

## THE EFFECT OF ETHNOCENTRIC TENDENCY ON BUYING BEHAVIOUR IN TERMS OF CONSUMERS' SELF-PERCEPTION AND ETHNICITY: SAMPLE OF TURKEY

### ETNOSENTRİK EĞİLİMİN TÜKETİCİLERİN BENLİK ALGILARI VE ETNİK KÖKENLERİ BAKIMINDAN SATIN ALMA DAVRANIŞINA ETKİSİ: TÜRKİYE ÖRNEĞİ

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#### Abstract

The purpose of the authors in this study was to analyze to what extent consumers' sense of self and their ethnic origins influence their intentions of buying domestic products through the concept of ethnocentrism. For this purpose, data were collected from a total of 832 participants from 32 cities in Turkey by means of questionnaire. According to the results of this study, CETSCORE was found as 47,4. According to the results of the data analysis conducted, the authors concluded that there was a significant association between consumers' sense of self, ethnic origin, their intentions of buying domestic products and their ethnocentric tendency. This study is of great importance since it is the first study to discuss the effect of the variables of ethnicity and sense of self on consumer ethnocentrism and since it is the most extensive study including 32 cities about the ethnocentric tendencies of consumers living in Turkey. In addition, another significance of the study is that it is the first study to include 10 different ethnicity and to measure the ethnocentric tendencies of these ethnicities.

**Keywords:** Consumer ethnocentrism, sense of self, CETSCALE, ethnicity

**JEL Classification:** M30, M31

#### Öz

Bu çalışmada yazarlar, tüketici etnosentrizmi kavramının aracılığında tüketicilerin benlik algılarının ve etnik kökenlerinin yerli ürün satın alma niyetlerini etkileme derecelerini incelemeyi amaçlamışlardır. Bu

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**To cite this article:** Özden, A.T. & Eser, Z. (2019). The Effect of ethnocentric tendency on buying behaviour in terms of consumers' self perception and ethnicity: Sample of Turkey. Journal of Research in Business, 4(2), 124-146.

amaçla Türkiye'de 32 şehirden, toplam 832 katılımcıdan anket yöntemiyle veri toplanmıştır. Bu araştırma sonucuna göre CETSCORE 47,4 çıkmıştır. Yazarlar, yapılan veri analizi sonucunda tüketicilerin benlik algıları, etnik kökenleri, yerli ürün satın alma niyetleri ve etnosentrik eğilimleri arasında anlamlı ilişki olduğu sonucuna varmıştır. Bu çalışma, etnik köken ve benlik algısı değişkenlerinin tüketici etnosentrizmi üzerindeki etkisini ilk ele alan çalışma olması ve Türkiye'de yaşayan tüketicilerin etnosentrik eğilimleri ile ilgili 32 şehiri kapsayan en geniş kapsamlı araştırma olması nedenleriyle büyük önem taşımaktadır. Ayrıca 10 farklı etnik kökenin araştırma kapsamına alındığı ve bu etnik kökenden olan tüketicilerin etnosentrik eğilimlerinin ölçüldüğü ilk araştırma olması araştırmanın diğer önemini teşkil etmektedir.

**Anahtar Kelimeler:** Tüketici etnosentrizmi, benlik algısı, CETSCALE, etnik köken.

**JEL Sınıflaması:** M30, M31.

## 1. Introduction

While the businesses today have the chance to transmit their goods and services to all the regions in the world, consumers have a chance to assess the alternatives within a wide range of products. Within all this variety, sometimes consumers can be prejudiced while assessing a product and can only pay attention to a product's being manufactured by a domestic business, regardless of its quality or the comfort it provides. This situation appears as "consumer ethnocentrism" as a result of the researches conducted in literature.

This study was conducted to understand in what ways consumer ethnocentrism affects the buying intentions of consumers living in Turkey who are from 32 different cities and different ethnicities. Turkey is one of the countries in which consumers with very different ethnicities live together. When studies conducted in literature were reviewed, it was found that there were no studies about consumer ethnocentrism in literature which included the 10 different ethnicities within the context of this study. Thus, the study conducted also aims to show these consumers' sense of self by including the measurement of the ethnocentric tendencies of consumers from each ethnicity. Finally, the basis of the study is the fact that there are no previous studies conducted about the association between sense of self and ethnicity and in what ways ethnicity and sense of self influence consumers' ethnocentric tendencies. Consumer ethnocentrism, which is the basic concept on the issue, was measured with CETSCALE in this study. Shimp and Sharma (1987) developed consumer ethnocentric tendency scale CETSCALE in order to measure the tendencies of American consumers to buy foreign products. This scale does not measure consumers' feelings, that is, attitudes towards any foreign product, but it measures consumers' feelings which will show their behaviors towards all foreign products, that is, their tendencies (Eroğlu and Sarı, 2011). Indeed, after Shimp and Sharma (1987), a great number of studies conducted in different cultures and demographic characteristics measured consumers' ethnocentric tendencies with CETSCALE and showed that the scale could maintain its international validity (Asil and Kaya, 2013).

The concept of consumer ethnocentrism was first put forward in literature in a study published by Shimp and Sharma in 1987 (Herche, 1992). However, the fact that the concept and the issue are new does not mean that consumers' ethnocentric tendencies are also new. Within this context, in studies conducted on ethnocentrism, the subject also guides businesses in terms of the effect of consumer

ethnocentrism on product preferences and buying decisions in the light of the data provided by demographic factors. When the literature about consumer ethnocentrism is reviewed, the size of samples on the measurement of ethnocentric tendency appears as a limitation in a great number of studies. This study will remove this limitation relatively. It is thought that the extensive sample of the study which includes a total of 32 cities in Turkey will make a great contribution to literature. Another significance of the study is the fact that the study be a guide in helping businesses in Turkey to determine their marketing strategies since it measures the attitudes of consumers in Turkey for domestic and foreign products in Turkey and due to the fact that it will be able to contribute to businesses in choosing their target markets by analyzing the ethnocentric tendency degrees of consumers. In terms of having a competition advantage against their rivals in the market, knowing about the ethnocentric tendencies of consumers they are aiming at and the location they will deploy is very important in terms of the continuity of the businesses and their being able to survive. Within this context, it is believed that the study will shed a light on both academics and also practitioners.

Recent studies have shown that in the buying decisions of consumers, their ethnocentric tendencies, past and present characteristics in the geography they live in and their ethnicity play a big role. Indeed, it can be said that blood relation, being a member of an ethnicity and culture create a feeling of belonging in individuals and their loyalty to the group they belong in is fed by a nationalist spirit. It can be said that globalization causes an increase in nationalist feelings of consumers with the importance of ethnicity. It is thought that consumers who are loyal to their ethnicity can show different attitudes in domestic or foreign product buying by acting with nationalist feelings. It has also been found that the effects of nationalistic feelings on consumers' buying process, in which different parameters play a role and which have increased as a result of anti-globalization that has gradually become more widespread in Turkey, cannot be ignored. Thus, the objective of this study is to find out whether consumers living in Turkey, who are very different in terms of ethnicity, show differences in terms of the ethnocentric tendencies of consumers.

Another issue is to find out to what extent consumers' ethnicity influences their sense of self and therefore to what extent their sense of self influences their intentions of buying and their ethnocentric tendencies. The basis of consumer ethnocentrism is an individual's loyalty to the group s/he belongs to and the individual's assessments of the "others" who are from an outer group according to his/her own group. Individual knows himself/herself and his/her environment through social classification. Thus, through social classifications such as nationality, ethnicity, race, religion and gender, the individual meets his/her need to view himself/herself stronger and in a higher status. This situation which shows the significance of loyalty to inner group can be seen in consumers' behaviors of not buying foreign products.

Indeed, it has been seen that consumers who need to fit in with social norms also have negative feelings for foreign products (Supphellen and Ritenburg, 2001). In this case, it can be said that not buying foreign products raises consumers' feelings of belonging to a group and that with the symbolic meanings they allocate to products, they experience a sense of self with which they feel stronger. For these reasons, including in the research whether consumers' sense of self differs in terms of the

ethnicity they belong in, and which ethnicity and ethnocentric tendencies are influenced by in-group feelings of belonging is important in terms of understanding consumers and their buying behaviors.

## **2. Literature Review**

This part of the study gives a brief summary of the literature on consumer ethnocentrism and the association between consumer ethnocentrism and sense of self, ethnicity and buying intentions.

### **2.1. Consumer Ethnocentrism**

According to Sumner (1906), ethnocentrism is the technical name for people's placing their own groups in the centre of everything. Thus, ethnocentrism divides the world in two camps and the groups consider each other as either "friends" or "enemies", to elicitize and favour their own group and despise the other group (Kinder and Kam 2012). Shimp (1984) stated that consumer ethnocentrism was the way of thinking that the products of a consumer's country are superior to foreign country products. Thus, a consumer's ethnocentric tendency represents his/her attitudes about buying products produced in foreign countries. Consumer ethnocentrism provides an individual an insight about which buying behaviors are acceptable or unacceptable for the group in addition to the feelings of identity and belonging (Shimp and Sharma, 1987).

A consumer who has ethnocentric tendency can be prejudiced since s/he believes in his/her superiority in addition to the superiority of domestic products (Bozyiğit and Akkan 2011). This prejudice of ethnocentric consumer is supported with the belief that the products produced in his/her country are the best, in addition to his/her feelings of despising against the foreign product. In consumer ethnocentrism, which helps to predict consumers' buying intention, attitude and belief, it can be seen that nationalist feelings influence buying behaviors while buying products (Spillan, Küçükemiroğlu and Mayolo, 2006). For these reasons, a consumer who has prejudices against foreign products can show a tendency not to buy foreign products. It can be said that a consumer who does not have ethnocentric tendency does not have these prejudices.

### **2.2. The Association between Consumer Ethnocentrism and Ethnicity**

Individuals build their identities with the culture they belong to, social living area, historical basis, individual relations, in short with their habitat. Thus, it can be said that conditions which change habitat such as globalization and technological innovations are effective on individuals' identities and thus on their behaviors. Considering that buying behaviour is a part of human behaviour, it can be said that an individual's ethnicity influences his/her buying behaviour, thus his/her ethnocentric tendency.

The results of studies examining the association between consumer ethnocentrism and ethnicity are different. In a study they conducted, Laroche, Papadopolous, Heslop and Bergeron (2002) found that Canadians who spoke English were more inclined to buy English products, while Canadians

who spoke French were more inclined to buy French products. This result shows that generally consumers' feelings of belonging to a country did not break and that they preferred to buy the products of their own country. Results of studies which analyze the association between consumer ethnocentrism are different. In their study, Zarkada-Fraser and Fraser (2002) stated that minorities were more positive on foreign products when compared with majorities and the reason for this was the fact that they wanted to support the markets selling foreign products which they associated with their own culture. In another study, Vida, Dmitrovic and Obadia (2008) reported that ethnic identity had a direct influence on both consumer ethnocentrism level and on choosing domestic products and brands. This result obtained from a study conducted in Bosnia Herzegovina results from consumer ethnocentrism which revolutionized as a result of the fact that post-war consumers who show variations in terms of ethnicity associate themselves with their countries and feel economically superior. Ferrin and Vilela (2013) found that consumers with a high ethnocentric tendency in Spain preferred to buy the products of businesses which had the same ethnicity with them and in addition consumers with an ethnic origin had higher regional ethnocentrism levels. Thus, it is possible to mention the presence of various factors such as cultural proximity, economic crisis and war, which can influence the association between ethnic identity and consumer ethnocentrism. According to Göka (2006), in periods of chaos in societies, ethnicity plays a connecting role. Indeed, with the effect of globalisation, cultural differences becoming more obvious can result in consumers' being more loyal to their own culture and ethnicity. In geographies like Turkey which have a colourful design in terms of ethnicity, the significance of the connecting role ethnic identity concept will play at a moment of crisis becomes increasingly important. In their study they conducted in Turkey, Bozyiğit and Akkan (2011) found a statistically significant association between consumers' ethnic groups and their preferences of domestic products. This difference can be seen to be between Turks and Kurds in terms of preferring domestic products and between Kurds and those who did not give their ethnicity in terms of restrictions in import. İşler (2013) reported a lower ethnocentric tendency in consumers who stated their ethnicity when compared with consumers who did not. Thus, it is also possible to come across results that ethnocentric tendencies of consumers with different ethnicity are also different. This result brings to mind that consumers from the same ethnocentrism show similar thoughts, behaviors and attitudes. However, in their study they conducted in Turkey, Armağan and Gürsoy (2011) reported that there was no association between ethnicity and consumer ethnocentrism. Researchers found that irrespective of ethnicity, ethnocentric consumers were loyal to the products of their country and thought that domestic products were of more quality and that they thought they contributed to the economy of the nation when they preferred domestic products.

When international studies and studies conducted in Turkey are considered, the present study is different in terms of the number of ethnicities and the size of the sample it discusses. In this study which researched the ethnocentric tendencies of consumers from 10 different ethnicities, consumers were found to show some similarities with the other consumers in the ethnicity they belonged to in terms of both ethnocentric tendency and on the basis of region.

### **2.3. The Association Between Consumer Ethnocentrism and Sense of Self**

Sense of self is a person's assessing himself/herself with a subjective point of view. One should not consider the self, which is the most important factor shaping a consumer, and culture, which shapes a consumer's self, as independent from each other. Cultural differences cause individual's sense of self to become different and thus cause a change in the individual's behaviours (Ercan, 2011). While most of the time we see self as conceptualized individualistic self, individualistic and communitarian self are argued to be the primary representatives of the concept of self (Chen, Chiu and Huang 2013). In societies in which individualistic self is dominant, society exists to increase their state of well being for individuals (Özdemir 2014). In societies in which communitarian self is dominant, the needs of the society come first instead of individualistic purposes, abilities, feelings, etc (Markus and Kitayama 1991). However, individuals can show both individualistic and also communitarian sense of self against different groups (Kağıtçıbaşı 1996). This sense of self, which is also defined as relational sense of self, consists of the dialectical synthesis of both types of self and it has both individualistic and communitarian approaches (Kağıtçıbaşı 1996).

In terms of the context of consumer ethnocentrism, we can assess the symbolic meaning attributed to foreign products as factors threatening the loyalty to the inner group and as an element which creates the risk of not being accepted by the society. Thus, it can be thought that consumers with communitarian and relational sense of self will have higher ethnocentric tendencies.

### **2.4. The Association Between Consumer Ethnocentrism and Buying Intention**

Buying intention is the design of purchasing behavior before a consumer demonstrates the buying behavior of goods or services. As consumer ethnocentrism increases, the tendency to buy domestic products also increases (Han, 1988). For this reason, it is of great significance for marketing experts to predict the domestic buying intentions of consumers. Hence, consumer ethnocentrism can cause disadvantages for international businesses while it creates results in favor of domestic businesses. When the results of the studies conducted are analyzed, Javalgi et al. (2005) discussed consumer ethnocentrism as a variable which moderated buying intention. Shimp and Sharma (1987) found a positive association between consumer ethnocentrism and the intention of buying domestic product. Nguyen, Nguyen and Barret (2008) found that consumers with a high ethnocentric tendency had a low level of buying domestic product intention.

When studies conducted on consumer ethnocentrism in Turkey are analyzed, different results can be seen. According to Küçükemiroğlu (1999), Turkish consumers have a high level of ethnocentric tendency. Yarangümelioğlu and İşler (2014) concluded that Turkish consumers with a low ethnocentric tendency paid more attention to the price of a product while buying something when compared with consumers with a high ethnocentric tendency. However, it can also be seen that although consumers have strong ethnocentric tendencies, they also show behaviours of buying foreign products in order to meet their basic needs (Mutlu, Çeviker and Çirkin 2011).

When it is considered that consumer ethnocentrism gives consumers a sense of belonging, it can be said that it facilitates the decision of which product to buy. Herche (1992) stated that in predicting consumer behaviours, consumer ethnocentrism was a determinant to a great extent.

### 3. Data and Methodology

The theoretical research model of the study, which was designed as a descriptive study, is as shown in Figure 1.

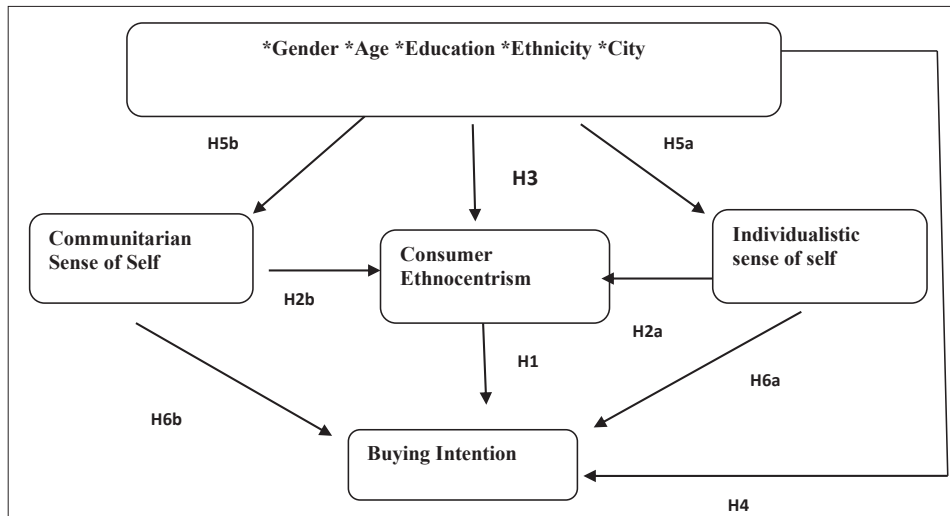


Figure 1: Research Model

In terms of the associations to be examined in the study, the association between sense of self and the intention of buying domestic products and the mediation of the phenomenon of consumer ethnocentrism in this association are the primary subjects of study. The subjects of the study also include the effects of individualistic sense of self and communitarian sense of self on the phenomenon of consumer ethnocentrism and the effects of the phenomenon of consumer ethnocentrism on the intentions of buying domestic products. Another group of associations examined within the context of the study are the associations between demographic features and consumer ethnocentrism, components of the sense of self and intentions of buying domestic products.

Consumers who have high ethnocentric tendency prefer domestic products since they believe that the products of their country are the best (Wang and Chen 2004). It can be said that as the ethnocentrism degree of consumers increases, their rates of preferring domestic products will also increase. Thus,

H1: There is a significant association between the ethnocentric tendencies of consumers and their intentions of buying domestic products.

The importance of loyalty to inner group is obvious in communitarian sense of self and in such conditions; consumers show behaviours of not buying foreign products. Indeed, consumers who need to comply with social norms have been found to have negative feelings for foreign products (Supphellen and Ritenburg, 2001). Within this context, it can be said that consumers' sense of self will influence their ethnocentric tendencies. Thus;

H2a: Individualistic sense of self influences consumer ethnocentrism negatively.

H2b: Communitarian (collective) sense of self influences consumer ethnocentrism positively.

In their study which measured the ethnocentric tendencies of consumers, Seitz and Roosen (2015) concluded that consumers showed different ethnocentric tendencies based on their ethnicity. Thus,

H3: There is a significant association between consumer ethnocentrism and presence of ethnicity.

H4: There is a significant association between consumers' ethnicity and their decisions for buying domestic products.

It is possible to say that consumers' sense of self will influence consumers' decisions for buying domestic products. Thus;

H5: Consumers' ethnicity influences their sense of self.

H6a: Consumers with an individualistic sense of self have weak intentions of buying domestic products.

H6b: Consumers with a communitarian sense of self have strong intentions of buying domestic products.

### **3.1. Data Collection Tool and Data Management**

The data were collected through a questionnaire. While forming the questionnaire, CETSCALE developed by Shimp and Sharma (1987) to measure consumers' ethnocentric tendencies was used and all of the 17 expressions in the scale were included in the questionnaire.

RIC Scale developed by Kashima and Hardie (2000) to measure consumers' sense of self and Domestic Product Buying Intention Scale developed by Klein, Ettenson and Morris (1998) were used to measure intentions of buying domestic products and all of the 6 items under the "Product Decisions" title were included.

The questionnaire form consists of four parts. In the first three parts, consumers' levels of agreeing with the items stated were measured with 5-Likert type scale (1: Totally Disagree, 5: Totally Agree). In addition to variables in scales which are used to measure the ethnocentric tendencies of consumers, demographic factors were also included (Balabanis et al 2001; Klein and Ettenson 1999; Küçükemiroğlu 1999; Sharma, Shimp and Shin 1995; Javalgi et al 2005). Within the context of this



study, there is a personal information form which includes information about gender, age, level of education, level of income, ethnicity and the participant's city in order to collect the data about the demographic features of the consumers.

After the questionnaire was finalized according to the purposes of the study, pre-tests were conducted and pre-tests were made and after ambiguities were solved, the questionnaire form was prepared online and distributed on the internet. Through the administrators of the social media platforms of cities, the questionnaire was sent online to social media accounts on the related web pages and on social media accounts formed by ethnicity groups and the questionnaires were filled in by members.

### **3.2. Sample of the Study**

The study was conducted in a total of 32 cities in Turkey. The sample size in the study was determined as 800. The sample size of the study consists of individualistic consumers older than 18 years of age. The data which were included in the study with the sample size in each stratum, easy sampling and snowball sampling techniques strengthened the representation of the study.

### **3.3. Data Analysis**

When the Kurtosis values of the collected data were examined, it was found that some variables had too many outliers. In order to solve the problem of outliers, first scale Z scores were formed and since the z scores outside the limit of  $+ - 3,14$  could be caused by block answers and thus these observations were included (Tabachnick and Fidell 2015). Later, multiple extreme values were examined and some observations were excluded due to multiple extreme values. A total of 1300 questionnaire forms were given and 832 data (392 females and 440 males) were found to be suitable to include in data analysis.

It was found that the contribution of all the items in CETSCALE to ethnocentrism scale was statistically significant at 99% confidence level. For RMSEA value, the range between 0,05 and 0,09 is an indication of acceptable fit (Özdamar, 2016). When the standardized estimation statistics of the items in the scale was conducted, it was found to be greater than 0,6. Cronbach Alpha reliability coefficient of the scale was 0,97.

In the confirmatory factor analysis conducted to examine the data fit of RIC Scale with its theoretical structure, the contribution of a great number of items to the scale were found to be very small. After omitted items and sub-dimensions, when relational sense of self was omitted from the scale, sense of self consisted of 2 sub-dimensions and 17 items. Confirmatory factor analyses were conducted with related model and unrelated model in the scale with two sub dimensions and the fit indices of the related model were found to be obviously better. While the Cronbach's Alpha reliability coefficient of individualistic sense of self was 0,87, it was 0,78 for communitarian sense of self and 0,72 for RIC

scale. When confirmatory factor analysis and reliability analysis were assessed together, RIC scale was found to be a reliable and valid scale.

Domestic Product Buying Intention Scale consists of 6 items and one dimension. The confirmatory analysis conducted on the scale showed that the contribution of item 4 to the scale was statistically insignificant and the item was omitted. After 4 modification editing of the scale, it was found to have a good fit. Scale contribution of the items was between 0,539 and 0,914, which is a desired level. Cronbach's Alpha reliability coefficient of the scale was 0,880. It can be said that the scale can measure with a high reliability.

### 3.4. Results

The results obtained from the study are presented in this section. Within the context of this study, the data obtained from 832 samples were used. Some of the demographic information of the sample is presented in Table 1 as frequency (n) and percentage (%) statistics.

**Table 1:** Demographic Statistics

		n	%
Gender	Female	392	47,1%
	Male	440	52,9%
	Total	832	100,0%
Age	18-25 Years of Age	138	16,6%
	26-35 Years of Age	299	35,9%
	36-45 Years of Age	232	27,9%
	46-55 Years of Age	122	14,7%
	56 Years of Age and Older	41	4,9%
	Total	832	100,0%
Level of Education	Primary	65	7,8%
	High School	144	17,3%
	Two-year degree	93	11,2%
	Undergraduate	406	48,8%
	Master	102	12,3%
	Doctorate	22	2,6%
	Total	832	100,0%
Monthly income	Less than 2000 TL	231	27,8%
	Between 2001-5000 TL	495	59,5%
	Between 5001-8000 TL	66	7,9%
	Between 8001-11000 TL	17	2,0%
	More than 11000 TL	23	2,8%
	Total	832	100,0%

In this study, CETSCALE 1-2,5 range was categorized as low, 2,5-3,5 range was categorized as moderate and 3,5-5 range was categorized as high ethnocentric and in the associations with demographic variables this ordinally categorized variable was used. 42,4% (n=353) of the participants were in the low ethnocentric group, while 27,6% (n=230) were in the moderate ethnocentric group and 29,9% (n=249) were in the high ethnocentric group. Based on the categorized ethnocentrism variable statistics, it can be said that consumers in Turkey frequently show low ethnocentrism tendency.

Statistics for the answers given to item 17 in the ethnocentrism scale are shown in Table 2. The total average of all questions expresses the level of consumer ethnocentrism.

**Table 2:** Cetscale Assessment (CETSCORE)

	Strongly Disagree	Disagree	No Idea	Agree	Strongly Agree	Average
1. Turks should always choose products made in Turkey instead of imported products.	166	214	45	223	184	3.0541
2. Only the products which are not made in Turkey should be imported.	118	205	51	233	225	3.2909
3. Products made in Turkey should be bought so that Turks do not lose their jobs.	108	217	71	233	203	3.2476
4. Products made in Turkey should always be bought preferably.	130	183	33	269	217	3.3125
5. It is not a good attitude to buy foreign products.	207	300	78	168	79	2.5337
6. It is not right to buy foreign products.	268	319	59	132	54	2.2608
7. A real Turk should always buy products made in Turkey.	279	262	48	162	81	2.4038
8. We should buy products made in Turkey instead of making other countries rich by selling us goods.	121	210	53	284	164	3.1923
9. It is always the nest to buy products made in Turkey.	177	255	59	213	128	2.8317
10. Products should seldom be bought from other countries unless it is necessary.	114	199	55	283	181	3.2620
11. Turks should not buy foreign products since this will harm Turkish economy and cause unemployment.	144	297	78	207	106	2.8005
12. Restrictions should be brought to import of all kinds of foreign products.	252	272	84	157	67	2.4171
13. I prefer to buy Turkish goods even if they cost me more in the long run.	175	264	73	28	92	2.7572
14. Foreigners should not be allowed to sell goods in our market.	298	301	80	117	36	2.1490
15. Taxes of foreign products should be increased to decrease their entrance to Turkey.	243	254	85	177	73	2.4988
16. We should buy from foreign countries only the products we cannot make.	91	240	58	276	167	3.2260
17. Turkish consumers who buy foreign products are responsible for other Turks' losing their jobs.	332	249	76	110	65	2.1911
Ethnocentrism Level						47.4291

For this study, consumer ethnocentrism level was calculated as 47.4291. Since the maximum scale value is “totally agree=5 points”, the maximum score a participant can get is  $5 \times 17 = 85$ , and since

the minimum scale value is “totally disagree=1 point”, the minimum score a participant can get is  $1 \times 17 = 17$ . Since the average scale value is “no idea=3”, the average score a participant can get is  $3 \times 17 = 51$ . As previously stated, consumer ethnocentrism level was calculated as 47,4291 for the sample. Thus, it can be said that consumer ethnocentrism for the sample examined in the study was moderate or low. CETSCORE averages of ethnic groups in the study are shown in Table 3.

**Table 3:** Consumers' CETSCORE Results According to Their Ethnicity

Consumer Ethnocentrism			
	N	Ethnocentrism	Std. Deviation
Turkish	469	55,0320	16,14905
Circassian	44	46,3409	15,62488
Kurdish	205	31,2146	14,51412
Georgian	26	33,4231	12,06706
Bosnian	5	61,6000	15,78924
Armenian	4	32,2500	23,31487
Balkan Turk	21	47,6190	15,54180
Laz	36	54,1111	14,66926
Albanian	8	41,5000	18,95860
Zaza	14	44,7857	16,93507
Total	832	47,4291	18,69606

When the table is examined, it can be seen that chi-square significance value is 0,000. This result can be interpreted as there is a statistically significant difference at the reliability level of 99% between participants with different ethnicity in terms of their distribution to low, moderate and high ethnocentric groups (sig.<0,01).

In the distribution of ethnocentric tendencies of the participants in terms of their level of education, there is a statistically significant difference at the reliability level of 99% between participants with different levels of education (sig.<0,01). While the participants who had master or doctorate degrees showed moderate ethnocentric tendency, the participants with a lower level of education showed low ethnocentric tendency. The percentage of participants who showed high ethnocentric tendency in the group with no level of education was not higher than the percentage of participants in the same group who showed moderate and low ethnocentric tendency.

A statistically significant difference at the reliability level of 99% was found between the participants' frequency of being in low, moderate and high ethnocentric tendency groups in terms of their income levels. The participants with an income level between 8001 TL and 11000 TL were in equal numbers in high ethnocentric and low ethnocentric groups with a percentage of 35,3%. The participants with an income level of 11000 TL and higher showed moderate and low ethnocentric tendency with a majority of 47,8%. The percentages of participants in low ethnocentric group in terms of the level of income are as follows: 55,8% of the participants with an income of 2000 TL and less, 36,6% of the

participants with an income between 2001 TL and 5000 TL and 39,4% of the participants with an income between 5000 TL and 8000 TL showed low ethnocentric tendency.

When the distribution of participants in low, moderate and high ethnocentric tendency groups in terms of age groups was examined, a statistically significant difference at the reliability level of 99% was not found in the distribution of participants with different age groups in low, moderate and high ethnocentric tendency groups ( $\text{sig.}>0,01$ ). It was found that participants with low ethnocentric tendency were in a majority in all age groups.

When the distribution of participants in low, moderate and high ethnocentric tendency groups in terms of gender was examined, a statistically significant difference at the reliability level of 99% was not found in the distribution of female and male participants in low, moderate and high ethnocentric tendency groups ( $\text{sig.}>0,01$ ). 42,1% ( $n=165$ ) of the female participants showed low ethnocentrism tendency, while 42,7% ( $n=188$ ) of the male participants showed low ethnocentrism tendency.

### **3.5. Testing the Hypotheses of the Research**

In this section, the research hypotheses will be assessed in the light of the results of the study. Structural equality model standardized estimation coefficient of the association between consumer ethnocentrism and domestic product buying intentions was 0,86 for the participants in the study sample. In other words, hypothesis H1 (There is a significant association between the ethnocentric tendencies of consumers in Turkey and their intentions of buying domestic products) was confirmed.

When the estimated standardized coefficients of the research model were examined, it was found that individualistic sense of self is a statistically significant and positive predictor of consumer ethnocentrism at 95% reliability level ( $\text{sig.}<0,05$ ). Thus, H2a hypothesis which brings a negative hypothesis to the association hypothetically built association between individualistic sense of self and consumer ethnocentrism (Individualistic sense of self influences consumer ethnocentrism negatively) was rejected. When a detailed analysis was made about the rejection of the hypothesis, it was suspected that while participants with an undergraduate, master and doctorate degree had high individualistic sense of self, they may also have high consumer ethnocentrism tendency. In addition, it was suspected that while Turkish participants had high individualistic sense of self, they may also have high consumer ethnocentrism tendency. In order to examine the aforementioned suspicions, we formed two new demographic classifications on the sample. The first one was a variable which differentiated between primary school, high school and two-year degree graduates and those with an undergraduate, master and doctorate degree, while the second one was a variable which differentiated between Turkish participants and participants with another ethnicity. When independent sample t-test was conducted to test the differences between groups for these two variables, statistically significant differences with 95% reliability level were found between Turkish participants and participants with another ethnicity in terms of individualistic sense of self and consumer ethnocentrism ( $\text{sig.}<0,05$ ). Turkish participants were found to have higher individualistic sense of self and higher ethnocentrism tendency when compared with participants of other ethnicities. This may have caused the rejection

of the hypothesis H2a which predicted that participants with a high individualistic sense of self had low ethnocentric tendency. On the other hand, statistically significant differences were found between participants who were primary or high school education graduates and those who had undergraduate, master or doctorate degree in terms of both individualistic sense of self and consumer ethnocentrism scales (sig.<0,05). When the average values were examined, it was found that participants who were primary or high school education graduates had low individualistic sense of self and low ethnocentric tendency, while participants who had undergraduate, master or doctorate degree had high individualistic sense of self and low ethnocentric tendency. Thus, another reason why H2a hypothesis was rejected can be the participants' sense of self and ethnocentric tendencies based on their level of education.

The predictability of communitarian sense of self scale on consumer ethnocentrism is statistically insignificant at 95% confidence level. Thus, H2b hypothesis (Communitarian (collective) sense of self influences consumer ethnocentrism positively) was rejected. When this result was further analyzed, in order to find out the differences between Kurdish participants and participants of other ethnicities in terms of communitarian sense of self and ethnocentrism, independent samples t-test was conducted on the sample grouped in two as Kurdish participants and participants of other ethnicities on the basis of communitarian sense of self and ethnocentrism scales. Kurdish participants and participants of other ethnicities were found to have statistically significant differences at 95% confidence level in terms of communitarian sense of self and consumer ethnocentrism (sig.<0,05). When the average values were analyzed, it was found that although Kurdish participants had higher communitarian sense of self scale average value when compared with participants of other ethnicities, their CETSCALE average scores were lower when compared with participants of other ethnicities. It can be said that the reason why H2b was rejected was the result that while Kurdish participants showed high communitarian sense of self, they showed low consumer ethnocentrism tendency. In this case, it is possible to talk about the presence of a high mediator and it can be said that "the effect of individualistic sense of self on domestic product buying intentions occurs through the concept of consumer ethnocentrism.

When one way ANOVA test was applied between participants of different ethnicity on the basis of CETSCALE, statistical difference at 95% confidence level was found in terms of their consumer ethnocentrism (sig.<0,05). Thus, H3 hypothesis (There is a significant association between consumer ethnocentrism and presence of ethnicity) was confirmed.

One way ANOVA test was applied between participants of different ethnicity with Domestic Products Buying Intention Scale and it can be said that there are statistically significant differences at 95% confidence level (sig.<0,05). Thus, H4 hypothesis (There is a significant association between consumers' ethnicity and their decisions for buying domestic products) was confirmed.

One way ANOVA test was applied between participants of different ethnicity in terms of individualistic sense of self and it can be said that there are statistically significant differences at 95% confidence level (sig.<0,05). In addition, it can be said that there was a statistically significant difference at 95%

confidence level between participants of different ethnicity in terms of communitarian sense of self (sig.<0,05). Thus, hypothesis H5a (consumers' ethnicity has an influence on their individualistic sense of self) and hypothesis H5b (consumers' ethnicity has an influence on their communitarian sense of self) were confirmed.

When the standardized parameter predictions of the model were examined, individualistic sense of self was found to have a statistically significant and positive predictability on domestic product buying intention at 95% confidence level. Thus, hypothesis H6a (Consumers with an individualistic sense of self have weak intentions of buying domestic products) was rejected.

When the structural equality model was analyzed in terms of H6b hypothesis, communitarian sense of self was not found to have a statistically significant influence on domestic product buying intention. Thus, H6b hypothesis (Consumers with a communitarian sense of self have strong intentions of buying domestic products) was rejected.

#### **4. Conclusion**

Businesses should have the skill of analyzing their target customers who are continuously exposed to intercultural interaction and technology so that their products can create a difference. In terms of marketing discipline which changes, develops and takes shape according to each period, consumer has begun to be seen as an individual first. Thus, it is important for businesses to know the psychological, cultural and environmental factors underlying consumers' buying behaviours. The concept of ethnocentrism has begun to be researched frequently in literature in recent years since consumers are influenced by individual situations which affect their buying intentions.

In this study, ethnocentric tendencies of consumers were measured and CETSCORE result was found to be 47.42. For this result, it can be said that consumers in Turkey have moderate or low levels of ethnocentric tendency.

In the studies performed CETSCALE, the researchers applied 7-point or 5-point Likert-type scales. In order to qualify this value as low or high, the maximum and minimum values that the participants can get from the ethnocentrism scale should be determined. CETSCALE is classified as 17 (1X17) – 119 (7X17) when applied in 7-point Likert type in determining the ethnocentric trend levels of consumers and 17 (1X17) – 85 (5X17) when applied in 5-point Likert type. In this scoring, CETSCORE is used as an indicator of consumer ethnocentrism severity and means that as the average value rises, the level of ethnocentrism increases. When the 7-point Likert-type scale is used, the average scale value is  $4 \times 17 = 68$  for the average value "neither agree nor disagree= 4". When the 5-point Likert-type scale is used, the average scale value is  $3 \times 17 = 51$  for the average value "no idea= 3".

Acharya and Elliott (2003), a 7-point Likert-type CETSCALE application, obtained 56.31 CETSCORE in Australia. This result is below the mean value of 68. Similarly Balabanis and Diamontopoulos

(2001), consumers living in Turkey 25.92, consumers living in the Czech Republic have reached an average of 24.02 CETSCORE results. Bawa (2004) 52.43 in consumers living in India, Caruana and Magri (1996) 56.80 in consumers living in Malta, Shimp and Sharma (1987) 29.28 in consumers in the United States, Vida and Fairhurst (1999) 45.17 in consumers in the Czech Republic, 53.59 in Estonia and in Hungary have reached an average of 43.30 CETSCORE results. Good and Huddleston (1995) 69.19 in Polish consumers, Shah and Ibrahim (2012) 79.64 in consumers in Malaysia, Vida and Fairhurst (1999) in consumers in Poland, reaching 60.61 CETSCORE results and reaching results above 68 average. Watson and Wright (2000) reached 62.21 CETSCORE in consumers in New Zealand and this is near the average value of 68.

Akın, Çiçek, Gürbüz and İnal (2009) 5-point Likert type CETSCALE applied and in consumers living in Turkey reached 54.51 CETSCORE results. This result is above the average value of 51. Similarly, Armağan and Gürsoy (2011) 51.49, Uyar and Dursun (2015) 56.90, Tuncer and Gökşen (2015) 58.50, Demir (2018) 51.68 CETSCORE were obtained. Asil and Kaya (2013) achieved 46.55 CETSCORE. This result is close to the average value. In this research, the scale was used as 5-point Likert type and consumer ethnocentrism level was calculated as 47,4291. In this case, ethnocentric tendency of consumers living in Turkey could be called moderate or low.

In addition, the expression “products produced in Turkey should always be bought preferably” has the highest average in CETSCALE. The expression “Foreigners should not be allowed to sell products in our market” has the lowest average. Thus, it can be said that although the participants believe that products produced in Turkey should be prioritized, they are not opposed to having foreign products in Turkey market. This situation causes one to think that consumers in Turkey prioritize domestic products to protect domestic work force and economy; however, when they believe that domestic products are not quality products, they don't want to be deprived of the chance to buy foreign product. In addition, it can be said that this result means that consumers in Turkey do not think that domestic products have low quality. We think that it is not a surprising result that consumers do not show high ethnocentric tendency since Turkey is on a transition point between Eastern and Western culture due to its geopolitical position. When the participants' age and income ranges are taken into consideration, it is believed that since consumers who are young and who have a middle level of income use technological means more frequently, it is normal for them not to have negative feelings for foreign products and to have low and moderate ethnocentric tendencies. In addition, it is found that in internet shopping, consumers check whether the price is normal before checking whether the product is domestic or foreign.

Within the scope of the data obtained from the study, no statistically significant difference was found between consumers' ages and their ethnocentric tendencies. Good and Huddleston (1995), Shimp, Sharma and Shin (1995), Upadhyay and Singh (2006), Turgut (2010), Uyar and Dursun (2015) have found that there is no relationship between age and ethnocentric tendency in their studies. In the literature, there is a positive correlation between age and consumer ethnocentrism (Josiassen, Assaf and Karpen, 2011; Bawa, 2004; Caruana and Magri, 1996; Cutura, 2006; Lee, Hong and Lee, 2003; Nielsen and Spence, 1997; Orth and Firtassova, 2003; Vida and Fairhurst, 1999).



Within the scope of the data obtained from the study, no statistically significant difference was found between consumers' gender and their ethnocentric tendencies. Cutura (2006), Good and Hudleston (1995), Ruyter, Birgelen and Wetzels (1998), Suphellen and Rittenburg (2001), Uyar and Dursun (2015) and Upadhyay and Singh (2006) are researchers who reach similar results. However, it is concluded that the female consumers are more ethnocentric in the literature (Josiassen, Assaf and Karpen, 2011; Bawa, 2004; Shimp, Sharma and Shin, 1995; Orth and Firbasova, 2003; Vida and Fairhurst, 1999).

When the association between level of education and ethnocentric tendency was examined, it was found that participants with a master and doctorate degree showed moderate ethnocentric tendency, while participants with a lower level of education showed lower level of ethnocentric tendency. In the literature, Wei, Wright, Wang and Yu (2009) found that the more educated consumers have a lower ethno-centric tendency. There are some studies that indicate a negative relationship between educational level and consumer ethnocentrism (Chryssochoidis, Krystallis and Pareas, 2007; Howard, 1989; Lee, Hong and Lee 2003; Özdemir, Güzeloğlu and Topsümer, 2018; Watson and Wrisht, 2000). However, in this study, no statistically positive or negative relationship was found between consumer ethnocentrism and educational status. Similarly, Han (1988) states that there is no relationship between educational status and consumer ethnocentrism. We believe that this result can be explained with the fact that consumers with a high level of education have moral, economic or social responsibility for the nation's economy and domestic work load. It was found that the participants in the study showed not high but moderate ethnocentric tendency and did not have great prejudices against foreign countries. When it is considered that participants with a low level of participation also have low ethnocentric tendency, we believe that the reason for this situation is the fact that consumers with a low level of income prefer cheaper product rather than paying attention to the product's being domestic or foreign since they think about their own economic situation. In the literature, there are studies that conclude that there is a negative relationship between income level and consumer ethnocentrism (Josiassen, Assaf and Karpen, 2011; Balabanis, Diamantopoulos, Mueller ve Melewar, 2001; Lee, Hong and Lee, 2003; Erdoğan and Uz Kurt, 2010; Šmaižienė and Vaitkienė, 2014; Watson and Wright, 2000).

When the ethnocentric tendencies of the participants were analyzed in terms of their ethnicity, Bosnian, Turkish and Laz participants were found to have higher ethnocentric tendency than the participants of other ethnicities. Kurdish, Armenian and Georgian participants were found to have the lowest ethnocentric tendency. In the light of these data obtained from the study, it was concluded that there was a significant association between consumers' ethnicity and their ethnocentric tendencies. At the same time, it was found that there was a regular distribution within ethnicity groups when the participants' answers were analyzed. That is to say, it was found that consumers within a specific ethnicity were found to have close ethnocentric tendencies to each other. We believe that this difference results from the economic and political developments taking place in the country.

The results of the research that examined the relationship between consumer ethnocentrism and ethnicity vary. Laroche, Papadopolous, Heslop and Bergeron (2002), in their research, they found

that consumers' feelings of belonging to their country did not break and they preferred to buy their own products. Klein and Ettenson (1999) state that race is not a determinant of consumer ethnocentrism. Burgess and Harris (1999) conducted research with 14 different ethnicities living in South Africa. As a result, they also concluded that other social identities other than South Africa were also effective. Vida, Dmitrovic and Obadia (2008) state that ethnic identity has a direct impact on consumer ethnocentrism and domestic product and brand choice. Therefore, ethnocentric tendency is high in societies of ethnic origin (Yoo ve Donthu, 1995).

According to the results of the study, there is a positive association between consumers' ethnocentric tendencies and their domestic product buying intentions. Indeed, it is a frequent conclusion found in literature that consumers with high ethnocentric tendency have high domestic product buying intentions (Nguyen, Nguyen and Barret 2008; Javalgi et al, 2005; Shimp and Sharma, 1987).

The significant association found between the ethnicity and ethnocentric tendencies of consumers is also found between consumers' ethnicity and sense of self. One of these results is the positive association between consumers' individualistic sense of self and consumer ethnocentrism. Rather, researches conclude that there is a positive correlation between collectivist self-perception and consumer ethnocentrism (Ettenson, Wagner ve Gaeth, 1988; Kaynak ve Kara, 2002; Pereira, Hsu ve Kundu, 2002; Sharma, Shimp ve Shin, 1995; Yoo ve Donthu, 2005). In the present study, it was concluded that participants with a high level of education had high individualistic sense of self and ethnocentric tendency, in addition it was concluded that Turkish participants had high individualistic sense of self and ethnocentric tendency. An unexpected result of the study was that consumers with a communitarian sense of self had low ethnocentric tendency. This was found to result from the fact that Kurdish participants, who are the ethnicity with the second highest number of participants after Turkish participants, had low ethnocentric tendency although they had communitarian sense of self. We believe that although Kurdish participants have high communitarian sense of self, they have low ethnocentric tendency due to political and economic reasons.

Another result in terms of the association between sense of self and ethnicity is that there is a significant difference between ethnicity and individualistic and communitarian sense of self. In fact, while Balkan Turks, Armenians and Turkish participants had the highest individualistic sense of self, Kurdish, Albanian and Zaza consumers had the lowest sense of self. While the Kurdish, Laz and Zaza consumers had the highest communitarian sense of self, Balkan Turks, Circassians and Georgian participants had the lowest communitarian sense of self.

Participants' sense of self also differs in terms of their domestic product buying intentions. Consumers with a high individualistic sense of self also have high domestic product buying intentions. This can be explained with the result that consumers with high ethnocentric intentions also have high domestic product buying intentions. In addition, as it was explained before, low ethnocentric tendencies of consumers with high individualistic sense of self is a result which is in line with their low intentions of buying domestic products.

#### **4.1. Suggestions for Practitioners**

Since consumers who do not show ethnocentric tendencies and those who do will show different buying behaviours, it is important to know the ethnocentric tendency degrees of target customers to develop a suitable marketing strategy and marketing mix. The determination of sense of self, differences in terms of ethnic origin and ethnocentric tendencies of consumers living in Turkey is very important in this respect. It is thought that it will be easier for businesses which will develop a new product to emphasize domestic products in their promotional activities in cities with high ethnocentric tendencies in the light of the data obtained so that they can be successful in the markets they are getting into. In addition, as much as the ethnocentric tendency levels of consumers are important, it is thought that it will be useful for businesses to conduct product and sector based feasibility studies in the markets they are getting into. International businesses can strengthen their skills to compete by adapting the information about consumer ethnocentrism in the location they choose to marketing mix in order to be able to remove the prejudices of consumers with ethnocentric tendency. For example, competitive prices they give to their products or promotional activities which emphasize that they won't harm the local economy are among things that can be done. Since the ethnicities discussed in the study are everywhere and since in some parts they are the majority, it is thought that marketing practices conducted by taking into consideration the ethnocentric tendencies and sense of self of individuals in this ethnicity will make them more successful in the market.

#### **4.2. Suggestions for Academics**

Researching whether consumers with ethnocentric tendency make assessments by checking prices about domestic and foreign products, researching the association between the prices of products and researching whether consumers' ethnocentric tendencies differ in terms of quality or information about the country of origin will contribute to businesses' developing correct strategies. Similarly, analyzing the ethnocentric tendencies of consumers in terms of goods and services sector will contribute to businesses' developing successful policies in their sector. The fact that the scales used in this study have high reliability and validity shows that they can be used in other studies conducted on subjects within the context of this study. In addition, we believe that researching what kind of changes political fluctuations and political events cause on consumers' ethnocentric tendencies will contribute to literature and the world of marketing.

It is predicted that this study will shed a light to researchers and practitioners for future studies. A study in which all cities are included can be conducted so that the ethnocentric tendencies of consumers in Turkey can be presented very clearly. Thus, the first limitation of studies on consumer ethnocentrism, which is insufficient sample size, will be solved. In addition, we believe that conducting a study with a longer period in which consumers' consumptions and behaviours are analyzed will contribute to researchers and businesses. Another limitation of the study is the fact that cold or hot wars around almost every region of the world recently can have increased the intensity of consumers' ethnocentric tendencies. We believe that a study conducted with a research model in which political and economic factors are added to the variables in this study will give more extensive and clearer ideas about the behaviours of consumers.

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