**CONSUMER ETHNOCENTRISM IN THE CONTEMPORARY WORLD - LITERATURE REVIEW.**

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**Abstract**

This paper aims to provide an overview of the literature on consumer ethnocentrism. Along with demographic, social, cultural, and psychological factors, product features and other facilities also impact consumer behaviour. The impact of many factors and problems on ethnocentrism is examined, and issues with the research's consistency in terms of definition and measurement are found. Investigating consumer ethnocentrism behaviour locally and globally is essential in considering the literature. Future study directions and a description of consumer ethnocentrism are suggested in the section "Directions for Research."

***Key Words:*** *Consumerism, Demographical antecedents, Consumer characteristics, Social phycological antecedents*

**Introduction**

Creating marketing strategies to protect local businesses is increasingly important in today's globalizing environment. Therefore, it is possible to classify consumer ethnocentrism analysis as a topic. Since protecting local brands is essential for maintaining both national and product loyalty, many domestic enterprises in these nations confront significant difficulties in the face of international competition. Consumer ethnocentrism has consequently developed into a crucial strategic strategy domestic producers use to compete against foreign competitors. The use of this phenomenon and its practical usefulness might vary in different industrial and cultural contexts and have been recognized by ethnocentrism's many facets. Understanding the numerous influencing aspects, such as customer personality traits, is crucial to properly grasping the relationship between consumer ethnocentrism and local brand loyalty. Therefore, it is necessary to consider how customer personality factors affect local brand loyalty. These data show that in order to foster local brand loyalty, it is crucial to examine consumer personality attributes and product purchasing patterns. To develop marketing strategies, it is essential to understand how consumer ethnocentrism features affect local brand loyalty.

**Ethnocentrism and consumer Ethnocentrism**

Sumner first described ethnocentrism in 1906 as viewing the world in which one's group occupies the central position and is the standard against which all other groups are judged. According to Sumner, an argument between two groups (in-groups and out-groups) is what he refers to as an "exclusively sociological construct" called ethnocentrism. According to him, there is a difference between the two groups that the ethnocentrism concept represents. Adorno and colleagues described the traits of ethnocentric people in 1950. They concluded that ethnocentrism causes a specific affinity with social groups Shimp and Sharma (1987) presented the first definition of consumer ethnocentrism based on Sumner's (1906) notion of ethnocentrism. In their investigation, they made note of the economic and sociological context. Shimp and Sharma (1987), which they cite, claim that ethnocentric customers are inclined to buy foreign goods. Non-ethnocentric customers compare items from different countries based on their performance and quality to determine which is best, according to Shimp and Sharma (1987). A particular type of turndown, which holds that people can only identify with one group if they also have the opportunity to identify with another, is one of the main forces behind this identification. Smith (1972) defined ethnocentrism as the persistent confidence in a group's superiority. According to Malota (2003), ethnocentrism is evaluating outside groups from the perspective of people's groups. According to Brkic et al. (2011), ethnocentrism is a particular expression of people's needs to discover who they are and to belong to a group or community, which helps the given group develop. Consumer purchase decisions are influenced by cultural, social, personal, and psychological variables. Motivation, perception, learning, belief, and attitudes are all impacted by psychological factors. An attitude is a persistent, all-encompassing evaluation of individuals, things, advertisements, or problems, according to Solomon et al. (2010). People's attitudes influence how they act in a given environment. As a result, attitude dominates consumer behaviour. Attitudes are complicated to alter. Thus, attitudes are something that every marketer should be aware of. Numerous things influence consumer opinions. The antecedent elements influencing consumer ethnocentrism have been the subject of several research in the literature Sharma et al., (1995); Shimp & Sharma, (1987); Zafer & Uzkurt, (2010); Balabanis et al., (2001); Josiassen, (2011). Shankarmahesh (2006) gave a comprehensive list of major predecessors to ethnocentrism in his study, including socio-demographic, psychological, economic, and political elements.

Attitudes are complicated to make a change. Thus, attitudes are something that every marketer should be aware of. Numerous things influence consumer opinions. The antecedent elements influencing consumer ethnocentrism have been the focus of several research in the literature Sharma et al., (1995); Shimp & Sharma, (1987); Zafer & Uzkurt, (2010). Balabanis, Diamantopoulos, Mueller, & Melewar, (2001); Josiassen, (2011). (2006) Shankarmahesh highlighted several important sociodemographic, psychological, economic, and political precursors to ethnocentrism in his research. A more thorough summary of consumer ethnocentrism's preceding conceptions and how they interacted with CE was offered more recently by Dogi (2015). Researchers also looked into How sociopsychological traits such as cultural openness, world mindfulness, patriotism, anger, and collectivism Shankarmahesh, Ford, & LaTour, 2004 impacted consumer ethnocentrism and demographic data. Additionally, several scholars who examined the relationship between values and CE found that the two were positively correlated (e.g., Clarke, Shankarmahesh, & Ford, 2000). These include the product's country of origin. Demographic factors are discussed in Nadimi et al. (2012) and Min Han (1990). Consumer awareness of the product, Khalek (2014) Product advertisements by Khalek (2014), Rezai et al. (2012), and Lin et al. (2009) group preference in Mirela-Cristina (2013), Chung and Pysarchik (2000), and pricing in Florent et al. (2014) Batra and Sinha (2000); Nadimi et al. (2012); and ethnocentrism Wang et al. (2004), Kinra (2006), and Watson and Wright (2000) are some examples.

Different consumers have varying opinions on certain products. Because this determines whether businesses make or lose money, marketers need to understand how consumers feel about their products (Cheah et al., 2015); Nyarunda, (2016). Age, gender, education, income, and all demographic factors, including physical location, affect attitudes (Khalek, 2014; Skuras & Vakrou, 2002)—consumers with high incomes like using goods made in developed nations. Consumers with middle- and low-income levels are the target market for products from developing nations Kaynak and Kara, (2002); Kaynak et al., (2000). Ethnocentrism is the reason for the attitudes of customers toward buying local goods Watson and Wright, Kaynak and Kara, Wang et al., Kin-ra, Shankarmahesh, Nadimi et al., Renko et al., Watson and Wright, Kaynak and Kara, Wang et al., 2004. In less developed countries, ethnocentrism has less of an impact on consumer attitudes, according to Batra and Sinha (2000).In the rapidly changing globe of today, Schooler (1965) hypothesised that the traits of a cosmopolitan attitude would reduce feelings of ethnocentrism. Consumer ethnocentrism enhances the feeling of nationalism and emphasises cultural and ethnic identification, according to a study by Shimp (1984), and significantly impacts the global economic environment, particularly during times of crisis. According to Smyczek and Glowiks’s (2011) research, people generally feel more motivated to assist their local economy amid economic downturns. Customer ethnocentrism is an important factor that affects customer willingness to buy products from other countries. Some consumers are less willing to consider goods from other nations while purchasing (Akdogan et al., (2012). Ethnocentric consumers believe that their nation and its goods are superior to those of other nations and those made in other nations.

It can occasionally result in the rejection or boycott of international goods. One factor that influences how customers judge the quality of items is consumer ethnocentrism. Huddleston et al. (2001) claim that this influence is significant for non-essential items. Highly ethnocentric consumers strongly desire to purchase locally produced goods and believe they are superior to imported goods. Ethnocentrism is the main element affecting consumers' purchase intentions. Additionally, they believe purchasing items from abroad may contribute to unemployment (Tabassi et al., 2012).In the study, Akshay Pai R and Anupama Sundar (2014) found a strong and favourable relationship between consumer animosity and consumer ethnocentrism and repurchase intention. According to Duff (2007), a product’s visual aspect, which involves line, shape, and details that influence consumer perception of a brand, is its design or visual appearance. The study also showed that Turkish consumers displayed several lifestyle characteristics closely tied to their ethnocentric prejudice. The ethnocentric tendencies of various nations and various product and service categories have been the subject of several studies. Nadiri and Tümer (2011); Karunaratna and Silili (2014); Karoui and Khemakhem (2019) ; Maksan, Damir, and Marija (2019); Maina (2016).The CETSCALE was created by Shimp and Sharma (1987) to assess consumer ethnocentrism. It consists of 17 questions that gauge whether consumers consistently prefer to purchase goods made locally or abroad. Most of the CETSCALE items that are measuring tools capture basic normative standards and the effects of buying foreign goods. However, they fall short of capturing individual values and belief systems. Since (2003), there has been a rapid expansion of global trade, and as a result, there is now intense rivalry in the market, where consumers have a wide range of options. The original CETSCALE included some features that were not captured on consumer ethnocentrism; as a result, the ethnocentrism construct has to be changed Siamagka, (2009). To measure consumer ethnocentric tendencies, use the CEESCALE created by As a reliable extended scale, see Siamagka & Balabanis (2015). The consumer ethnocentric extended scale (CEESCALE) was created by Siamagka and Balabanis in 2015. Consumer income, defined as the money an individual makes through labour or investments, is a crucial variable influencing consumers’ behaviour and purchasing decisions. According to Maina's (2016) survey, consumers' preferences for local banking services shift significantly as their income increases. The research by Aziz, Bahadur, Sarwar, Farooq, and Arshad (2014) further demonstrated that lower-income groups are enthusiastic about purchasing local goods. According to Maina's (2016) survey, consumers' preferences for local banking services shift significantly as their income increases. According to the study by Aziz, Bahadur, Sarwar, Farooq, and Arshad (2014), lower-income Groups are likelier to buy local items. However, high-income people are more inclined to buy domestic items, per Balabanis et al. (2001).

**Theoretical basis**

The concept of consumer ethnocentrism is discussed in the literature as a way to comprehend the moral issues raised by the consumption of both indigenous and imported goods. The overall idea of ethnocentrism was initially discussed in the sociology field, and consumer ethnocentrism is a derivative of that idea. The term "ethnocentrism" was first used by Sumner in 1906 to describe a way of thinking in which one's own group is viewed as the center of the universe and all others are measured and compared in relation to it. Sumner claims that the fundamental characteristics of ethnocentrism are pride in one's own group and a belief in the inferiority of other groups. The "others" group is seen as inferior by the "we" group, which is marked by feelings of pride and superiority. Adorno et al. (1950) offer a more comprehensive analysis and a scale to assess ethnocentrism, which is an authoritarian expression. Ethnocentrism is a pervasive psychological feature that is a component of one's ideological system, according to Adorno et al.'s theory, Forbes (1985). Based on Freudian psychoanalytic theory, the "authoritarian personality" places a strong emphasis on how early experiences affect how a person develops as an adult. In what became known as the realistic group conflict hypothesis, LeVine and Campbell (1972) postulate that social variables and group struggle for scarce resources (such jobs, economic resources, etc.) are what lead to ethnocentrism. The idea that ethnocentrism has the enduring nature of a personality trait and is unaffected by social circumstances like the number and proximity of out-groups and ethnic variety is supported by recent findings from longitudinal study Bircan (2010); Hooghe, Reeskens, and Stolle (2007).

**Consumer ethnocentrism measurement**

Although there were ethnocentrism measures Chang & Ritter, (1976)a0Warr, Faust & Harrison, 91967), Shimp and Sharma (1987) contend that the scales were not reliable.lacked much application to research on consumer behavior and marketing phenomena.The CETSCALE (The Consumer-Ethnocentric Tendency Scale) is a measurement tool.Shimp and Sharma subsequently created to gauge the ethnocentric customer preferences for buying foreign goods rather than domestic goods items made in the United States (Shimp & Sharma, 1987) The progression the CETSCALE was introduced in response to a call from Jacoby (1978) for consumer behavior and marketing-related domain-specific ideas Saffu & Walker,(2005)

The seven-point Likert scale used in the seventeen-item CETSCALE Addendum 1) was created from a pool of 180 initial elements gathered from more more than 800 US consumers. A preliminary study asked participants to Describe their thoughts about the following issue in response to the following question: whether American consumers should be allowed to purchase goods that foreign countries manufacturing" (1987) Shimp & Sharma Following the use of various purification methods, a total of seventeen items that met the 0.5 factor loading reliability requirement were all still present.(Luque-Martinez and colleagues, 2000. The 17-item Likert scale survey was then used.consumer representative samples from Detroit, Denver, and Los Angeles were used in the study.Carolinas, North and South. The results of a confirmatory factor analysis showed that the Construct validity was partially proved by CETSCALE, and a one-Dimensional framework By Witkowski in 1998 Shimp and Sharma (1987) claim that the findings of their investigations also showed a high correlation between consumer sentiments regarding foreign goods in general and The more ethnocentric bias there is, the worse the association with it is the more likely it is that a buyer would purchase a domestic motor vehicle and/or

the more determined the buyer would be to purchase a domestic vehicle. Regarding social identity, and that some consumers may have a strong identity while others may have a weak one. The CETSCALE, which concentrates on product purchases, can be used to gauge the way that consumers' national identities are manifested economically Loeb & Lantz, However, according to Shimp and Sharma (1987:288), by the late 1980s, the idea of Measurement of customer ethnocentrism using the newly designed CETSCALE were only applicable to modern American society. A recommendation was made. That testing the scale in several nations and translating it into various languages was an

The following move was crucial and needed to be made. Likewise, Shimp and Sharma (1987) suggested that more investigation was required to determine whether the CETSCALE distinguishing between other people's views, attitudes, and purchasing practices socioeconomic and racial groups. Over time, the CETSCALE's validity and dependability have been examined in The scale was shown to have a good degree of validity across a number of nations. Trustworthiness (Orth & Firbasov, 2003). These studies include studies as examples. conducted using samples from West Germany and Japan. Huddleston et al., (2001); Supphellen & Rittenburg, (2001); Turkey, Kaynak & Kara, (2002), Spain (Luque-Martinez et al., 2000), the Kyrgyz Republic, Azerbaijan, Kaynak & Kara, (2001), Australia (Acharya & Elliott, 2003), and the Czech Republic (Orth & Walker, 2005) are just a few of the countries mentioned.

Israel (Shoham & Brencic, 2003); the People's Republic of China; and Firbasov,( 2003) France (Wang & Chen, 2004); (Javalgi et al., 2005; Netemeyer et al., 1991); Canada Turkey (Kavak & Gumusluoglu, 2007) and Australia (Saffu & Walker, 2005).The relatively simple concept of consumer ethnocentrism could be less than ten elements are used to measure it. Consequently, a legitimate and trustworthy 6-item version of the CETSCALE was created and evaluated in the developing nations of China and Russia.In accordance with Hamin and Elliott (2006), the maximum score that based on the use of the 17-item CETSCALE, ranging from 17 to 119.utilizing a seven-point Likert scale. The CETSCALE's mean scale value is utilized.higher mean scale as a measure of the degree of consumer ethnocentrism values that are more indicative of consumer ethnocentrism Elliott & Hamin (2006): The CETSCALE has been translated and used to evaluate since its introduction. Several nations inside and outside the US have consumer ethnocentrism Douglas & Nijssen,(2003)

**Consumer ethnocentrism's antecedents**

Consumers' ethnocentric attitudes do not arise in isolation; instead, be seen as a component of a group of effects Sharma and others (1995)many studies Nielsen & Spence (1997); De Ruyter, Van Birgelen & Han, 1988;Wetzels (1998) and Sharma et al. (1995) have incorporated the ethnocentrism concept.in consumer decision-making models by examining probable precursors or determining the causes and moderating elements that could lessen the impact of Consumers' inclinations to buy are influenced by ethnocentrism (Javalgi et al., 2005:328). According to Shankar Mahesh (2006), there are four major groups of antecedents for Consumer ethnocentrism is discernible as: socio-psychological, economic, governmental, and demographic.

Some of the significant antecedents (as previously highlighted in the following will be discussed (research). After this part, there will be a discussion of the results of consumer ethnocentrism, as well as its moderating effects.

**1.Socio-psychological antecedents**

social-psychological causes Several scholars have looked into the connections between consumer ethnocentrism and a variety of socio-psychological characteristics Javalgi et al., (2005). A few of these antecedents are addressed in detail in the section that follows.

**1.1 Conservatism**

Conservatism is described by Sharma S., Shimp T. A. (1995) as the "propensity to value customs and institutions of society that have stood the test of time." One of the variables that were used in this investigation is conservatism. Since no two civilisations share the same values, conservatives in different cultures do not share the same ideals. To put it another way, conservatism differs according to culture because every culture has its traditions. Burke (1987) stated that each inherited cultural activity has a solid foundation in tradition. Thus, it will have a significant influence on how each culture acts. According to the study, consumer ethnocentrism is a precursor to conservatism. In other words, a consumer is more likely to have an ethnocentric attitude toward foreign goods the more conservative they are. These studies link consumer ethnocentrism to conservatism. According to Anderson and Cunningham (1972), Wang (1978), and Javalgi and Khare (2005), traditionalism and unfavourable views of imported goods are positively correlated. Sharma et al. (1995) found a strong association between nationalism and conservatism, which they combined into one variable. This newly created variable was then set up to have a highly significant positive correlation with consumer ethnocentrism.

Shimp (1995) and Balestrini P. and Gamble P. (2002) established a positive association between conservatism and consumer ethnocentrism, while Altintas and Tokol (2007) found that conservatism is another critical component in consumer ethnocentrism among Turkish individuals. According to Supphellen E. and Rittenburg F. (2001), conservatism considerably impacts Polish ethnocentrism compared to other societies. In addition, conservatism is described by Javalgi R G, Khare V, and Gross A C (2005) as one of the main antecedents of French ethnocentrism.

**1.2 Collectivism**

Hofstede (2001) asserts that collectivistic individuals are raised as members of strong, cohesive in-groups that protect them throughout their lives in exchange for their dubious devotion. Collectivism is the social orientation of people to prioritise the perception and achievement of their group’s goals rather than individual goals. Collectivists, therefore, strive to uphold the standards and norms of a group in order to maintain consensus and have a stronger feeling of community. Yoo and Donthu's research from 2002 revealed why collectivists feel more pressure to purchase native products to boost their economies. In a socio-psychological environment, customer collectivism might be seen as a precursor of CE. Strutton (1994), for example, argues that individuals with individualistic objectives are typically more ethnocentric because they are " free-thinking and autonomous, which empowers them to make wise, independent decisions about buying home companies. While collectivism shows compassion and concern for the human or societal in-group, consumer ethnocentrism does so for the products made in the host country. Donthu and Yoo (2004). According to Javalgi et al. (2005), those with a collectivist mindset are more likely to have consumer ethnocentric tendencies and relate their behaviour to that of their social group. Individualistic people, on the other hand, frequently act in their own best interests and tend to be less consumer ethnocentric.

According to Hofstede (2001), collectivist people "are integrated into strong, cohesive in-groups from birth on. According to Yoo and Donthu (2002), consumer ethnocentrism expresses affection and concern for the things created in the host country, whereas collectivism does so for the human or societal in-group. However, the strong in-groups continue to defend them for the duration of their lives in return for complete loyalty. According to Hui & Triandis (1986), collectivistic customers are ethnocentric and feel compelled to purchase domestic goods. Consumers who exhibit collective behaviour are more likely to identify with their nation, sacrifice personal interests for the good of the community, and have close emotional ties to their mother country. Collectivistic consumers believe they should control their behaviour and impulses to avoid harming or defying societal standards. Bilsky & Schwartz, (1990). According to Javalgi et al. (2005),Individualistic people pursue their interests and show less consumer ethnocentric tendencies. In contrast, collectivistic people are more prone to relate their actions to those of the society they belong to and display consumer ethnocentric preferences. People with collectivist intentions typically exhibit more intense ethnocentric tendencies than those with individualistic goals, Sharma et al. (1995) since collectivists consider how their activities will affect the more significant group or society. According to Aeker (1991), collectivists find it challenging to transfer from local brands to other ones because they know that doing so could sever their ties to the companies that make their products.

**1.3 Dogmatism**

Dogmatism is described by Caruana (1996) as "a personality trait that views reality in black and white" and that it has characteristics with other personality traits such as inventiveness, risk-taking, and inner-outer-directedness. According to Schiffman and Kanuk (2009), dogmatism is critical in determining how innovative consumers are. Innovativeness, dogmatism, risk-taking, and inner-outer-directedness are all characteristics of the personality. A personality trait known as dogmatism sees the world in black and white. According to research conducted in the USA, less dogmatic people tend to see foreign goods more favourably, Anderson & Cunningham, (1972). In their "crafted with pride" study, Shimp and Sharma (1987) establish a statistically significant link between ethnocentrism and dogmatism. According to Schiffman and Kanuk (2009), dogmatism significantly influences how inventive consumers are. According to their definition, dogmatism is the degree of rigidity a person exhibits toward novel items or features and the degree to which information that contradicts their preconceived notions is viewed favourably or unfavourably.

**1.4 Patriotism**

By Balabanis et al. (2001), "strong feelings of attachment and loyalty to one's own country, but without corresponding hostility towards other nations" is how they define patriotism. Out of love and devotion for their own country's artefacts and products, patriotic people prefer to favour them., according to Balabanis et al. (2001). However, the extent to which patriotism influences consumer ethnocentric tendencies varies among cultures, they claim.

**1.5 Salience**

Salience is the perception of a threat from imports or international competition to domestic businesses and coworkers (Rosenberg, 1964). Olsen et al. (1993) noted a favourable correlation between salience and a consumer's tendency towards ethnocentrism. They postulated that a sense of threat increases a nation's moral obligation to assist domestic businesses and workers, leading to a greater degree of ethnocentrism. In 1995, Sharma and others.

**1.6 Materialism**

According to Chan & Prendergast (2007), materialism is the idea that having more stuff will make you happier. Materialism and perceived social position have a strong correlation, as noted by Jalees (2007). Customers who are highly materialistic believe that their belongings provide them with happiness and well-being. According to Bevan-Dye (2012), materialism encourages consumers to "status consumption." Belk (1984) claimed that materialism comprises possessiveness, lack of generosity, and envy. As a result, materialistic consumers spend more money on goods and frequently engage in compulsive shopping, Watson, (2003).

**1.7 Consumer cosmopolitanism**

According to Riefler et al. (2012), people who are receptive to the customs and cultures of other nations have a favourable attitude toward consuming goods from such nations. According to Thompson and Tambyah (1999), cosmopolitan people frequently refer to themselves as "world citizens" and identify more with a worldwide in-group than a regional one. Consumers who identify as cosmopolitans do not think they belong to a particular national in-group.prevents them from also being members of a group that some may consider an out-group. Featherstone (2002) contends that cosmopolitan customers value diversity from items with various national and cultural origins and are receptive to learning and experiencing new things. Additionally, Cannon and Yaprak (2002) contend that these consumers like learning about different cultures and experiences; furthermore, according to Cannon and Yaprak (2002), these consumers are drawn to goods that may be marketed to consumers beyond their group because they enjoy learning about new cultures and experiences. Thus, according to Zeugner-Roth et al. (2015), These individuals may be perceived as supporting a foreign out-group from a marketing standpoint. Rawwas et al. (1996) noted that hybrid cultures have developed in countries like Belgium, Canada, and Switzerland, where there are sizable ethnic communities, to foster tolerance, understanding, and admiration of different cultures. The rise of cosmopolitanism has been facilitated by expanded global communications, increased international travel, and increased racial diversity in societies. Most nations in North America and Europe are multicultural and multiethnic.

**2. Economical antecedent**

The framework established by Schuh (1994) sought to connect the various phases of customers' preferences for foreign products to the economic prosperity of other nations.The framework states that customers in a nation that is in the early phases of It will be preferable to shift from a government-controlled economy to a market economy. due to perceptions of high quality, originality, and status associated with foreign items as well as for curiosity. As a nation's economy transitions to an intermediate stage, Patriotic consumer motivations predominate at this transitional era, whereas in industrialized nations with a significant presence of multinational corporations, Once more, ethnocentric purchasing behavior tends to decline Shankarmahesh,(2006)

**2.1 Stage of economic development**

In an effort to correlate the various stages of a country's economic (1994) presented a framework. According to the theory, customers will favor foreign goods because they believe they are of higher quality, new, and status, as well as out of curiosity, in a nation that is in the early stages of switching from a government-controlled economy to a market economy. Nationalistic consumer motivations predominate as an economy transitions to an intermediate stage, while in industrialized nations with a high concentration of multinational corporations, ethnocentric purchasing behavior tends to decline once more. Shankarmahesh, (2006)

**3. Political antecedent**

The discussion of political precursors that have been recognized in the research from the past as variables affecting consumer ethnocentrism. These predecessors political history and political propaganda.

**3.1 Political propaganda**

Rosenblatt (1964) suggested that political propaganda serves as a precursor to the development of ethnocentrism. According to Shankarmahesh (2006:164), the impact of propaganda on consumer ethnocentrism within a society is a matter that can be examined empirically. Shankarmahesh further proposes that it would be valuable to explore the potential moderating influence of "political freedom" or "democracy" on the connection between political propaganda and consumer ethnocentrism.

**3.2 Political history**

Hence, it may be inferred that customers residing in nations with a prolonged history of oppression have a higher tendency towards ethnocentrism compared to consumers in countries that engage in oppressing others (Shankarmahesh, 2006:164). Regarding the impact of political propaganda and political history on consumer ethnocentrism, Shankarmahesh (2006:164) proposes that further examination of these constructs is warranted in subsequent research.

**4. Demographical antecedent**

To help marketers find customers who are sensitive to imported goods,Studies have looked on the relationship between consumer ethnocentrism and With different demographic factors, according to Huddleston et al. (2001).

**4.1 Age on Consumer Ethnocentrism**

According to Bannister, J.P., Schooler, R., Tonberg, R.C., and J.A. Saunders. (1978) Age and attitudes toward homegrown brands were directly correlated. The older generation is more traditional, patriotic, and supportive of domestic brands than the younger generation. Additionally, there are unfavourable attitudes regarding importing and purchasing foreign brands, as reported by Shimp, T.A., Sharma, S., and Han, C.M. (1987). S. McLain, B. Sternquist, and others (1991). Shankarmahesh (2006) mentions six studies that have been conducted, e.g., According to Bannister & Saunders (1978) and Schooler (1971), older consumers are more ethnocentric than younger ones. These findings suggest that younger consumers are more ethnically oriented than older ones. Compared to the older age, the younger generation is more exposed to the most recent trends worldwide since they have access to TV and the internet. Roy, S. (2006). Additionally, they were not alive to witness or participate in the Swadeshi and liberation movements in India, which the older generation did.

**4.2 Gender on Consumer Ethnocentrism**

Numerous studies have demonstrated that female customers are more ethnocentric than male customers. Furthermore, numerous studies have found no apparent gender differences, according to Caruana (1996). Men are more ethnocentric than women, claim Bannister and Saunders (1978) and Shankarmahesh (2006), and Bilkey, W.J., and E. Nes (1982). According to Han, C.M. (1988), there is a difference between the sexes regarding ethnocentric tendencies. Shin, J., Sharma, S., and Shimp, T.A. (1995). However, research by Balabanis et al. (2001), Good and Huddleston (1995), and Sharma et al. ( 1995) has shown that male customers are less likely than female consumers to be ethnocentric. Literature from the past includes (1999), L.K. Good, L. Stoel, and P. Huddleston (2001). A.H. Eagly (1978). According to Sharma, S., Shimp, T.A., and Shin (1995), women are more nationalistic and conservative than men and tend to be ethnocentric. Klein J.G. and Ettenson. R. (2000). Batra, R., S. Ramachander, V. Ramaswamy, D.L. Alden, and J.-B.E.M. Steenkamp.Nath, D. (2000). According to Vickers, J. (2004), Indian women were once expected to care for their families and not work outside the home. However, due to globalisation and the influence of Western culture, Indian women began working for financial gain and personal empowerment, even though society still expected them to uphold family values and adhere to tradition.

**4.3 Education and Income on Consumer Ethnocentrism**

According to earlier research by Watson et al. (1972), those with a decent education are less patriotic and conservative. Rose, R. (1985). According to Ray, J.J. (1990), foreign brands are more in demand than indigenous ones. 1972 study by Anderson. W.T. and Cunningham W.H. The fact that a person with more education has a more significant income source from their work Greene, W.H. Therefore, it makes sense that those with higher incomes would exhibit fewer ethnocentric inclinations. Wang, C.K. (1978), Wall, M., and Heslop. L.A. (1986) all support this theory. Income and consumer ethnocentrism qualities are positively correlated, claims Shankar Mahesh (2006). According to Balabanis et al. (2001), Higher-income consumers are more likely to be well-travelled and cosmopolitan, two notions shown to exist before consumer ethnocentrism. In support of the idea that higher-income consumers are more ethnocentric, Balabanis et al. (2001) have highlighted.

**4.4 Ethnicity**

Ethnicity can be viewed from a cultural perspective as a cultural anthropological phenomenon In 2004 (Baumann). Ethnicity is one degree of social stratification or social inequality, along with race, class, kinship, age, estate, caste, and gender, according to Berreman (1981). The public could think that their group is superior to other groups. , according to a basic theory of consumer ethnocentrism Shimp and Sharma( 1987). Usunier & Lee (2005) pointed out that a consumer's level of ethnocentrism is influenced by how they view their ethnic groupings. Furthermore, it may be said that substantial ethnic group uniformity and a high level of national heritage, Phau & Chan, 2003; Al Ganideh et al., (2007) are essential drivers of CET. Therefore, it is possible to argue conceptually that ethnicity precedes CE. On the other hand, ethnicity was recognised by Siemieniako et al. (2011) as a sociopsychological antecedent. However, it was a significant predictor of the CET when referring to some nations and their social situations Wanninayake and Chovancova, (2012). The affiliations of each ethnic group within a country determine the interaction between ethnic groups and CET, Vida et al., (2008).

**4.5 Social class**

A customer’s class may significantly impact their purchasing habits and how they decide what to buy, Shiffmen and Kanuk, (2007). Shankarmahesh (2006) contends that socioeconomic class directly impacts consumer income, and its relationship to CE is comparable to that between CET and income. According to several researchers, ethnocentric tendencies decrease when consumers move into higher socioeconomic levels, e.g., Han 1988 and Klein and Ettenson (1999). Caruana (1996) discovered no correlation between social status and CET. The occupation itself, he continued, is a significant social class indicator, yet it has a weak relationship with CET.

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| Socio-psychological antecedents | Patriotism (+) | Sharma at al., (1995); Balabanis et al., (2001); Malota, (2003); Anastasiadou - Florou, (2012); Szakály et al., (2014)  Balestrini P, Gamble P. (2002),  Javalgi R G, Khare V, Gross A C. (2005), |
| Nationalism (+) | Balabanis et al., (2001) Malota, (2003); He - Wang, (2014)  Lee et al., (2003); Varies across countries Balabanis, (2001) |
| Conservatism (-)  (+) | Sharma et al. (1995);– Wang, (2014)  Balestrini P, Gamble P. (2002),  Supphellen E, Rittenburg F. (2001),  Javalgi R G, Khare V, G (2005), |
| Cosmopolitanism (-) | Malota, (2003); Jin et al., (2014) |
|  | Collectivism (+) | Shimp T A, Sharma S., (1987),  Nishina S. (1990), |
| Dogamen (+) | Caruana A. (1996)  Etzel M J, Walker B J. (2005) |
| Salience (+) | Olsen et al., (1993) |
| Xenophobia (+) | Olsen et al., (1993); Sharma et al., 1995) |
| Materialism (+)  (-) | Clarke et al., (2000); Cleveland et al., (2009);  Demirbag et al.,( 2010). |
| Demographic antecedents | Age (+) | Javalgi R G, Khare V, Gross A C (2005). Bruning E R. (1997).  Shankarmahesh M N. (2006) |
| Gender (-) | Javalgi R G, Khare V, Gross A ( 2005),  Bruning E R. (1997).  Shankarmahesh M N. (2006), |
| Education Income (-) | Javalgi R G, Khare V, Gross A C (2005),  Bruning E R. (1997).  Shankarmahesh M N.( 2006), |
| Ethnicity | Al Ganideh and Al Taee (2012), Piron (2002), Klein and Ettenson (1999), and Zarkada-Fraser and Fraser (2002) |
| Social class | Sharma (1987), Han (1988), Caruana (1996), and Klein and Ettenson (1999) |

**Methodology**

The systematic search concentrated on academic databases and peer-reviewed journal archives in an effort to attain coverage comprehensiveness in terms of both depth and breadth and, as a result, critically examine the body of literature already in existence. Academic Search Complete, ABI/INFORM Global, Emerald Insight, Proquest Central, Elsevier, Springer, ResearchGate, Sage Journals, EBSCOhost, JSTOR, and APA Psych Net are a few of the databases mentioned above. Google Scholar was employed as an extra search engine due to the monthly database's restricted access and the value of reading fulltext seminal articles in the subject. Conservatism, collectivism, dogmatism, patriotism, salience, materialism, consumer cosmopolitanism, gender on consumer ethnocentrism, education and income on consumer ethnocentrism, ethnicity, and social class were the key phrases used to search for the articles in each database. Over 80 relevant papers were found by the search, and all of them were carefully examined to make sure they fit the study's objectives. The inclusion criteria adopted guaranteed the use of studies that (a) focus on ethnocentrism and/or consumer personal traits, (b) are written in English, (c) are retrieved from journal articles or books serving the purpose of the study, (d) were published between 1894 and 2021, (e) and whose abstracts and keywords contain one or more of the main search terms. The criteria didn't specify if these research were empirical or non-empirical. The review specifically cites seminal works on both notions by Bilkey & Nes (1982), Klein et al. (1998), and LeVine & Campbell (1972), among others. For the sake of completeness, books were cited. The decision clearly led to considerable coverage that skillfully summarizes and evaluates the literature on the two issues under consideration. The retrieved articles were divided into three main groups because the primary goal of the study is to assess and assemble the literature: seminal papers, which include highly cited work studies; scholarly articles and books published in the psychology domain that serve the paper's historical perspective; and scholarly articles published in the business domain, which include qualitative and quantitative research on ethnocentrism and consumption.

**Findings**

The relationship between cultural openness and consumer ethnocentrism The study revealed a negative correlation between cultural openness and consumer ethnocentrism among white South African consumers. This finding is consistent with prior research (Howard, 1989; Sharma et al., 1995; De Ruyter et al., 1998). Put differently, those who exhibit greater cultural openness tend to have lower degrees of consumer ethnocentrism.The relationship between patriotism and consumer ethnocentrism ,The findings of the study demonstrated a significant correlation between patriotism and consumer ethnocentrism. This discovery aligns with prior research conducted by Sharma et al. (1995), De Ruyter et al. (1998), Javalgi et al. (2005), and Vida & Reardon (2008).This finding indicates a positive correlation between respondents' level of patriotism and their consumer ethnocentrism. The relationship between nationalism and consumer ethnocentrism, study has shown evidence supporting a positive correlation between nationalism and consumer ethnocentrism. This observation aligns with the results obtained in prior research conducted by Lee et al. (2003) and Vida et al. (2008). Put simply, there is a positive correlation between the degree of nationalism in consumers and their levels of consumer ethnocentrism. The relationship between age and consumer ethnocentrism The findings of the studies indicated a significant correlation between age and consumer ethnocentrism. This observation aligns with the results reported in earlier studies conducted by Caruana and Magri (1996), Nielsen and Spence (1997), De Ruyter et al. (1998), Vida and Fairhurst (1999), Lee et al. (2003), and Javalgi et al. (2005). This discovery suggests that as consumers age, they have a higher tendency towards ethnocentrism. The relationship between gender and consumer ethnocentrism The study examining the correlation between gender and consumer ethnocentrism revealed that white South African women demonstrate higher levels of ethnocentric inclinations compared to white South African men. This observation aligns with the results of prior research that examined the role of gender (Sharma et al., 1995; Nielsen & Spence, 1997; Vida & Fairhurst, 1999; Lee et al., 2003; Javalgi et al., 2005).The relationship between income and consumer ethnocentrism, Previous studies have validated the suggested negative correlation between economic level and customer ethnocentrism. This discovery aligns with the results of prior research (Sharma et al., 1995; Klein & Ettenson, 1999; Lee et al., 2003), which also observed a negative correlation between consumer income level and consumer ethnocentric inclinations. Put simply, there is an inverse relationship between the wealth levels of individuals and their tendency to exhibit ethnocentrism. The relationship between cultural openness and consumer ethnocentrism The aforementioned investigations conducted by Howard (1989), Sharma et al. (1995), and De Ruyter et al. (1998). This finding provides confirmation that individuals who exhibit greater receptiveness towards different cultures tend to display lower levels of ethnocentrism.The relationship between patriotism and consumer ethnocentrism .The findings of the study demonstrated a statistically significant correlation between patriotism and consumer ethnocentrism. This discovery is consistent with prior research. Sharma et al. (1995), De Ruyter et al. (1998), Javalgi et al. (2005), and Vida & Reardon (2008) This implies that those who exhibit a stronger sense of patriotism also tend to display higher levels of consumer ethnocentrism. The relationship between age and consumer ethnocentrism,The findings of prior studies align with the results obtained in this study, indicating a positive association between age and consumer ethnocentrism. Caruana and Magri (1996), Nielsen and Spence (1997), De Ruyter et al. (1998), Vida and Fairhurst (1999), Lee et al. (2003), and Javalgi et al. (2005) have conducted studies on the subject. Put simply, there is a positive correlation between age and ethnocentrism, indicating that older individuals tend to exhibit higher levels of ethnocentrism. The relationship between income and consumer ethnocentrism,The study hypothesized a negative correlation between income level and consumer ethnocentrism among black South African consumers. The results obtained from prior research investigations Sharma et al. (1995), Klein and Ettenson (1999), and Lee et al. (2003) are the references cited. This finding suggests a negative correlation between respondents' income levels and their tendency towards consumer ethnocentrism.

**Discussion**

The significance of the sociopsychological, economic, political, and demographic causes of consumer ethnocentrism has been established by earlier scholars. Shankarmahesh. (2006) Patriotism is one of the socio-psychological perspective's most commonly discussed antecedents, and previous research has shown that it significantly affects consumer ethnocentrism. Balabanis et al. (2001); Sharma et al. (1995); Han, (1988); Lee et al., (2003). According to Balabanis et al.'s (2001) research on consumer ethnocentrism, these effects can vary according to the country's features and the effects of various antecedents. Collectivism, nationalism, and patriotism are the most common consumer ethnocentrism socio-psychological antecedents in nations like Lithuania, according to Vaitkeviius et al. (2013). Furthermore, Balabanis et al. (2002) and Sharma et al. (1995) indicate that age, an essential demographic antecedent, benefits consumer ethnocentrism. Additionally, it has been discovered that nationalism and patriotism, such as those identified by Granzin et al. (1997) and Vida et al. (2008), support consumers' conceptions of their ethnocentric orientations. The work currently in print, including that by Javalgi et al. (2005) and Sharma et al. (1995), found that conservatism and collectivism positively impacted CE. In this way, collectivist and conservative consumers tend to be more ethnocentric. Jiménez & Martin (2010) claim that animosity also encourages consumer ethnocentrism. Customers who feel anger or antipathy toward a foreign nation tend to be more ethnocentric. Similarly, Nijssen and Douglas (2004) discovered that economics and war hostility benefited consumer ethnocentrism. Previous research has looked at several debilitating determinants of Consumer ethnocentrism in addition to these strengthening aspects. According to Vaitkeviius et al. (2013), older people are likelier than younger people to engage in ethnocentrism, particularly regarding respondents' orders. According to Albarq and Nik Mat's (2007) research, nations with strong nationalistic, conservative, and collectivist sentiments directly impact consumer behaviour rather than ethnocentrism.

**Conclusion**

Future scholars will benefit from the systematic review of articles published over 30 years. Based on empirical publications published in journal articles on or before 2020, a thorough descriptive, methodological study of the prior literature was carried out. The review of the technique has covered several topics, such as sampling characteristics and research methods. The literature's antecedents, outcomes, mediators, and moderators have all been investigated. This literature has benefited upcoming researchers and marketers. As a result, this review adds to our understanding of consumer ethnocentrism by combining pertinent research on CE's causes and effects with information on its mediators or moderators. It also identifies research gaps in the body of CE literature and offers suggestions for future studies.

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