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THE IMPACT OF DEMOGRAPHICS VARIABLES ON CONSUMER ETHNOCENTRISM, A CROSS-CULTURAL STUDY IN TWO COUNTRIES (USA AND TURKEY)

Summary

International trade has significantly grown for the last few decades, and today's consumers in most countries are exposed to a huge range of products from around the world. Within this context, the origin of the product may influence the consumers' purchasing behaviour. Many marketers and academics recognise that a comprehensive understanding of consumer attitudes towards both domestic and imported products might be advantageous in determining more effective marketing strategies. Although the issue of consumer ethnocentrism has been investigated from different points of views, there is still a huge gap in literature. Thus, this paper attempts to investigate the relations between demographic antecedents of consumer ethnocentrism such as age, gender, education and income, and consumer ethnocentrism in both the USA and Turkey. There is also a comparison between these countries. A self-administered survey was conducted to collect data on ethnocentric tendencies as well as demographic characteristics.

As for the methodology, a self-administered survey was distributed both in the USA and Turkey. After testing reliability and validity of the model, a multiple regression analysis was conducted to calculate if the demographic variables have an impact on consumer ethnocentrism.

The results of this study reveal that age, education, and income are correlated with consumer ethnocentrism among both American and Turkish consumers. Only in respect of the relationship between consumer ethnocentrism and gender, the results differ between the two groups of respondents. For the samples of the Turkish consumers, it is found that gender has an impact on the level of consumer ethnocentrism, while gender was not significant for the samples of American respondents.

Key words: consumer ethnocentrism, demographic antecedents, Turkey, USA.

JEL codes: F5

Introduction

Competition in business has been ever-increasing at both local and international levels due to the globalized world. The availability of foreign products leads consumers across the globe to prefer one product over others. By taking this fact into consideration, both marketing practitioners and academics should try to figure out the consumer behaviors and their attitudes towards the products (Netemeyer et al. 1991).

Today's competitive market in the USA and Turkey, and of course across the globe, enforces marketers to keep in their mind that focusing on quality, price or similar considerations alone would not be able to bring success for sure. There is no guarantee that they will gain the acceptance of consumers for products. The marketers, thus, must understand the consumer behavior as well.

In purchasing some products, the main motivation of consumers might differ. For instance, their purchasing behaviors might be influenced by patriotic and nationalistic feelings so that the consumers might hold their own country's products more favorable through buying domestic products rather than foreign ones (Han 1988). These kinds of consumer behaviors are defined to be consumer ethnocentrism, and by this way, consumers prefer to buy domestic products, being loyalty to them (Shimp and Sharma 1987). The Oxford English Dictionary describes ethnocentrism to be "regarding one's own race or ethnic group as of supreme importance" (1989). It is also defined to be a group level version of individual prejudice (Cox 1994).

Consumer ethnocentrism is considered to be one purchasing behavior and attitude which reflect the consumer preferences. According to Shankarmahesh (2006) and Jain and Jain (2010), not all the consumers are equally ethnocentric. Nevertheless, they are influenced by ethnocentrism at some point.

Suggesting that understanding consumer ethnocentrism is critical in understanding country of origin (COO) effects, Brodowsky (1998) investigates the consumer ethnocentrism among car buyers in the U.S. and finds a strong positive relationship between high ethnocentrism and country-based bias in the evaluation of automobiles. The consumers with low ethnocentrism appeared to evaluate automobiles based more on the merits of the actual automobile rather than its COO. Besides, Han (1988), Herche (1994), Nielsen and Spence (1997), Klein and Ettenson (1999), Lee et al., (2003), Yoo and Donthu (2005), Richardson (2012) investigate the American ethnocentrism as well. For instance, Nielson and Spence (1997) find that when patriotic events happen, the consumer ethnocentric tendencies become higher or those who served army than for those who did not.

As regard to the situation in Turkey, boycotting foreign products in Turkey is so common. Whenever a political or diplomatic conflict with some countries occurs, Turkish people try to boycott those countries' products. For instance,

in July 2015, in order to protest the China's oppression against Uyghur Turks, people started to express negative reactions towards Chinese products. In this context, Erdogan and Burucuoglu (2016) examine the Turkish consumer ethnocentrism. Their findings show that consumer ethnocentrism, patriotism, and cosmopolitanism result in unfavorable consumer attitudes towards foreign products. Besides, in the recent past, French, Italian, American, Israeli, Danish, and Netherlands products were boycotted in Turkey as a consequence of political and diplomatic conflicts. According to Sharma et al. (1995) and Balabanis et al. (2001), the source of Turkish consumers' ethnocentricity is patriotism. Besides, Kaynak and Kara (2002) find that Turkish consumers had significantly different perceptions of product attributes for the products coming from countries of different levels of socio-economic and technological development. Gdm and Kavas (1995) endeavor to figure out the country references of Turkish consumers, while Kucukemiroglu (1997) identifies consumer market segments existing among Turkish consumers, through using lifestyle patterns and ethnocentrism.

The major research question arising in this study is: what are the impacts of demographic characteristics such as age, gender, education, and income on consumers' ethnocentrism? This paper endeavors to answer this question which still are of both theoretical and practical value.

So far, there is no empirical and conceptual study investigating consumers' ethnocentrism by comparing the USA and Turkey in terms of demographic variables. It is expected that this study will fill this gap a bit. Also, this study will segment American and Turkish consumers and will provide suggestions for marketers in their marketing strategies, based on its findings.

Literature review

consumer ethnocentrism refers to the tendency of consumers to display a positive predisposition towards the products made in their own country as they avoid products imported from other countries. The consumers may overestimate the quality of domestic goods while underestimating foreign products. An ethnocentric individual strongly supports the symbols, icons, traditions, and products of his/her own culture while simultaneously underestimating and belittling the symbols, icons, traditions, and products of other cultures (Kwak et al. 2006).

Globalization has many effects on economy. It is also quite clear that globalization has increased, and been keeping increasing, competition between domestic and multinational companies. Consumers all around the world have an opportunity to buy variety of purchasing options. That is why marketers should figure out consumers' attitudes towards products, especially the foreign

ones. Due to the ever-increasing similarities in consumption of needs and wants, it would be easier to segment the target consumers to be more successful in production and promotion (O'Casey and Lim, 2002). It is of importance in international marketing and major concern for companies which have the purpose of entering the foreign market (Wind et al. 1973).

Although it was originally conceptualized to be sociological concept, following years, it was realized to be psychosocial construct (LeVine and Campbell 1972). Sociological concept was distinguishing between in-groups and out-groups, while psychosocial construct was relevant at both individual and social or cultural levels.

Ethnocentric consumers believe that it is not appropriate to buy foreign products as it hurts domestic economy and causes unemployment. They are also of the opinion that purchasing foreign products is unpatriotic. Thus, the consequences of consumer ethnocentrism contain (a) an overestimation of the quality and value of domestic products or underestimation of imports, (b) a moral and ethical obligation to purchase domestic products, and (c) an intensive preference for domestic products (Sharma et al. 1995). Watson and Wright (2000) investigate the relationship between consumer ethnocentrism and consumer attitudes toward products of foreign manufacturers where domestic alternatives are not available. Their findings show that cultural similarities are important to be considered for high ethnocentric consumers in evaluating foreign products.

In spite of bearing globalizing of market in mind, it does not mean that the consumers are also globalizing simultaneously. There is common disagreement on this issue (Cleveland et al. 2009). The consumer behavior is affected by global and local culture simultaneously. As a matter of fact, globalization may lead them to stick to local cultures, through motivating people to resist global forces (Marieke 2004). On the contrary, according the findings of Wang and Chen (2004), in developing countries, consumers tend to believe that products made by local producers are not as good as imported producers.

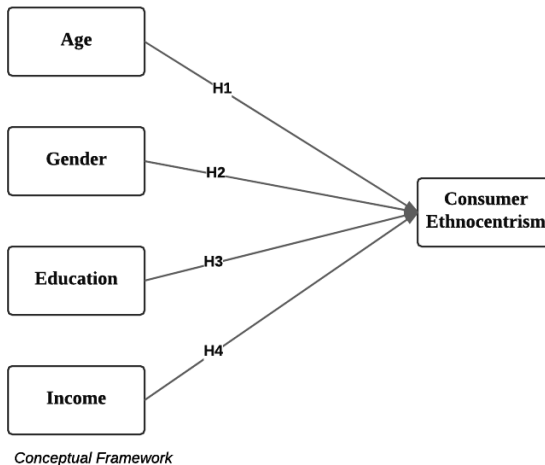
Still, knowing of ethnocentric tendencies of consumers can help to the international companies and marketers in determining market segments related to their products and marketing strategies for the picked segments. Kucukemiroglu (1999) expresses that the construct of consumer ethnocentrism is a powerful and efficient force in the global business environment, by adding that increased nationalism and a heavy emphasis on cultural and ethnic identity play very important roles.

As for the measurement of consumer ethnocentrism, Shimp and Sharma (1987) developed consumer ethnocentrism into a measurable construct through the use of the consumer ethnocentric tendencies scale (CETSCALE). The first development of the CETSCALE began with 225 different questions. After that, these questions were clipped to 100 before being sent to a survey group for the

first purification study. The number of questions was finally reduced to 17. However, the shortened version of CETSCALE (10 items) have been used in this study.

Research model and hypotheses

according to Shankarmahesh (2006), there exist four categories of antecedents of consumer ethnocentrism such as socio-psychological, economic, political, and demographic. Shankarmahesh (2006) suggests using age, gender, education, and income to be the demographic antecedents. Investigating the impacts of demographic variables on consumer ethnocentrism could assist marketers segment consumers based on their attitudes towards buying domestic behaviors. Huddleston et al. (2001) state that consumer ethnocentrism correlation with demographic variables is remarkable for marketers to determine domestic purchasers' sensitivity to important brands. Leaving aside the first three antecedents of consumer ethnocentrism, this paper will be focusing on demographic variables such as, age, gender, education, and level of income. It is due to the fact that the author will investigate any potential differences in consumer ethnocentrism between two ethnic groups, namely, American and Turkish. Though, the impacts of demographic variables such as geographic locations and marital status have been ignored by majority of researchers.



Age

It is found in previous researches (Han 1988; Good and Huddleston 1995; Caruana and Magri 1996; Nielsen and Spence 1997; Klein and Ettenson 1999; Orth and Firbasova 2003; Javalgi et al. 2005; Nguyen et al. 2008; Jossiassen et al.

2011; Pentz et al. 2014) that there has been a significant relationship between age and consumer ethnocentrism. Namely, the older consumers are, the stronger consumer ethnocentric tendencies they display. Based on the literature, it is hypothesized that:

H_{1a}: There is a positive relationship between age and consumer ethnocentrism among American consumers.

H_{1b}: There is a positive relationship between age and consumer ethnocentrism among Turkish consumers.

Gender

Previous researchers (Han 1988; Good and Huddleston 1995; Sharma et al. 1997; Javalgi et al. 2005; Josiassen et al. 2011; Pentz et al. 2014 –White South African Sample-) find that gender is a significant variable affecting consumers' ethnocentric tendencies. Consumer ethnocentrism varies from gender to gender due to the fact that women tend to be more conservative, patriotic and concerned about what they have than males (Sharma et al. 1995). Based on the literature, it is hypothesized that:

H_{2a}: American women show greater ethnocentric tendencies than American men.

H_{2b}: Turkish women show greater ethnocentric tendencies than Turkish men.

Education

Education is found to have a negative impact on consumers' ethnocentrism (Good and Huddleston 1995; Sharma et al. 1995; Witkowski 1998; Verlegh 2007; Richardson 2012). Namely, the more educated consumers are, the less ethnocentric tendencies they show. Based on the literature, it is hypothesized that:

H_{3a}: There is a negative relationship between education and consumer ethnocentrism among American consumers.

H_{3b}: There is a negative relationship between education and consumer ethnocentrism among Turkish consumers.

Income

The level of income has a negative impact on consumers' ethnocentrism; in other words, the more income the consumers have, the less ethnocentric tendencies they show (Sharma et al. 1995; Good and Huddleston 1995; Bruning 1997; Watson and Wright 2000; Hamelin et al. 2011; Richardson 2012; Pentz et al. 2014). Based on the literature, it is hypothesized that:

H_{4a} : *There is a negative relationship between the level of income and consumer ethnocentrism among American consumers.*

H_{4b} : *There is a negative relationship between the level of income and consumer ethnocentrism among Turkish consumers.*

Methodology

There are two types of information which are primary data and secondary data. Primary data are collected to mention the objectives of a specific project, while secondary data are the data previously collected for some studies, other than the one at hand (Zikmund 2003). This paper begins with examination of secondary data, where the existing literature is both reviewed and summarized, and the main findings are compared as well as an insight into the constructs studied is provided. Having discussed of secondary data, it is proceeded with method of primary data collection, a self-administrated survey was employed.

Table 1. Demographic Background of the American Respondents

Demographics	Categories	Frequency	Percentage
Age	10-19	11	5,5%
	20-29	23	11,5%
	30-39	49	24,5%
	40-49	59	29,5%
	50-59	26	13,0%
	60-69	21	10,5%
	70 and above	11	5,5%
Gender	Male	96	48,0%
	Female	104	52,0%
Education	No Formal Education	4	2,0%
	Primary School	38	19,0%
	Secondary School	32	16,0%
	High School	46	23,0%
	Bachelor Degree	42	21,0%
	Master Degree	21	10,5%
	PhD Degree	17	8,5%
Income	Less than 19.999	23	11,5%
	20.000 – 39.999	45	22,5%
	40.000 – 59.999	40	20,0%
	60.000 – 79.999	42	21,0%
	80.000 – 99.999	36	18,0%
	100.000 and above	14	7,0%

Source: own preparation.

The population for this study was determined American and Turkish residents. The samples consisted of individuals of both genders who were older

than 10 years old. Data for this paper was collected through self-administrated survey in both the USA and Turkey. The sample of the survey included 200 respondents. Both Table 1 and Table 2 show demographic background of American and Turkish respondents. From the Table 1, one can see more female (%52) than male (%48). The highest respondents are from the age group of 40-49 years old (%29,5). The respondents' education level is mostly high school (%23). The majority of the respondents (%22,5) has the income between \$20.000 – \$39.999.

As regard to the Turkish respondents, as is seen from the Table 2, one can see more male (%53) than female (%47). Like the American respondents, the highest respondents are from the age group of 40-49 years old (%30,5). The respondents' education level is mostly primary school (%25). The majority of the respondents (%33,5) has the income between 20.000₺ – 39.999₺. It approximately equals to \$5.677 – \$11.365.

Table 2. Demographic Background of the Turkish Respondents

Demographics	Categories	Frequency	Percentage
Age	10-19	10	5,0%
	20-29	21	10,5%
	30-39	43	21,5%
	40-49	61	30,5%
	50-59	34	17,0%
	60-69	23	11,5%
	70 and above	8	4,0%
Gender	Male	106	53,0%
	Female	94	47,0%
Education	No Formal Education	6	3,0%
	Primary School	50	25,0%
	Secondary School	39	19,5%
	High School	42	21,0%
	Bachelor Degree	41	20,5%
	Master Degree	13	6,5%
	PhD Degree	9	4,5%
Income	Less than 19.999	24	12,0%
	20.000 – 39.999	67	33,5%
	40.000 – 59.999	43	21,5%
	60.000 – 79.999	33	16,5%
	80.000 – 99.999	26	13,0%
	100.000 and above	7	3,5%

Source: as in Table 1.

All the items used in the questionnaires in both the USA and Turkey to measure consumer ethnocentrism were adapted from previously tested and validated instruments. A five-point Likert Scale, in which 1 represents “strongly

disagree”, 2 represents “disagree”, 3 represents “neutral”, 4 represents “agree”, and 5 represents “strongly agree”, was employed.

Table 3. Adapted items used in the questionnaires in both the USA and Turkey

Only those products that are unavailable in the USA/Turkey should be imported.
We should purchase products manufactured in the USA/Turkey instead of letting other countries get rich off us.
American/Turkish products first, last and foremost.
American/Turkish people should not buy foreign products, because this hurts American/Turkish business and causes unemployment.
Purchasing foreign-made products is un-American/un-Turkish.
It may cost me in the long run but I prefer to support American/Turkish products.
It is not right to purchase foreign products, because it puts American/Turkish people out of jobs.
We should buy from foreign countries only those products that are unobtainable in our own country.
A real American/Turkish should always buy American/Turkish-made products.
American/Turkish consumers who purchase products made in other countries are responsible for putting their fellow American/Turkish people out of work.

Source: as in Table 1.

Reliability

By computing the Cronbach’s alpha, the internal reliability of the items was verified (Nunnally, 1978). Nunnally proposes that a minimum alpha of 0.6 is sufficient for early stages of research. For the American consumers, the Cronbach’s alpha estimated for age was 0.932, gender was 0.910, education was 0.900, and the level of income was 0.905. As for the Turkish consumers, the Cronbach’s alpha estimated for age was 0.904, gender was 0.915, education was 0.896, and the level of income was 0.901. As the Cronbach’s alpha in this study are all much higher than 0.6, the variables are therefore accepted to have adequate reliability.

Empirical findings

In order to calculate if the demographic variables have an impact on consumer ethnocentrism, a multiple regression analysis was conducted. As the independent variables, the demographic variables such as age, gender, education, and income are included. The results for both the American consumers and the Turkish consumers are reported in Table 4 and Table 5, respectively.

Table 4. Regression Results for American Consumers

Variables	Beta	t-value	p-value
Age	0.163	2.733	0.005***
Gender	0.120	1.432	0.901 n.s.
Education	0.274	3.121	0.001***
Income	0.352	3.467	0.001***

Significance level: *** => $p < 0.001$, n.s. => not significant

R^2 : 0.086, Adjusted R^2 : 0.067

Source: as in Table 1.

In terms of demographic variable age, the hypothesis (H_{1a}) that there is a positive relationship between age and consumer ethnocentrism for the American consumers is supported (Beta-value: 0.163; t-value: 2.733; $p < 0.01$). This finding is consistent with previous findings (Han 1988; Good and Huddleston 1995; Caruana and Magri 1996; Nielsen and Spence 1997; Klein and Ettenson 1999; Orth and Firbasova 2003; Javalgi et al. 2008; Jossiassen et al. 2011; Pentz et al. 2014).

For the demographic variable gender, the hypothesis (H_{2a}) that American women show greater ethnocentric tendencies than American men is rejected (Beta-value: 0.120; t-value: 1.432; $p > 0.01$). This finding is consistent with previous findings (e.g. Caruana, 1996).

As far as education is concerned, the hypothesis (H_{3a}) that there is a negative relationship between education and consumer ethnocentrism for the American consumers is supported (Beta-value: 0.274; t-value: 3.121; $p < 0.01$). This finding is consistent with previous findings (Good and Huddleston 1995; Sharma et al. 1995; Witkowski 1998; Verlegh 2007; Richardson 2012).

As for the level of income, the hypothesis (H_{4a}) that there is a negative relationship between income and consumer ethnocentrism for the American consumers is supported (Beta-value: 0.352; t-value: 3.467; $p < 0.01$). This finding is consistent with previous findings (Sharma et al. 1995; Good and Huddleston 1995; Bruning 1997; Watson and Wright 2000; Hamelin et al. 2011; Richardson 2012; Pentz et al. 2014).

It should also be mentioned that the R^2 value of 0.086 suggests that only 8.6 percent of variance in the score of consumer ethnocentrism is explained by four independent variables of age, gender, education, and income for the sample of American consumers.

Table 5. Regression Results for Turkish Consumers

Variables	Beta	t-value	p-value
Age	0.196	1.078	0.004***
Gender	0.132	2.632	0.005***
Education	0.224	2.118	0.001***
Income	0.433	3.687	0.000***

Notes: Significance at: *** => $p < 0.001$, n.s. => not significant, R^2 : 0.075, Adjusted R^2 : 0.068

Source: as in Table 1.

For the demographic variable age, the hypothesis (H_{1b}) that there is a positive relationship between age and consumer ethnocentrism for the American consumers is supported (Beta-value: 0.196; t-value: 1.078; $p < 0.01$). This finding is consistent with previous findings (Han 1988; Good and Huddleston 1995; Caruana and Magri 1996; Nielsen and Spence 1997; Klein and Ettenson 1999; Orth and Firbasova 2003; Javalgi et al. 2005; Nguyen et al. 2008; Jossiassen et al. 2011; Pentzet et al. 2014).

In terms of demographic variable gender, the hypothesis (H_{2b}) that Turkish women show greater ethnocentric tendencies than Turkish men is supported (Beta-value: 0.132; t-value: 2.632; $p < 0.01$). This finding is consistent with previous findings (Han 1988; Good and Huddleston 1995; Sharma et al. 1995; Bruning 1997; Javalgi et al. 2005; Jossiassen et al. 2011; Pentz et al. 2014 –White South African Sample-).

As far as education is concerned, the hypothesis (H_{3b}) that there is a negative relationship between education and consumer ethnocentrism for the Turkish consumers is supported (Beta-value: 0.224; t-value: 2.118; $p < 0.01$). This finding is consistent with previous findings (Good and Huddleston 1995; Sharma et al. 1995; Witkowski 1998; Verlegh 2007; Richardson 2012).

As regard to the level of income, the hypothesis (H_{4b}) that there is a negative relationship between income and consumer ethnocentrism for the Turkish consumers is supported (Beta-value: 0.433; t-value: 3.687; $p < 0.01$). This finding is consistent with previous findings (Sharma et al. 1995; Good and Huddleston 1995; Bruning 1997; Watson and Wright 2000; Hamelin et al. 2011; Richardson 2012; Pentz et al. 2014).

In addition, it should be mentioned that the R^2 value of 0.075 suggests that only 7.5 percent of variance in the score of consumer ethnocentrism is explained by four independent variables of age, gender, education, and income for the sample of Turkish consumers.

TABLE 6. Summary of Empirical Results

H _{1a}	There is a positive relationship between age and consumer ethnocentrism among American consumers.	Supported
H _{1b}	There is a positive relationship between age and consumer ethnocentrism among Turkish consumers.	Supported
H _{2a}	American women show greater ethnocentric tendencies than American men.	Rejected
H _{2b}	Turkish women show greater ethnocentric tendencies than Turkish men.	Supported
H _{3a}	There is a negative relationship between education and consumer ethnocentrism among American consumers.	Supported
H _{3b}	There is a negative relationship between education and consumer ethnocentrism among Turkish consumers.	Supported
H _{4a}	There is a negative relationship between the level of income and consumer ethnocentrism among American consumers.	Supported
H _{4b}	There is a negative relationship between the level of income and consumer ethnocentrism among Turkish consumers.	Supported

Source: as in Table 1.

Discussion and implication of the findings

As is seen from the empirical results summarized in Table 6, it is obvious that there is a difference between the samples of American and Turkish respondents in terms of the relevance of the demographic antecedents. In both residents, age, education, and income influence consumer ethnocentrism in the same direction. Results from the sample of the Turkish consumers revealed that gender has an impact on the level of consumer ethnocentrism, while gender was not significant for the samples of American respondents.

The primary objective of this paper was to examine the possible impacts of demographic variables on consumer ethnocentrism in both a developing country which is Turkey and a developed country which is the USA. This study provides with information for both American and Turkish consumers, companies, and marketers.

The findings of this study also suggest that, as far as demographic antecedents are concerned, marketing managers should pay attention to the variables of age, education, and income. As for the marketing strategies, when dealing with consumer ethnocentrism, the empirical findings of this study suggest that more-or-less similar strategies could be formulated by marketing managers for American and Turkish consumers.

The results show that younger consumers seem to be less ethnocentric, while consumers with higher incomes and higher education seem to be less ethnocentric than consumers with low income and low education. By taking into consideration all these consequences, marketing strategies could be developed. For the older consumers and consumers with lower education and lower income, the promotional messages could contain patriotic themes. In addition to this, the local companies could also mention that how many jobs they created in their country. When it comes to the demographic variable of gender, the findings of this paper determine that this variable has only significant impact on Turkish consumers.

The author is of the opinion that this paper contributes to the knowledge on consumer ethnocentrism literature by comparing consumers in a developing (Turkey) and a developed (the USA) country. Besides, the findings and suggestions could be used by marketers in formulating more effective marketing strategies.

Limitations of this study

this study has a couple of limitations. First, this study was conducted only in one area in both the USA and Turkey. Thus, other consumers with different characteristics and attitudes should be included in further studies. In addition, the author has not indicated any specific products. It might have affected the participants to get confused or this questionnaire might have remained intangible for them. The number of respondents in this study was 200. It would have been much better to have much more respondents.

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Wpływ zmiennych demograficznych na etnocentryzm konsumencki. Badanie międzykulturowe w dwóch krajach (USA i Turcja)

Streszczenie

W kilku ostatnich dziesięcioleciach znacznie rozwinęła się międzynarodowa wymiana handlowa i dzisiejsi konsumenci w większości krajów stykają się z ogromną gamą produktów z całego świata. W tym kontekście pochodzenie produktu może wpływać na zachowanie nabywcze konsumentów. Wielu sprzedawców i naukowców zdaje sobie sprawę, że wszechstronne zrozumienie postaw konsumentów wobec zarówno produktów krajowych, jak i importowanych może być korzystne z punktu widzenia określania bardziej efektywnych strategii marketingowych. Mimo że zagadnienie etnocentryzmu konsumenckiego zostało zbadane z różnych punktów widzenia, nadal w literaturze istnieje ogromna luka. W związku z tym artykuł stanowi próbę zbadania związków między antecedencjami demograficznymi a etnocentryzmem konsumenckim, takich jak wiek, płeć, wykształcenie i dochody oraz etnocentryzmu konsumenckiego zarówno w USA, jak i Turcji. Przedstawiono również porównanie tych dwóch krajów. Samodzielnie przeprowadzone badanie zrealizowano w celu zebrania danych na temat tendencji etnocentrycznych, jak również charakterystyk demograficznych.

Jeżeli chodzi o metodykę, samodzielnie opracowana ankieta została przeprowadzona zarówno w USA, jak i w Turcji. Po przetestowaniu wiarygodności

i ważności modelu, przeprowadzono regresję wieloraką w celu obliczenia, czy zmienne demograficzne wpływają na etnocentryzm konsumentów.

Wyniki badania wykazują, że wiek, wykształcenie i dochody są skorelowane z etnocentryzmem konsumentów zarówno wśród konsumentów amerykańskich, jak i tureckich. Jedynie pod względem zależności między etnocentryzmem konsumentów a płcią wyniki różnią się między dwiema grupami respondentów. W przypadku prób konsumentów tureckich stwierdzono, że płeć ma wpływ na poziom etnocentryzmu konsumentów, podczas gdy płeć nie miała znaczenia w przypadku prób respondentów amerykańskich.

Słowa kluczowe: etnocentryzm konsumentów, antecedencje demograficzne, Turcja, USA.

Kody JEL: F5

Artykuł zaakceptowany do druku w kwietniu 2018 roku.

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