of social status. Because the concept plays a very important role in explaining the tendency among consumers to belong or feel belonging to a particular cultural community.

Another important result is that almost all the studies on this concept are quantitative research. It is necessary to benefit from qualitative research to fully understand what the concept is and specially to reveal its cultural aspect more clearly. In fact, the concept will be understood much better with hybrid studies in which qualitative and quantitative are used together.

In addition, another important result is the scarcity of studies on this subject in Turkey. In fact, no studies conducted in Turkey were found in the databases scanned. However, there are many consumers in our country who prefer and buy foreign products rather than domestic products, especially in certain product categories. It is an issue that needs to be examined.

At a more macro level, the temporal and spatial variations underpinning the emergence of consumer xenocentric segments should be included in research. Differences between countries, differences between regions within countries, and the motivations for these differences will provide important findings in the literature. It will also provide guidance to businesses that are or will be conducting international marketing activities.

It is thought that future studies will focus more on this concept. In particular, the motivation sources of consumers' xenocentricity will benefit business managers by contributing important information about consumers. In addition, this analysis provides important information for researchers. The points that the research has not addressed have been identified in this study. For this reason, it guides and enlightens new studies that will support the development of the concept. Researchers can also benefit from this analysis and the integration of multidisciplinary fields in their future studies.

A bibliometric approach is a descriptive approach. It may lack some content. Therefore, a further and deeper analysis can provide a full explanation of the concept. With this study, researchers can design strategies that focus on emerging issues that have received little attention in previous research (as demonstrated by the data visualization in this study). Additionally, further analysis may identify why other disciplines are not doing work in this area. They can also find the most effective publications, authors, and journals to identify research gaps and new insights in this area.

References

AREIZA-PADILLA, J. A., and CERVERA-TAULET, A. (2023). Consequences of Xenocentrism and Ethnocentrism on Brand Image of Starbucks: Moderating Effects of National Culture and Perceived Brand Globalness between Colombia and Spain. *Cross Cultural & Strategic Management*, *ahead-of-print*(ahead-of-print). https://doi.org/10.1108/CCSM-03-2022-0050

ARORA, A. S., ARORA, A., and TARAS, V. (2019). The Moderating Role of Culture in Social Media-Based Spatial Imagery, Consumer Xenocentrism, and Word-of-Mouth for Global Virtual Teams. *International Journal of Cross Cultural Management*, *19*(2), 160–193. https://doi.org/10.1177/1470595819856379

BALABANIS, G., and DIAMANTOPOULOS, A. (2016). Consumer Xenocentrism as Determinant of Foreign Product Preference: A System Justification Perspective. *Journal of International Marketing*, *24*(3), 58–77. https://doi.org/10.1509/jim.15.0138

BALABANIS, G., STATHOPOULOU, A., and QIAO, J. (2019). Favoritism Toward Foreign and Domestic Brands: A Comparison of Different Theoretical Explanations. *Journal of International Marketing*, *27*(2), 38–55. https://doi.org/10.1177/1069031X19837945

BATRA, R., RAMASWAMY, V., ALDEN, D. L., STEENKAMP, J.-B. E. M., and RAMACHANDER, S. (2000). Effects of Brand Local and Nonlocal Origin on Consumer Attitudes in Developing Countries. *Journal of Consumer Psychology*, *9*(2), 83–95. https://doi.org/10.1207/S15327663JCP0902_3

CLEVELAND, M., and BALAKRISHNAN, A. (2018). Appreciating vs. Venerating Cultural Outgroups: The Psychology of Cosmopolitanism and Xenocentrism. *International Marketing Review*, *36*(3), 416–444. https://doi.org/10.1108/IMR-09-2018-0260

CLEVELAND, M., GHEBRAI, S., and MALIK, P. (2023). Within and between Two Worlds: Mixed-Ethnic Identity Scale Development and Nomological Validity: An Abstract. In B. Jochims & J. Allen (Eds.), *Optimistic Marketing in Challenging Times: Serving Ever-Shifting Customer Needs* (pp. 379–380). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-24687-6_160

CLEVELAND, M., and PRINCE, M. (2016). Here, There and Everywhere: The Polycentric Consumer. In M. D. Groza & C. B. Ragland (Eds.), *Marketing Challenges in a Turbulent Business Environment* (pp. 647–648). Springer International Publishing. https://doi.org/10.1007/978-3-319-19428-8_155

CRAIG, C., GREENE, W., and DOUGLAS, S. (2005). Culture Matters: Consumer Acceptance of U.S. Films in Foreign Markets. *Journal of International Marketing*, *13*(4), 80–103. https://doi.org/10.1509/jimk.2005.13.4.80

CUCATO, J. da S. T., BIZARRIAS, F. S., STREHLAU, V. I., ROCHA, T., and SILVA, D. (2023). Xenocentrism, Ethnocentrism, and Global Culture Influence on Consumer Preference for Global and Local Brands. *Journal of International Consumer Marketing*, *35*(3), 351–366. https://doi.org/10.1080/08961530.2022.2109231

DIAMANTOPOULOS, A., DAVYDOVA, O., and ARSLANAGIC-KALAJDZIC, M. (2019). Modeling the Role of Consumer Xenocentrism in Impacting Preferences for Domestic and Foreign Brands: A Mediation Analysis. *Journal of Business Research*, *104*, 587–596. https://doi.org/10.1016/j.jbusres.2018.12.007

DONTHU, N., KUMAR, S., MUKHERJEE, D., PANDEY, N., and LIM, W. M. (2021). How to Conduct A Bibliometric Analysis: An Overview and Guidelines. *Journal of Business Research*, *133*, 285–296. https://doi.org/10.1016/j.jbusres.2021.04.070

GAUR, S. S., BATHULA, H., and DIAZ, C. V. (2015). Conceptualising the Influence of the Cultural Orientation of Latin Americans on Consumers' Choice of US Brands. *European Business Review*, *27*(5), 477–494. https://doi.org/10.1108/EBR-03-2013-0061

GHAFFAR, A., ZAHEER, Z. S. S., and ISLAM, T. (2023). An Investigation of Sustainable Consumption Behavior: The Influence of Environmental Concern and Trust in Sustainable Producers on Consumer Xenocentrism. *Management of Environmental Quality: An International Journal*, *34*(3), 771–793. https://doi.org/10.1108/MEQ-05-2022-0153

JIANG, C., and CHRISTIAN, R. G. (2023). A Conceptual Model Exploring the Emergence of Consumer Xenocentrism: The Role of Antecedents and Disidentification. *Journal of International Consumer Marketing*, *35*(2), 180–193. https://doi.org/10.1080/08961530.2022.2078756

KANG, I., SON, J., and KOO, J. (2019). Evaluation of Culturally Symbolic Brand: The Role of "Fear of Missing Out" Phenomenon. *Journal of International Consumer Marketing*, *31*(3), 270–286. https://doi.org/10.1080/08961530.2018.1520670

KENT, D. P., and BURNIGHT, R. G. (1951). Group Centrism in Complex Societies. *American Journal of Sociology*, *57*(3), 256–259.

KHAN, M. A., PATTNAIK, D., ASHRAF, R., ALI, I., KUMAR, S., and DONTHU, N. (2021). Value of Special Issues in the Journal of Business Research: A Bibliometric Analysis. *Journal of Business Research*, *125*, 295–313. https://doi.org/10.1016/j.jbusres.2020.12.015

LAROCHE, M., PAPADOPOULOS, N., HESLOP, L. A., and MOURALI, M. (2005). The Influence of Country Image Structure on Consumer Evaluations of Foreign Products. *International Marketing Review*, *22*(1), 96–115. https://doi.org/10.1108/02651330510581190

MUELLER, R. D., WANG, G. X., LIU, G., and CUI, C. C. (2015). Consumer Xenocentrism in China: An Exploratory Study. *Asia Pacific Journal of Marketing and Logistics*, *28*(1), 73–91. https://doi.org/10.1108/APJML-11-2014-0158

NERUR, S. P., RASHEED, A. A., and NATARAJAN, V. (2008). The Intellectual Structure of the Strategic Management Field: An Author Co-Citation Analysis. *Strategic Management Journal*, *29*(3), 319–336. https://doi.org/10.1002/smj.659

PORTO DA ROCHA, M. B., and STREHLAU, V. I. (2020). Choosing Identity in the Global Cultural Supermarket: The German Consumption of the Afro-Brazilian Capoeira. *Journal of International Consumer Marketing*, *32*(3), 194–209. https://doi.org/10.1080/08961530.2019.1671294

PRINCE, M., DAVIES, M. A. P., CLEVELAND, M., and PALIHAWADANA, D. (2016). Here, There and Everywhere: A Study of Consumer Centrism. *International Marketing Review*, *33*(5), 715–754. https://doi.org/10.1108/IMR-06-2014-0205

REYES-MERCADO, P., and DÁVILA, D. (2019). A Framework on the Impact of Protectionist Discourse on Cross-Border Consumption: Is Trump to Be Blamed? An Abstract. In P. Rossi & N. Krey (Eds.), *Finding New Ways to Engage and Satisfy Global Customers* (pp. 865–866). Springer International Publishing. https://doi.org/10.1007/978-3-030-02568-7_238

RODRÍGUEZ-SOLER, R., URIBE-TORIL, J., and DE PABLO Valenciano, J. (2020). Worldwide Trends in the Scientific Production on Rural Depopulation, A Bibliometric Analysis Using Bibliometrix R-Tool. *Land Use Policy*, *97*, 104787. https://doi.org/10.1016/j.landusepol.2020.104787

ROJAS-MÉNDEZ, J. I., and CHAPA, S. (2017). Rescuing Xenocentrism: The Missing Construct in Consumer Behavior—An Abstract. In M. Stieler (Ed.), *Creating Marketing Magic and Innovative Future Marketing Trends* (pp. 1089–1089). Springer International Publishing. https://doi.org/10.1007/978-3-319-45596-9_200

ROJAS-MÉNDEZ, J. I., and CHAPA, S. (2019). X-Scale: A New Scale to Measure Consumer Xenocentrism. *Marketing Intelligence & Planning*, *38*(3), 354–368. https://doi.org/10.1108/MIP-01-2019-0062

ROJAS-MÉNDEZ, J. I., and KOLOTYLO, J. (2022). Why Do Russian Consumers Prefer Foreign-Made Products and Brands? *Journal of Global Marketing*, *35*(3), 208–227. https://doi.org/10.1080/08911762.2021.1968555

SEYHAN, F., and ÖZZEYBEK TAŞ, M. (2021). Sağlik Turizmi Konusunda Yapilan Çalişmalarin "R Tabanli" Bibliyometrix Analizi. *Social Sciences Studies Journal*, *7*(81), 1569–1586. https://doi.org/10.26449/sssj.3117

STEENKAMP, J. E. M. (2001). The Role of National Culture in International Marketing Research. *International Marketing Review*, *18*(1), 30–44. https://doi.org/10.1108/02651330110381970

TANG, K.-Y., CHANG, C.-Y., and HWANG, G.-J. (2021). Trends in Artificial Intelligence-Supported E-Learning: A Systematic Review and Co-Citation Network Analysis (1998–2019). *Interactive Learning Environments*, 1–19. https://doi.org/10.1080/10494820.2021.1875001

VENUGOPAL, V., MATA, M. N., ILOKA, C. B., DANTAS, R. D., BATISTA, A., RITA, J. X., and MARTINS, J. M. (2022). Xenocentrism and Consumer Buying Behavior: A Comparative Analysis of Malaysian vs. Nigerian Consumers. *Journal of Risk and Financial Management*, *15*(2), Article 2. https://doi.org/10.3390/jrfm15020058