

## **Consumer Ethnocentrism in The Contemporary World: Literature Review**

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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 behavior. 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 behavior locally and globally is essential in considering the literature. Future, study directions and a description of consumer ethnocentrism are suggested.

**Keywords:** *Consumerism, Consumer Characteristics, Demographical Antecedents, Social & Physiological Antecedents*

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