

The Relationship between Ethnocentric Tendencies of Turkish Consumers and Socio-Psychological Factors

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Abstract

Consumer ethnocentrism is an important factor that has an impact on the purchasing decisions of consumers. Consumers who tend to buy their own domestic products have high ethnocentrism tendencies. The reason for some consumers having tendency of high ethnocentrism has been the subject of many studies. On the other hand, there are many elements related to ethnocentrism. Socio-psychological factors affect ethnocentrism. Socio-psychological factors such as patriotism, collectivism and cultural openness are among the antecedents considered within the scope of this study. The sample size of the study is comprised of 472 individuals. All participants are over the age of 18 and they all reside in Nevşehir. Performed analyses indicate that ethnocentric tendencies of consumers are positively affected by patriotism and collectivism factors, and negatively by the factor of cultural openness.

Key Words: *Ethnocentrism, Consumer Ethnocentrism, Ethnocentric Tendencies, Socio-Psychological Factors.*

Introduction

Despite the increasing homogeneity in the global markets, ethnicity and nationalism are still powerful motivational tools for modern markets. Ethnicity emerges as a balancing force for individuals' sense of identity and for the behavior of individuals who have lost their sense of identity due to globalization. International marketers have realized certain differences among nations and most of the intercultural research studies have focused on the national characteristics of different markets (Vida *et al.*, 2008). Along with globalization, consumers of all countries are surrounded by numerous products. Besides domestic ones, some of those products also originate from foreign countries. Multiple purchasing options cause more contradictions for people in terms of purchasing decisions by complicating consumers' purchasing psychology. Consumers have begun to think whether their countries would worse off in case they prefer to buy foreign products. This situation makes consumer ethnocentrism an important object for international research studies on consumer behavior (Liang and Kong, 2010). In recent years, along with the impact of globalization, domestic and multinational companies have been in a rapidly increasing competition within domestic and international markets. Consumers in all countries are confronted with in a number of purchasing options due to the prevalence of foreign brands. In that case, the marketers have shown serious interest in developing scales that would determine consumers' preferences for domestic and foreign products (Netemeyer *et al.*, 1991). In this context, studies on ethnocentrism and consumer ethnocentrism in the literature are concerned with developing the scale and testing the scales in different countries. This study aims to determine the relation between the ethnocentric tendencies of Turkish consumers and the socio - psychological factors as antecedents of ethnocentrism in the literature.

Ethnocentrism and Consumer Ethnocentrism

The concept of ethnocentrism was first coined as a sociological concept by the American academics Willam Graham Sumner in the meaning of “regionalism, cultural narrow-mindedness” in his work named *Folkways: A Study of the Sociological Importance of Usages, Manners, Customs, Mores, and Morals* written in 1906 (Cutura, 2006; Ari and Madran, 2011; Tayfun and Gürlek, 2014; Gülmez and Yılmaz, 2009; Klopff, 2001; Yarangümelioğlu and İşler, 2014). The concept comes down from the combination of two ancient Greek terms, namely, *ethnos* meaning ‘race or nation’ and *kentron* meaning ‘centered’ (Usunier & Lee, 2005).

Ethnocentrism, since Sumner’s work, attracted many authors’ attention and various definitions of the concept have been brought forth (Lewis, 1976; Hofstede, 1984; Shimp and Sharma, 1987; Lantz and Loeb, 1996; De Ruyter, Van Birgelen, Wetzels, 1998; Brown, 2000; Yu and Albaum, 2002; Kwak, Jaju, Larsen, 2006; Gülmez and Canan, 2009; Sökmen and Tarakçioğlu, 2010).

Ethnocentrism expresses the tendency to think of a certain culture’s characteristics being superior to others and to judge other cultures accordingly which becomes distinctive as a result of need for a social identity and is recognized whenever a distinct group emerges. The main reason for the formation of ethnocentrism is that people have difficulty in evaluating their own cultures objectively (Uyar and Dursun, 2015; Yarangümelioğlu and İşler, 2014; Eroğlu and Sarı, 2011; Asil and Kaya, 2013; Jain and Jain, 2010).

According to Han (1988) and Maheswaran (1994), consumers have a negative attitude towards foreign-origin products when they are in a positive attitude towards the products of the countries they belong to. The main reason for this behavior pattern is the feeling of patriotism or nationalism. Ethnocentrism tends to increase when there is any threat to the inner group (Lantz and Loeb, 1996). The same phenomenon also arises in the presence of a threat to the economic and sociological well-being of the country (Ha, 1998). Lusk *et al.* (2006) also pointed out that the demand for ethnocentric trends and local products has increased during periods of national security or economic crisis. Ethnocentrism is a universal phenomenon rooted in many areas of intergroup relations (Kaynak and Kara, 2001).

According to Shimp and Sharma (1987), ethnocentrism represents an understanding for people to take pride in their own norms and virtues by perceiving their own groups (inner-group) as the center of the universe and to evaluate other social groups (outer-group) from their own perspective, and to omit individuals who are culturally dissimilar while biasly accepting people who are culturally like themselves (Ari and Madran, 2011; Torlak and Özçelik, 2011; Turgut, 2010; Hofstede, 1984; Jain and Jain, 2013).

Sumner’s concept of ethnocentrism, in the social sense, has been used in many areas such as sociology, political science, politic psychology and marketing since 1906 (Berkman and Gilson, 1978; Markin, 1974; Tayfun and Gürlek, 2014).

According to sociologists, humanbeings as social entities treat the group to which they belong as privileged. Marketing researchers have proposed the concept of consumer ethnocentrism by this way (Javalgi *et al.*, 2005, Poyraz, 2014, Mutlu *et al.*, 2011). Consumer ethnocentrism is a more general application of the ethnocentrism concept in psycho-social and economic areas (Tayfun and Gürlek, 2014; Siamagka, 2009; Evanschitzky *et al.*, 2008).

Although the concepts of ethnocentrism and consumer ethnocentrism clearly refer to different objects, they are not completely independent of one another. In other words, the concept of consumer ethnocentrism is a concept that reflects the consumption tendencies or feelings of consumers rather than the purchasing behavior of consumers (Guerrero, Abad, Aguera, 2014; Asil and Kaya, 2013; Ari and Madran, 2011).

As far as the literature is considered, the concept of consumer ethnocentrism was first used by adapting the definition of Shimp and Sharma's general ethnocentrism (Shimp, 1984; Sharma and Shimp, 1987; Sharma, Shimp and Shin, 1995; Siamagka, 2009).

While the general ethnocentrism covers many areas from culture to politics, the focal point of consumer ethnocentrism consists of products. The product was described by Ha (1998) as a byproduct of the culture also reflecting ethnocentrism. Since the consumer ethnocentrism is based on the product, product categories have also an important place in the concept of ethnocentrism in terms of product patriotism level (Yarangümelioğlu and İşler, 2014; Arı, 2007).

In some cases, product properties can influence product preferences more strongly than ethnocentrism. According to Shimp and Sharma (1987), the consumer ethnocentrism creates a sense of belonging by giving the individuals a sense of identity, feelings of belongingness and guides the in-group to what purchase behaviour is acceptable or unacceptable. Ethnocentric consumers think that it is wrong to buy foreign products because it is harmful to the domestic economy, leads to unemployment and is not patriotic (Auruskeviciene, Vianelli & Reardon, 2012; Asil and Kaya, 2013; Yeniçeri et al., 2009).

Consumer ethnocentrism refers to the opinions and evaluation of consumers about morality of using and purchasing foreign-made products (Sharma *et al.*, 1995; Toksarı and Senir, 2015). Küçükemiroğlu (1999) stated that nationalist units tend to perceive the domestic products as having better quality than the imported products since ethnocentrism affects the desire to purchase while it determined the nationalistic feelings which have impacts on the product and the desire to purchase (Küçükemiroğlu, 1999). Individuals tend to perceive the group to which they belong as superior to other groups and to consider that notion of superiority in economic situations such as purchasing or boycotting products (Huddleston *et al.*, 2001).

Since ethnocentric consumers believe that their own countries' products are the best, they prefer to purchase those products (Wang and Chen, 2004). Lantz and Loeb, on the other hand, observed that consumers with high nationalist sentiments are predisposed to consume the products from the countries perceived as culturally similar (Lantz and Loeb, 1996). Consumer ethnocentrism affects consumers' purchasing behavior and, in general, it develops a rejection attitude towards foreign products while creating a loyalty to local products (Mutlu *et al.*, 2011). Consumer ethnocentrism can provide an understanding of the consumers' willingness to buy domestic products, even though there is no actual difference between imported and domestic products (Piron, 2002). On the other hand, non-ethnocentric consumers can evaluate the products more objectively regardless of country origin (Shimp and Sharma, 1987; Yeniçeri *et al.*, 2009; Asil and Kaya, 2013; Yener, 2014).

The Antecedents of Consumer Ethnocentrism

The impact and magnitude of consumer ethnocentrism vary from individual to individual. From this point of view, it would not be wrong to conclude that the levels and effects of consumer ethnocentrism are to be different in terms of the cultures composed of individuals (Asil and Kaya, 2013). Consumer ethnocentrism is caused by the influence of certain factors. Antecedents of consumer ethnocentrism are comprised of four categories such as socio-psychological, economic, political and demographic. (Balabanis *et al.*, 2001; Shankarmahesh, 2006; Mutlu *et al.*, 2011; Balıkçioğlu, 2008; Turgut, 2010; Chang and Cheng, 2011; Good and Huddleston, 1995; Han, 1988; Javalgi, Khare, Gross and Scherer, 2005; Khare, 2006; Klein and Ettenson, 1999; Küçükemiroğlu, 1999; Nielsen and Spence, 1997; Sharma *et al.*, 1995; Ruyter, Birgelen and Wetzels, 1998; Shankarmahesh, 2006; Yarangümelioğlu and Jobs, 2014; Arı, 2007; Tayfun and Gürlek, 2014). Socio-psychological antecedents consist of various elements such as openness to foreign cultures; conservatism; patriotism; nationalism and collectivism, etc. (Javalgi *et al.*, 2004). Variables such as political propaganda, geographical proximity, the power of external groups and historical relations with a country are among the political factors. Indicators such as level of development, income distribution and income level of the country are among the economic factors. In demographic factors, variables such as age,

gender, education, income were used in many studies on consumer ethnocentrism. While there is no consensus on the effects of gender and age variables on ethnocentrism, it is stated that the increase of education and income level decreases the level of ethnocentric tendencies in studies using demographic factors (Akin *et al.*, 2009; Mutlu *et al.*, 2011; Balabanis *et al.*, 2001; Han, 1988, Hult and Keillor, 1999; Küçükemiroğlu, 1999; Ruyter *et al.*, 1998; Sharma *et al.*, 1995; Supphellen & Rittenburg, 2001). Within the scope of this study, socio - psychological antecedents such as patriotism, collectivism, openness to foreign cultures are considered. No information has been given on other antecedents since they are not covered by the research. In many studies, a relationship between ethnocentrism and socio-psychological factors has been determined (Balabanis *et al.*, 2002; Ruyter *et al.*, 1998; Janissary, Yarash and Zengin, 2009). Sharma (1995), by defining the concept of patriotism as one's passion or dedication to his/her country, has found that there was a positive relationship between patriotism and ethnocentrism and a negative relationship with openness to foreign cultures. Ruyter, Birgelen and Wetzels (1998), in their study on service marketing, have found that consumer ethnocentric tendencies were positively associated with patriotism, collectivism, conservatism, but were negatively associated with cultural openness. Many of the consumer ethnocentric tendencies originate from patriotism as a socio - psychological factor. Patriotism can be explained by the love or over-commitment of the individual towards his own country (Balabanis *et al.*, 2001). This state of love and extreme devotion vary from country to country depending on historical events. Patriotic consumers tend to perceive their own country's products superior to others due to their extreme loyalty. Studies conducted in the past have shown that consumers have positive relationship between ethnocentric tendencies and patriotism (Francic, 2015; Jain & Jain, 2013; Sharma *et al.*, 1995; Klein and Ettenson, 1999).

Especially when Turkish consumers are focused on, their proud for their country's historical past, natural beauties and traditional tastes can be easily observed. As a result, positive relationships between these strong patriotic tendencies and consumer ethnocentrism are expected. Thus, the first hypothesis of this research is as follows:

H₁: There is a positive relationship between consumer ethnocentrism tendencies and patriotism.

Collectivists tend not to exhibit ethnocentric tendencies; because they develop their behaviors in accordance with their social class. According to Triandis *et al.* (1988), collectivist individuals tend to take the influence of their behaviors on the society into account, to feel responsible for others, and to create a social impact on imported products (Yoo and Donthu, 2005).

Individualists, on the other hand, will have less ethnocentric tendencies because they only think of their own interests (Balıkçioğlu, 2008). Sharma *et al.* (1995) concluded that there was a positive relationship between collectivism and consumer ethnocentrism. Collectivist consumers are also ethnocentric (Yoo, Donthu and Lenartowicz, 2011). Javalgi *et al.* (2005) concluded that collectivism was effective in the ethnocentric tendencies of French consumers. Balabanis *et al.* (2002) stated that in collectivist countries there were more internal-group tendencies (our conception) and that foreigners did not accept them in their groups. In individualistic cultures, individuals are concerned with their own interests and independent. In collectivistic cultures, individuals adapt their interests to their interests and behave according to group norms, feeling themselves dependent on the members of the group. American and European countries are examples of individualist cultures, while Asian countries such as China and Japan are examples of collectivist cultures (Balıkçioğlu, 2008). Smith *et al.* (1996) stated that Turkey is a collectivist country that focuses on group loyalty (Balıkçioğlu, 2008). So, the second hypothesis of research is as follows:

H₂: There is a positive relationship between consumer ethnocentrism tendencies and collectivism.

Cultural openness is defined as recognizing, understanding and accepting other cultures (Sharma *et al.*, 1995; Shankarmahesh, 2006). Cultural openness may be increased as a result of traveling abroad and warm relations with people from different countries. Such experiences and interactions cause the individual to

refrain prejudices against foreign cultures and their works, as well as to change their perceptions and tendencies. In this context, it is thought that the level of cultural openness of consumers will have an impact on the preferences for domestic and foreign brands. Sharma et al. (1995) found a negative relationship between cultural openness and ethnocentrism. Therefore, the third hypothesis of the research is as follows;

H₃: There is a negative relationship between consumer ethnocentrism tendencies and cultural openness.

Measuring the Consumer Ethnocentrism

With the introduction of the concept of consumer ethnocentrism into marketing literature, the measurement and evaluation of the concept has become a necessity for a better understanding of consumer behavior. The lack of accuracy in previously established ethnocentrism scales which intended to measure consumer behavior has made it necessary to form a "consumer ethnocentrism scale" (Shimp and Sharma, 1987). The most commonly used scale for consumer ethnocentrism in the literature is the CETSCALE (Consumer Ethnocentric Tendency Scale). It was developed by Shimp and Sharma (1987), using the study data of Shimp (1984) in order to overcome the shortcomings of measuring the consumer ethnocentrism. The CETSCALE scale, developed by Shimp and Sharma (1987) in order to replace Adorno *et al.* (1950)'s insufficient California F Scale, is a convenient tool for international marketing (Piron, 2002: 198). With this scale, it was aimed to measure the ethnocentric trends of American consumers purchasing domestic products against foreign products. The scale is based on measuring trends much more than attitudes. Because attitude shows the consumer's feelings towards a certain objects like a car model. The tendency, on the other hand, is the sum of the feelings that will affect behavior against all foreign products (Shimp and Sharma, 1987). Since 1987 when it was first developed, the CETSCALE scale has been used repeatedly in many studies and is a proven measure of reliability (Ari and Madran, 2011).

The CETSCALE scale consists of 25 items organized and scored on Likert-type formats prepared after preliminary tests and researches. This number has been further reduced to 17 items by the last regulations and even to 10 in some studies (Sharma and Shimp, 1987; Jimenez-Guerrero *et al.*, 2014). Consumers' ethnocentric tendencies, namely, CETSCORES are measured and evaluated in three categories (Low, Medium and High Ethnocentric) (Akin *et al.*, 2008).

The measurement of consumer ethnocentrism appears as a controversial subject that is previously more applicable in developed countries and later in developed and underdeveloped countries. The results of many studies conducted to measure consumer ethnocentrism have shown that ethnocentrism is a global phenomenon. The CETSCALE scores of consumers from various countries in the world have been quite different. The resistance, intensity and importance of consumer ethnocentrism vary from culture to culture and from country to country (Küçükemiroğlu *et al.*, 2006). Many researchers have tested the reliability and validity of the CETSCALE on cultures. In some studies, comparisons were made between consumers of different countries. The CETSCALE scale has been applied to student samples in the US, Japan, Germany and France (Netemeyer & Durvasula, 1991), but further evidence of validity has been found in Japan and Sweden (Hult & Keillor, 1999) and in Spain (Luque-Martinez, Ibanez-Zapata & Barrio-Garcia, 2000) with non-student samples. The CETSCALE has been used to determine the differences between the levels of ethnocentrism and behavioral intentions of Turkish consumers (Akin *et al.*, 2009). Lantz and Loeb (1996) found that consumers with higher ethnocentrism compared to consumers with lower ethnocentrism have a more positive attitude towards the products of culturally similar countries. Unlike ethnocentric consumers, non-ethnocentric consumers have been found to pay less attention to product origins and to evaluate more products according to their own characteristics.

Research Methodology

It is aimed to determine the relationship between Turkish consumers' ethnocentric tendencies and socio - psychological antecedents. The study was conducted between 15 August and 15 September 2016 in

Nevşehir with participant consumers over 18 years of age. It is believed that the military coup attempt in Turkey as of the period of the study was influential on the results. As stated in the literature review, it is thought that research has an important constraint because anticipation of high emergence in ethnocentric tendencies has important impacts on our research findings, especially when external threats are perceived. Depending on the time and budget constraints of the study, non-probability sampling is preferred amongst non-random sampling methods that allow rapid data collection. Totally 500 surveys are filled out by using this method. However, 475 surveys are found to be suitable for analysis when questionnaires with sloppy and/or significant missing data are cancelled out. The available survey rate of 95% is considered sufficient to represent the population. Questionnaires are drawn up from the related literature. In this context, firstly, the CETSCALE scale developed by Sharma *et al.* (1995) is adapted to this study for the determination of the consumers' ethnocentric tendencies. In order to measure the socio - psychological structures of the participant consumers, the questions adapted from Shankarmahesh (2006) are included. Both scales are prepared on 5-point Likert scale (1 - strongly disagree, 2 - disagree, 3 - undecided, 4 - agree, 5 - strongly agree). The questionnaire consists of three sections; in the first section, the CETSCALE scale is used and the second section included the questions that revealed the socio - psychological status of the participant consumers. In the last section, questions are asked to determine the demographic characteristics of the respondents.

Analysis and Findings

The demographic distribution of the research sample reflects that women and men are almost homogeneously distributed, and that 52.6% of the sample is composed of women. 68.1% of the research sample is living in urban centers and 37.9% of them have graduated from higher education program. While 53.9% of the participants are composed of individuals under the age of 35, 55.7% of the participants have a monthly income of 2,500 TL or less when they are considered in their income levels. 16.1% of them are not currently employed and 26.1% of them are working as civil servants. It is seen that 39.8% of the participant consumers are currently attending higher education programs, 45.5% of them have 4 member-families and 30.5% of them define themselves in the middle of the political compass. After considering reliability of both different scales to be used in the study, their literature conformity is investigated by exploratory factor analysis in order to determine socio - psychological variables which revealed the levels of patriotism, collectivism and cultural openness of consumers. With the CETSCALE scale; CETSCORES, which show the consumers' ethnocentric tendencies, are calculated. In this view, consumers are divided into three groups according to their low, medium and high levels of ethnocentric tendencies. The reliability and validity test results of the scales used in the study are presented in Table I.

Table I: Exploratory Factor Analysis and Reliability Results

Factors	(Cronbach Alpha)	FACTOR WEIGHTS
Socio – Psychologic Antecedents	(.935)	
1.Patriotism	(.922)	
I love my country.		0.856
I am proud to be Turkish.		0.846
I get very sentimental whenever I hear Turkish National Anthem.		0.828
I am happy to see a waving Turkish Flag.		0.802
I prefer to give support to Turkish products even if it gets costly in the long-term.		0.786
Living in Turkey makes me proud.		0.753
2. Collectivism	(.948)	
I do not act independently when I am with my friends.		0.956
Group loyalty encourages people in achieving personal objectives.		0.948
One should be nice to a friend who would extend a helping hand.		0.919
Group welfare is more important than individual achievement.		0.901

3. Cultural Openness (.923)	
I would like to have the chance to meet people from different countries and cultures.	0.946
I like exchanging ideas with people from different countries and cultures.	0.913
I am interested in learning new things from people who live in different countries.	0.902
I am open-minded towards foreigners and their traits.	0.845
Total Variance Explained (%)	79.336
KMO Measure of Sampling Adequacy	0.762
Bartlett's Test of Sphericity	
Ethnocentrism (.937)	
It is always best thing to buy Turkish products.	0.801
We must buy products produced in Turkey.	0.798
We should not let foreigner products to enter into our domestic markets.	0.797
Turkish consumers who buy foreign products are responsible for the unemployment of Turkish citizens.	0.793
Foreign products should be taxed at high rates in order to limit entry.	0.769
A real Turk must always buy Turkish products.	0.746
All imported products should be restricted.	0.742
It is not right to buy foreign products, because it would lead to the unemployment of Turkish citizens.	0.731
Turks must not buy foreign products because it causes damage to their companies	0.727
We should purchase products manufactured in Turkey instead of letting other countries get rich of us	0.691
Total Variance Explained (%)	65.849
KMO Measure of Sampling Adequacy	0.845
Bartlett's Test of Sphericity	0.000

Tablo II: Mean Consumer Ethnocentrism Score (CETSCORE)

<u>Computed score</u>				
	<u>Mean</u>	<u>Minimum</u>	<u>Maximum</u>	<u>S.D</u>
CETSCORE – 10	35,13	10,00	50,00	9,48

Notes: 1. A reduced (10-item) version of 17-item CETSCALE as developed by Sharma and Shimp (1987) was used for computing consumer ethnocentrism.

2. Consumer responses to each of the scale item were obtained on a 5-point Likert scale, ranging from 1=strongly disagree to 5=strongly agree.

The consumer ethnocentrism level is obtained as a result of the sum of the average of the responses to each item compared with the highest possible value. The highest value for each of the 10 items of the scale is 5 (strongly agree). According to the scale, the highest score of a participant consumer with the highest level of consumer ethnocentrism is 50 (10x5) (Akin *et al.*, 2009; Aysuna, 2006; Arı, 2007).

The highest score to be taken here is 50, however in other research studies it is 119 (17x7) because of 7-point scale used for the studies conducted in different countries. Therefore, it is not possible to compare the score of 35.13 in Table II directly with the average scores of previous research studies. The following assumption was made to determine whether CETSCORE which is calculated as 35.13 in Table II represents a high ethnocentrism level or a low ethnocentrism level for consumers: In order to find the midpoint of the minimum score of 10 (1x10) and the highest score of 50 (10x5), it is assumed that the average of the

responses to all the items (3 = Neither Agree nor Disagree) is the midpoint. Accordingly, score of 30 (10x3) represents the midpoint between high ethnocentrism and low ethnocentrism levels. From this point, ethnocentrism levels of the consumers who participated in the survey study conducted in Nevşehir were found to be high. The score of 35.13 shows that Turkish consumers have high degree of ethnocentrism. CETSCORE, which provides the total score of responses given to the CETSCALE scale that measures consumers' ethnocentric tendencies, is divided into 3 groups according to the scores of the participants in order to provide analysis simplicity and evaluate different ethnocentric levels since they have different scores. When grouping is performed, the 5-point Likert scale is considered and the middle value of the interval groupings formed by taking 0.5 units from both sides of 3 values equidistantly from both ends (1 and 5) was considered as the lower value of this range and lower ethnocentric and higher ethnocentric. According to this, upper limit of the first interval (1 - 2.5 range) in which the group expressed as "low ethnocentric tendency" is $(10 * 2.5) = 25$; upper limit of the second interval (2.5 - 3.5 range) in which the group expressed as "medium ethnocentric tendency" is $(10 * 3.5) = 35$; and upper limit of the third interval (3.5 - 5 range) in which the group expressed as "high ethnocentric tendency" is $(10 * 5) = 50$ starting from the score of 36 (Ari, 2007; p.64).

As seen in Table III, the most crowded group is the "medium ethnocentric tendency" group with 53.2%. 14.4% of the participants belong to the low ethnocentric tendency group. Correlation coefficients obtained as a result of the correlation analysis applied to test the research hypotheses are given in Table III.

Table III: Consumer Ethnocentrism and Socio-Psychological Antecedents: Correlation Coefficients

Variables	Correlation coefficient	p-value (one tail test)
Patriotism	0.516	0.00*
Collectivism	0.316	0.00*
Openness to foreign culture	- 0.206	0.00*

With a view to examine covariation between consumer ethnocentrism and various socio-psychological antecedents, Karl Pearson's coefficients of correlations were computed. The results are presented in Table III. Socio-psychological variables bear significant relationship with consumer ethnocentrism, and in the hypothesised directions. Patriotism is the antecedent that is most strongly correlating with consumer ethnocentrism ($r = 0.62$; $p \leq 0.01$), followed by collectivism ($r = 0.32$; $p \leq 0.01$), openness to foreign culture ($r = -0.21$; $p \leq 0.01$), and in that order. Significant correlations of consumer ethnocentrism with patriotism, collectivism, and openness to culture in the hypothesised directions lend support to hypotheses H_1 to H_3 .

Conclusion

Consumer ethnocentrism is a very important concept that affects consumers' attitudes, thoughts and behaviors. It is very important to be protected from the negative effects of consumer ethnocentrism, especially in terms of international marketers who will enter into foreign markets. For this reason, the levels of ethnocentric tendencies of target consumers should be thoroughly investigated. The companies, especially the ones that start operating in foreign markets, can face failure if they do not take ethnocentric tendencies into account. Consumers' evaluations of domestic and foreign products vary depending on the degree of consumer ethnocentrism. Considering the results of the analysis of data obtained from the questionnaire applications, it can be summarized as follows: Ethnocentric tendencies of the Turkish consumers are found to be moderate in this study as well as in many previous studies which have been performed on ethnocentric tendencies of Turkish consumers. It may be natural that Turkish consumers have increased their nationalist sentiments, particularly after the negativity they experienced on July 15th 2016. As well-known, ethnocentrism increases if there is a perceived threat to the inner-group (Lantz and Loeb, 1996). The same phenomenon is also likely to arise in the presence of a threat to the economic and sociological well-being of the country (Ha, 1998). Lusk *et al.* (2006) also pointed out that the ethnocentric

tendencies and demand for local products has increased during periods of national security or economic crisis. The military coup attempt that took place on July 15th is thought to have caused the ethnocentric tendencies of the Turkish consumers. This negative development can also be attributed as the reason for the high level of relationship between socio - psychological factors such as patriotism and ethnocentric tendencies. It is also conceived that increase in collectivism emotion, as another antecedent, would cause the transition from individualism to group behavior. As a result, a relationship 0.32 between collectivism and ethnocentric tendencies emerge ($r = 0.32$). Studies indicate that higher levels of education and income lower the level of ethnocentric tendency. Considering approximately 56% of the participants in the study with income levels below \$ 1,000 and about 60% of them with high school degree or lower, the low (even negative) level of relationship in terms of proximity to foreign cultures in support of the literature is not surprising. This study would serve as guidance for researchers who want to perform similar studies in terms of subject and methodology. It will be useful to provide this type of research study to be done in the future with an intercultural dimension. Thus, it would be possible to compare Turkish consumers to the consumers from another country in terms of the relationship between ethnocentric tendencies and socio-psychological characteristics. In addition, comparative analyses can be made among the consumers of different ethnic backgrounds living in different regions of the country. It is expected, however, to guide executives of domestic and foreign firms operating in international markets for marketing strategies.

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