

# Consumer Ethnocentrism: A Systematic Review and Directions for Future Research



Merve VARDARSUYU<sup>1</sup>

## Abstract

Consumer ethnocentrism (CE) is an important concept in international marketing research for understanding consumers' preference for domestic compared to foreign products. This paper aims to systematically review the CE literature in several aspects and provide a list of rigorous suggestions for future research endeavors. A systematic analysis of 95 peer-reviewed empirical journal articles published between 1991 and 2020 in the leading marketing, international business, and management journals is conducted. Results are discussed in relation to theory, descriptive findings, methodological aspects, and thematic issues consisting of the antecedents and consequences of CE. The mediating and moderating factors in these relationships are also discussed. Finally, the relevant research gaps in the extant body of knowledge are identified and fruitful and rigorous suggestions for future research are provided.

**Keywords:** Consumer ethnocentrism, international marketing, consumer behavior, systematic review

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<sup>1</sup> **Sorumlu Yazar/ Corresponding Author:** Öğr. Gör. Dr., Kütahya Dumlupınar Üniversitesi, İİBF, Uluslararası Ticaret ve Finansman Bölümü, merve.turgut@dpu.edu.tr, <https://orcid.org/0000-0002-7676-6294>

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## Tüketici Etnosentrizmi: Sistematik Literatür İncelemesi ve Gelecek Çalışmalar için Öneriler

### Öz

Tüketici etnosentrizmi, uluslararası pazarlama araştırmalarında tüketicilerin yabancı ürünlere karşı yerli ürün tercihlerini anlamada önemli bir kavramdır. Bu makalede, tüketici etnosentrizmi literatürünün çeşitli açılardan sistematik analizi ve ilgili alanda çalışan araştırmacılara gelecek çalışmalarında değerlendirmeleri üzere çeşitli öneriler sunmak amaçlanmaktadır. Buna göre; pazarlama, uluslararası işletme ve yönetim dergilerinde 1991 ve 2020 yılları arasında yayımlanmış 95 ampirik dergi makalesi incelenmiştir. İnceleme sonuçları teori, tanımlayıcı bulgular, yöntemsel konular ve ilişkiler açısından (doğrudan ve dolaylı ilişkiler, aracı ve düzenleyici faktörler) değerlendirilmiştir. Sonuç olarak, konuyla alakalı literatürde saptanan boşluklara değinilmiş ve gelecek çalışmalar için faydalı olabileceği düşünülen öneriler sunulmuştur.

**Anahtar kelimeler:** Tüketici etnosentrizmi, uluslararası pazarlama, tüketici davranışları, sistematik inceleme

### Introduction

The international trade of goods and services and the increasing globalization of marketing activities have strengthened consumers' access to foreign countries' products even when the country is far away from their home countries. Consumers have been in pursuit of foreign branded products for several purposes such as quality, conspicuousness, and price (Özsomer & Altaras, 2008). However, the extant literature shows that while some consumers are in favor of foreign products, some of them still prefer to purchase and use domestic alternatives even if they are low quality or more expensive (Shankarmahesh, 2006). Shimp and Sharma (1987) explained this preference of domestic products over foreign alternatives using the concept of consumer ethnocentrism (CE). CE is an important determinant of domestic product purchase and it shapes consumers' negative attitudes towards foreign products such as animosity (Alden et al.,

2013) and perceived unfairness of price increase (Dutta et al., 2017). Although there has been a surge of interest in CE research over the several decades since its introduction, to the best of the author's knowledge, there is no recent study in the literature that comprehensively scrutinizes the extant empirical knowledge of CE studies and provides a guideline for future research directions. In fact, the only systematic review of CE was conducted several years ago by Shankarmahesh (2006). However, since then, the CE literature has expanded enormously, creating the necessity for a more comprehensive systematic review. Hence, the first purpose of this study is to systematically review extant empirical research on CE. Based on the research gaps of the systematic review, the second aim of this review study is to provide a road map for future CE studies.

This paper contributes to the CE research in three ways. Firstly, this study provides an overview of the current literature by comprehensively investigating the theoretical underpinning, descriptive characteristics, methodological aspects, and thematic analysis (i.e., empirical findings) of the extant CE literature across 30 years comprising 95 empirical studies. Secondly, the study draws attention to several research gaps identified in the current knowledge and suggests key directions for future research in relation to theory, methodology, and relationships of the subject, further contributing to the theoretical development of CE. Third, with an up-to-date review of CE, international marketing managers would gain comprehensive insights into CE in order to improve, adapt, or change their marketing strategies in foreign markets.

The rest of the paper is organized as follows. First, the concept of CE is introduced briefly. Afterwards, the systematic review methodology for this study is discussed in terms of data selection and analysis. Next, research findings on the theoretical background, descriptive characteristics, methodological aspects, antecedents and consequences of CE, along with the mediators and moderators in these relationships are provided. Research gaps in the extant literature are then addressed and future research directions on the CE are outlined. Finally, the paper is finalized with the conclusions of the study.

## **The Concept of CE**

The notion of ethnocentrism can be traced back to the sociology literature and it simply reflects an individual's tendency to put the group he/she belongs to at the center of everything, with this group identity serving as a reference in evaluating all other groups (Sumner, 1906). As a special form of ethnocentrism, CE was first introduced by Shimp and Sharma (1987) in an attempt to explain consumers' favoritism for domestic over foreign products. They defined CE as "the beliefs held by consumers about the appropriateness, indeed morality, of purchasing foreign-made products" (p. 280). CE is rooted in social identity theory, which asserts that consumers who identify themselves with their home countries (in-group) tend to protect and support their country's economy by preferring domestic products over foreign alternatives (Shimp & Sharma, 1987; Tajfel & Turner, 1986). In this sense, consumers' preference for domestic over foreign products is driven by the fear that purchasing foreign products could harm the national economy and increase unemployment. Since then, a growing body of research has been conducted to explain the various reasons behind CE along with its impacts on dispositions towards domestic and foreign products. Concerning the conceptualization of CE, while the related literature used the definition offered by Shimp and Sharma (1987), two attempts have been encountered that conceptualize CE as a multidimensional construct. Firstly, Sharma (2015) conceptualized CE as a three-dimensional construct that encompasses affective reaction, cognitive bias, and behavioral preference dimensions. The second attempt was carried out by Siamagka and Balabanis (2015) who proposed that CE constitutes five dimensions – reflexivity, prosociality, insecurity, cognition, and habituation.

## **Review Methodology**

A systematic review approach was followed in order to scientifically synthesize the extant literature on CE (Tranfield et al., 2003). Snyder (2019) defines the systematic review as "a process for identifying and critically appraising relevant research as well as for collecting and an-

alyzing data from said research” (p. 334). Systematic literature review studies provide not only “a state of art understanding of the research topic” (Palmatier et al., 2018, p. 1) but also identify the gaps and offer a clear direction of future research ideas (Grant & Booth, 2009). Therefore, it seems an appropriate method to fulfill the purpose of this study. Following Tranfield et al. (2003), the present systematic review follows three main steps as (1) planning, (2) reviewing, and (3) reporting and disseminating the findings.

The planning stage included the indication of the need for conducting a systematic review of CE, which was completed in the introduction section of the paper. The review stage involved data collection and data analysis to express the inclusion/exclusion criteria of the articles in the literature. Lastly, in the reporting and dissemination of findings stage, the findings of the systematic review were provided in four parts. In the first instance, the theoretical underpinning of current body of CE knowledge was examined. This examination was then followed by the descriptive analysis of the previous CE articles in relation to publication trend over time, article span across journals, and citation details. Afterwards, the various methodological aspects followed in the extant literature were reported and finally a thematic analysis pertaining to the literature in terms of antecedents and consequences of CE, as well as mediating and moderating factors in these links was conducted. The following section of the paper presents the review stage of the systematic review.

### **Data collection**

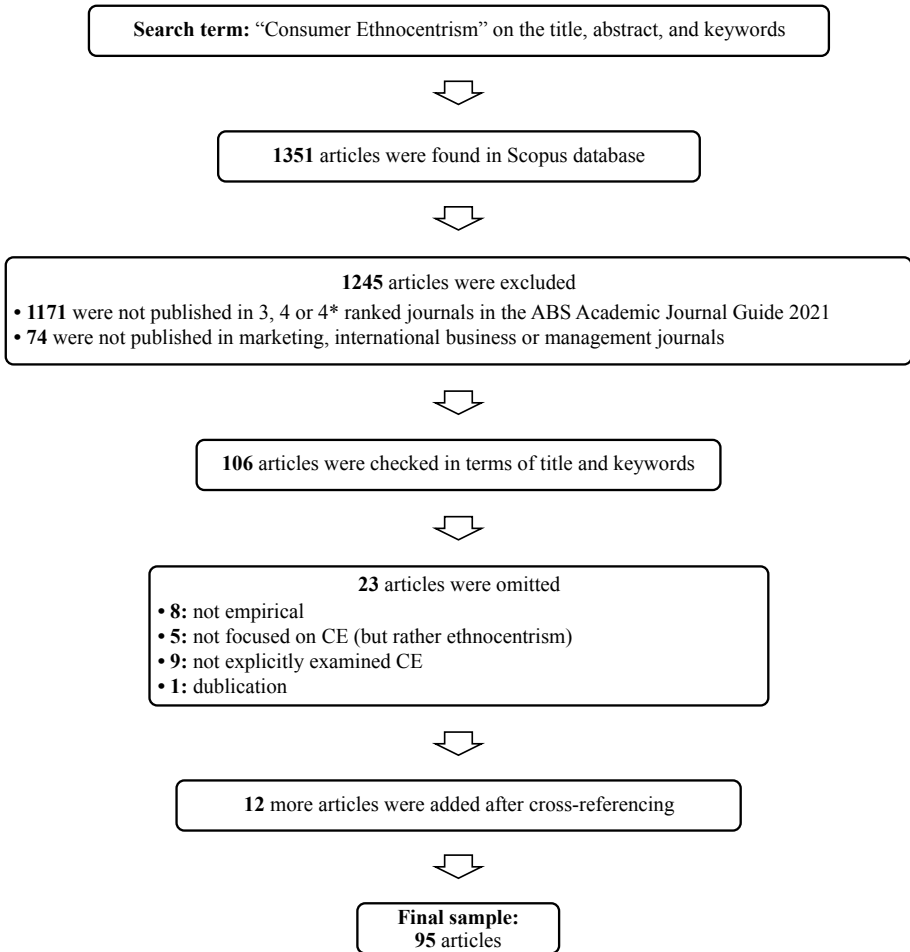
The Scopus database was targeted to select articles on CE. It is widely preferred database in marketing review studies (e.g., Bretas & Alon, 2021; Paul & Dhiman, 2021). The researcher employed three criteria in the database search. First, studies published between 1991 and 2020 were included in the review process. Second, articles were limited to those published in peer-reviewed, academic journals in English. Third, only journal articles were selected for analysis. Therefore, other document types such as books, book chapters, editorials, reviews, and confer-

ence papers were omitted from the review process. The Scopus database search with this range of criteria using the “consumer ethnocentrism” search term keyword on the title, abstract, and keywords rendered a set of 1,351 articles. This initial list of articles was then examined in terms of journal quality and field. Specifically, following Makrides et al. (2022), the articles published in 3, 4, and 4\* ranked peer-reviewed journals in the Chartered Association of Business Schools (ABS) Academic Journal Guide (2021) were kept. Furthermore, to be consistent, only publications in international business and area studies, marketing, and general management, ethics, and social responsibility journals were retained. This procedure led to the exclusion of 1245 articles. The remaining 106 articles were scrutinized in terms of titles, keywords, and abstracts. Of these articles, 23 were also omitted because eight were not empirical; five did not focus on CE (but rather ethnocentrism); nine did not explicitly examine CE, and one was a duplication. Next, the references of the remaining 83 articles were manually checked since some of the relevant articles could be left out by mistake during the screening process (Snyder, 2019). This cross-referencing process led to the identification of 12 additional articles in the review. Altogether, the final set of 95 articles was pooled to be examined in the systematic review of CE. The flow chart of the review process is displayed in Figure 1.

### **Data analysis**

The content analysis of 95 articles was performed using a data extraction form (Palmatier et al., 2018; Tranfield et al., 2003). This method of analysis using a standardized template is very helpful because it helps researchers minimize any possible human errors and biases (Tranfield et al., 2003). The coding form was organized along with four main parts. First, the theories that were anchored in the current body of research were included. Next, the articles were synthesized in terms of descriptive characteristics, specifically the name(s) of the author(s), year of publication, journal title, research, and citations. Then the analysis considered methodological aspects such as the number of studies conducted in the articles, country setting, research method, data source, time emphasis,

sampling design, data collection approach, sample size, and analytical approach. Finally, the empirical findings, including the antecedents and consequences of CE together with the mediating and moderating factors in these links were evaluated.



**Figure 1: Literature refinement process**

## **Reporting and Dissemination**

### **Theoretical underpinning**

An overview of the theoretical approaches followed over the 30 years of CE research is needed to understand the contribution of the body of literature to the theories related to the subject. Following Cortez et al. (2021), to be classified as theoretical, articles should use a theory as an overarching mechanism for the development of a conceptual framework or proposed hypotheses. Therefore, simply mentioning a theory in the literature review is not sufficient to be considered as theoretical. Interestingly, the systematic analysis across 95 articles revealed that the majority (65.3%) of studies lack a specific theory; in other words, they are atheoretical. Among the articles utilizing a theory in anchoring their conceptual developments or hypotheses, social identity theory (33.3%) is the most preferred theory in the relevant literature (e.g., Han & Nam, 2020; Rašković et al., 2020). Social identity theory posits that individuals form a positive identity with favorably valued in-groups, while they tend to differentiate themselves from unfavorably valued out-groups (Tajfel & Turner, 1986). Scholars employing this theory to explain consumers' preference for domestic over foreign products assert that high ethnocentrism causes consumers to develop favoritism towards domestic (in-group) compared to foreign (out-group) products. Several other miscellaneous theories have been used in the rest of the articles much less often. Some examples are: cultural globalization theory (Alden et al., 2006), reference group theory (Balabanis & Diamantopoulos, 2004), global consumer culture theory (Strizkakova & Coulter, 2015), memory theory (Lee et al., 2017), and adaptation theory (Josiassen, 2011).

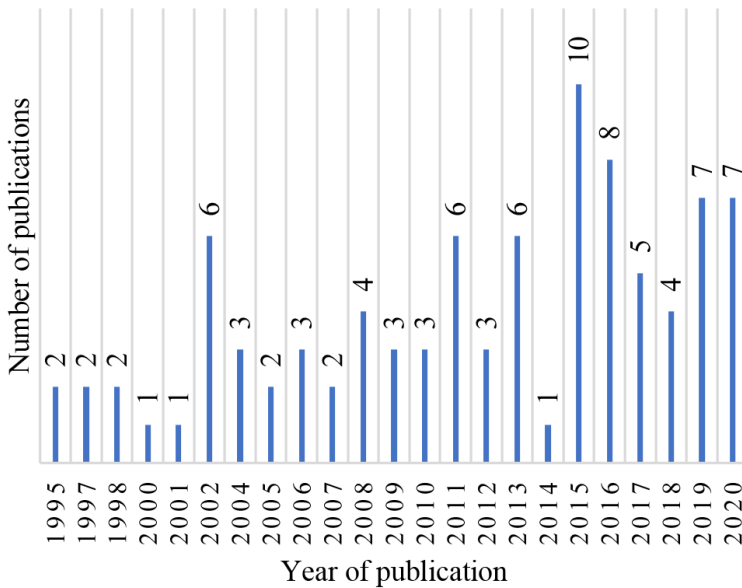
### **Descriptive analysis**

#### ***The publication trend over time***

The span of the number of publications through the years is displayed in Figure 2. Results show that there has been a gradual interest in CE-related research over the last 30 years. A dramatic increase in the



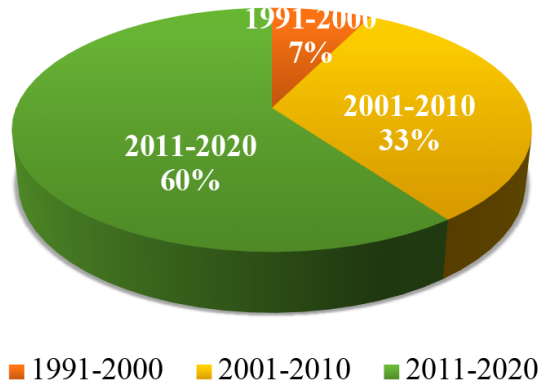
number of papers was observed in 2002, as six articles were published in this year. Although the number of articles showed a clear fluctuation after this year to 2014, we can still observe an increasing trend. The number of CE articles published annually reached its peak in 2015 (with ten articles), but followed by a sharp decline in 2018 (with only four articles). Nevertheless, the results showed an increasing interest in CE in the last two years of time frame, 2019-2020.



**Figure 2: The number of articles on CE per year**

In order to better grasp the publication trend over the years, the publication of the articles were grouped into three periods: 1991 - 2000, 2001 - 2010, and 2011 - 2020. Results revealed that only 7% of the CE articles were published between 1991 and 2000. Following this period, 33% of the articles were published between 2001 and 2010 while the majority (60%) appeared in the last decade, 2011 - 2020. These findings not only revealed the increasing popularity of CE research through decades, but also confirmed the publication trend provided above. To conclude, although the

CE concept has been studied enormously since it was first introduced, interest in the topic has continued to grow even in the last 10 years.



**Figure 3: The distribution of articles on CE in terms of decades**

### *The span of articles among journals*

The systematic review of 95 CE articles revealed that papers were published across 16 different peer-reviewed journals in marketing, business, and management fields (see Table 1). The majority of these articles belong to the marketing field (65.3%). Among these marketing journals, *International Marketing Review* appeared to be the most preferred outlet (20.0%), followed by *Journal of International Marketing* (14.7%), and *European Journal of Marketing* (8.4%). Elsewhere, *International Business Review* (10.4%) recorded the highest number of CE articles in the business field while *Journal of International Business Studies* (7.4%) was in second place. Regarding journals in the management field, *Journal of Business Research* was the only journal in this field that captured a significant portion of CE articles (15.8%).

**Table 1: Distribution of number of CE articles across journals**

Research field/Journal	%
<i>Marketing</i>	65.3
International Marketing Review	20.0
Journal of International Marketing	14.7
European Journal of Marketing	8.4
Psychology and Marketing	5.3
Journal of the Academy of Marketing Science	4.2
International Journal of Research in Marketing	3.1
Journal of Consumer Psychology	2.1
Marketing Letters	2.1
Journal of Marketing	2.1
Journal of Advertising	1.1
Industrial Marketing Management	1.1
Journal of Public Policy and Marketing	1.1
Journal of Public Policy and Marketing	1.1
<i>International Business and Area Studies</i>	18.9
International Business Review	10.4
Journal of International Business Studies	7.4
Management International Review	1.1
<i>General Management, Ethics, and Social Responsibility</i>	15.8
Journal of Business Research	15.8

### ***Citation counts***

Citation analysis among 95 reviewed articles was conducted to have an understanding of their specific impact on the relevant literature. The list of the 20 most cited publications among the review sample is given in Table 2. As shown in the table, 15 out of 20 articles – many in *international* journals – received the highest number of citations and appear to have been responsible for helping CE scholars form their theoretical foundations of their studies. This is an expected result as the CE concept is frequently investigated in terms of cultural aspects and national differences.

**Table 2: Citation counts of the 20 most cited articles**

Author(s)	Journal	Citation count
Batra et al. (2000)	Journal of Consumer Psychology	704
Sharma et al. (1995)	Journal of the Academy of Marketing Science	591
Balabanis and Diamantopoulos (2004)	Journal of the Academy of Marketing Science	441
Balabanis et al. (2001)	Journal of International Business Studies	334
Cleveland et al. (2009)	Journal of International Marketing	315
Alden et al. (2006)	International Journal of Research in Marketing	295
Klein (2002)	Journal of International Business Studies	291
Sharma (2011)	Journal of International Business Studies	259
Verlegh (2007)	Journal of International Business Studies	221
Nijssen and Douglas (2004)	International Journal of Research in Marketing	203
Strizhakova et al. (2008)	Journal of International Marketing	181
Zeugner-Roth et al. (2015)	Journal of International Marketing	164
Chrysochoidis et al. (2007)	European Journal of Marketing	159
Good and Huddleston (1995)	International Marketing Review	159
Suh and Kwon (2002)	International Marketing Review	149
Klein et al. (2006)	International Marketing Review	125
Supphellen and Rittenburg (2001)	Psychology and Marketing	123
Oberecker and Diamantopoulos (2011)	Journal of International Marketing	114
Guo (2013)	Journal of International Marketing	112
Siamagka and Balabanis (2015)	Journal of International Marketing	107

### Methodological Aspects

The results of the systematic review of the 95 empirical articles revealed that some articles on CE contained more than one study. Specifically, 139 studies were observed in 95 articles. About two-thirds of the reviewed articles (72.6%) performed a single study, while the remaining articles included two (13.7%), three (8.4%), and four studies (5.3%). This result gives an average of 1.46 studies per article.

The detailed synthesis of methodological issues in the CE literature was performed based on these 139 studies. To begin with, regarding the geographical focus, the systematic review revealed that 50 different countries were studied in 139 studies across 95 articles (see Table 3). More specifically, more than one fourth of the articles analyzed the role of CE in multiple countries (27.4%). Concerning the region, results indicated that most of the research on the subject was conducted in Europe (39.3%). United Kingdom (6.6%), Germany (4.8%), Netherlands (3.9%), Austria (2.2%), and France (2.2%) were the most commonly examined European countries as a research setting. Following Europe, Asia & Pacific (35.4%) was the second most preferred geographical region in the body of extant research. China (11.4%), India (7.0%), Russia (5.2%), and South Korea (3.9%) were the most common countries in this region. The rest of the studies were conducted in North America (17.9%), Latin America (5.2%), and Africa (2.2%) regions.

**Table 3: Geographical focus of 139 studies across 95 articles**

Region/Country	%	Region/Country	%
<i>Europe</i>	39.3	<i>Asia &amp; Pacific</i>	35.4
UK	6.6	China	11.4
Germany	4.8	India	7.0
Netherlands	3.9	Russia	5.2
Austria	2.2	South Korea	3.9
France	2.2	Japan	2.6
Croatia	1.7	Taiwan	1.3
Greece	1.7	Thailand	0.4
Slovenia	1.7	Australia	0.4
Hungary	1.3	Hong Kong	0.4
Italy	1.3	Israel	0.4
Poland	1.3	Kazakhstan	0.4
Turkey	1.3	Lebanon	0.4
Bosnia and Herzegovina	0.9	Malaysia	0.4
Czech Republic	0.9	Singapore	0.4
Romania	0.9	<i>North America</i>	17.9

Serbia	0.9	USA	15.7
Spain	0.9	Canada	2.2
Sweden	0.9	<i>Latin America</i>	5.2
Albania	0.4	Brazil	2.2
Belgium	0.4	Chile	1.7
Denmark	0.4	Mexico	1.3
Lithuania	0.4	<i>Africa</i>	2.2
Macedonia	0.4	South Africa	0.9
Montenegro	0.4	Egypt	0.4
Slovakia	0.4	Mauritius	0.4
Switzerland	0.4	Mozambique	0.4
Ukraine	0.4		

Of 139 studies, while only a few of them employed a qualitative research design (1.4%) (Brečić et al., 2013; Veloutsou & Taylor, 2012), the remaining studies (98.6%) adopted a quantitative approach (see Table 4). However, none of the studies employed a mixed-method design. With respect to the qualitative data collection methods, focus group (50.0%) and interview (50.0%) were the most prominent. On the other hand, most of the quantitative studies used survey (69.1%) as a way of data collection, as well as survey and experiments (28.1%), with content analysis (0.7%) falling into the minority.

Concerning the type of data, most of the studies utilized primary data (98.6%), while secondary data was rarely used (1.4%) (Feurer et al., 2016; Klein et al., 2006). It was evident that almost all of the screened CE studies (98.6%) used cross-sectional data. Of these cross-sectional articles, a single cross-sectional method (54.7%) was preferred more, implying that the researchers investigated their research questions on a single sample. Several studies (42.1%) collected data from multiple samples. Yet, results indicated that only three studies (3.2%) employed longitudinal research design in their methodology (e.g., Lee et al., 2017; Lee & Mazodier, 2015).

Regarding the sampling design, more than half of the studies (69.5%) did not specify if they reached their study respondents through probabi-

listic or non-probabilistic sampling methods. In the remaining articles, non-probabilistic sampling methods (28.4%) were used more often than probabilistic ones (16.8%). In terms of the data collection approach, it was evident that extant CE studies adopted a wide variety of ways to gather participants' responses. While the largest share was captured by panel service (25.5%), online data collection (16.3%) and intercept methods (14.2%) were also frequently used methods.

Sample size is another methodological aspect of previous CE studies that requires investigation. Detailed synthesis of the extant literature revealed an almost even distribution of sample size across less than 200 (28.2%) and between 200 and 300 (33.0%). Content analysis also indicated that the CE researchers collected data from larger samples as well, with 301 and 400 (18.1%) and higher than 401 (20.7%).

Finally, regarding the analytical methods, the most commonly used technique was structural equation modelling (26.5%), followed by regression (18.9%), and then analysis of variance (14.6%). Furthermore, results indicated that after Hayes (2008) proposed a new bootstrapping method, Process macro was applied very often in CE studies (13.0%) (e.g., Grappi et al., 2015; Strizhakova & Coulter, 2019). This method is especially helpful for testing research models containing mediators and moderators. Finally, the remaining statistical methods constituted cluster analysis (4.3%) and miscellaneous (22.7%), which includes a variety of methods, such as correlation and t-test.

**Table 4: Methodological synthesis of CE studies**

Research Methodology	%	
	Quantitative	98.6
	Survey	69.1
	Survey and experiment	28.1
Research method	Content analysis	0.7
	Qualitative	1.4
	Interview	0.7
	Focus group	0.7
Data source	Primary	97.9
	Secondary	2.1
	Cross-sectional	96.8
	Single cross-sectional	54.7
Time emphasis	Multiple cross-sectional	42.1
	Longitudinal	3.2
	Non-probabilistic	28.4
Sampling design	Probabilistic	16.8
	Not-specified	69.5
	Panel	25.5
	Online	16.3
	Intercept	14.2
Data collection approach	Self-completion	8.5
	Personal interview	6.4
	Other	6.4
	Not specified	22.7
	Less than 200	28.2
Sample size	200-300	33.0
	301-400	18.1
	Higher than 401	20.7
	Structural equation modelling	26.5
	Regression	18.9
Analytical methods	Analysis of variance	14.6
	Process Macro	13.0
	Cluster analysis	4.3
	Other	22.7

Note: The information in this table is retrieved from 139 studies within reviewed 95 articles.



## **Thematic analysis**

In this section, the antecedents and consequences of CE, as well as the mediators and moderators in these relationships are systematically synthesized. This synthesis is necessary to understand the journey of CE-related research throughout the last 30 years. Additionally, this detailed analysis would provide many fruitful insights for future researchers in their CE studies.

### *Antecedents of CE*

The review of extant scholarly research on CE revealed a wide range of determinants. Following Makrides et al. (2022), the major findings on the determinants of CE were examined in three parts, namely (1) demographic antecedents, (2) socio-psychological antecedents, and (3) miscellaneous.

#### *Demographic antecedents.*

A variety of demographic variables have been used to explain the variation in the level of consumers' ethnocentric tendencies. Firstly, the articles in the literature have found a negative correlation between age and CE, with older people being more ethnocentric, compared to younger people (e.g., Cleveland et al., 2009; Josiassen et al., 2011; Rašković et al., 2016). Also, some studies have found an association between gender and CE (e.g., Javalgi et al., 2005; Josiassen et al., 2011). Results from these studies confirmed that female consumers exhibit more ethnocentric behaviors, compared to males. Furthermore, the systematic analysis of the subject revealed a negative correlation between education and CE. Accordingly, consumers who have lower education levels adopt higher levels of ethnocentric tendencies, compared to consumers with higher levels of education (e.g., Cleveland et al., 2009; Granzin et al., 1997). Regarding income, results indicated that consumers with higher income levels are more inclined towards ethnocentrism than consumers who have lower income levels (e.g., Cleveland et al., 2009; Sharma et al., 1995). Finally, de Ruyter et al. (1998) asserted that consumers working

in the services sector are prone to be more ethnocentric than consumers who work in other sectors.

### *Socio-psychological antecedents*

Socio-psychological drivers are also necessary to comprehend the reasons behind the variations in the level of CE. For example, Prince et al. (2020) found that self-enhancement, conservation, and binding moral foundations promote consumers' ethnocentrism levels in the overall five-country sample of the UK, Germany, Austria, Denmark, and Slovakia. Thelen et al. (2006) asserted that sociopolitical materialism contributed to the development of CE. Moreover, patriotism (e.g., Balabanis et al., 2001; Javalgi et al., 2005) and nationalism (e.g., Granzin et al., 1997; Vida et al., 2008) have also been found to bolster consumers' constructions of their ethnocentric orientations.

Several studies in the existing literature (e.g., Javalgi et al., 2005; Sharma et al., 1995) provided support for the positive influences of collectivism and conservatism on CE. In this sense, collectivistic and conservative consumers show more ethnocentric tendencies. Animosity has also been found to promote CE (Jiménez & Martin, 2010). Specifically, consumers who have antipathy or hostility towards a foreign country tend to have stronger ethnocentric feelings. In a similar vein, Nijssen and Douglas (2004) examined the specific roles of two types of animosity, namely war and economic, which were both found to positively influence CE. In addition to these strengthening factors, the previous studies have also examined some negative predictors of CE. For instance, cultural openness (Sharma et al., 1995) and worldliness (Dmitrovic et al., 2009) were found to weaken CE.

Previous research also focused on the role of ethnic identity in explaining the variation in CE (Cleveland et al., 2013; Cleveland et al., 2015; Dmitrovic et al., 2009; El Banna et al., 2018; Josiassen, 2011). For example, Josiassen (2011) investigated the relationship between ethnic identification and ethnocentric tendencies of Turkish immigrant consumers who live in the Netherlands. They found that these consumers with a

high level of ethnic identification were prone to have stronger ethnocentric feelings towards the Netherlands (host country). On the other hand, El Banna (2018) provided evidence of the positive influence of ethnic identity on the ethnocentric tendencies of Egyptian consumers who lived in Canada towards both Egypt (home country) and Canada (host country). Therefore, the review provided a mixed result on this relationship.

### *Miscellaneous antecedents*

In the extant literature, a variety of other factors were identified as to the antecedents of CE. To begin with, attitude toward global consumption orientation has been reported to negatively influence CE (Alden et al., 2006). Bizumic (2019) investigated the five dimensions of ethnocentrism on CE and found that only the purity aspect significantly affects consumers' ethnocentric tendencies. That is, consumers from globalized countries exhibit weaker ethnocentric behaviors. What is more, acculturation is another factor to be commonly investigated in explaining CE (Cleveland et al., 2013; Josiassen, 2011). For example, according to Cleveland et al. (2013), acculturation to global consumer culture weakens the ethnocentric feelings of Lebanese Muslim consumers (but it is not significant for Lebanese Christians). Further, it is acknowledged that product congruity, as well as state anxiety, strengthen consumers' ethnocentrism levels (Taylor & Noseworthy, 2020). Finally, the extant literature indicated that injunctive influence (Lee et al., 2010), political posture (Javalgi et al., 2005), and nostalgia (Thelen & Honeycutt, 2006) also contribute to the development of CE.

### *Consequences of CE*

The aggregate analysis of the previous literature revealed a large number of outcomes of CE which mainly span attitudes, evaluations, purchase intentions/behaviors towards foreign and/or domestic products and miscellaneous. It should be noted that several CE scholars adopted various research settings. That is, a great part of the studies in the review were conducted using a cross-cultural research design (42.5%). Further-

more, several studies tested their hypothesis or research questions on different product categories. Therefore, the review results indicated that the some of the outcomes of CE may vary across country samples and/or product categories (e.g., Balabanis & Siamagka, 2017; Cleveland et al., 2009; Verlegh, 2007). For example, Cleveland et al. (2009) investigated the impact of CE on attitudes and behaviors towards various product categories (e.g., food/beverage consumption and luxury products consumer electronics) across eight countries. Their analyses revealed that the results vary across product categories.

#### *Attitude-related consequences*

The great majority of the extant CE research focused on consumers' attitudes towards foreign and domestic products and brands. It was depicted in many studies that highly ethnocentric consumers are found to possess positive attitudes about domestic products (e.g., Balabanis et al., 2019; El Banna et al., 2018). On the other hand, the vast amount of reviewed studies found that CE is negatively correlated with attitudes towards foreign products (e.g., de Ruyter et al., 1998; Guo, 2013; Kwak et al., 2006;). Similar to this finding, the study conducted by Alden et al. (2006) depicted that attitudes towards global products are negatively influenced by CE. In addition to the attitudes towards foreign products, past research has also approved ethnocentric consumers' negative thoughts about foreign countries (e.g., Granzin et al., 1997; Moon & Jain, 2002) and foreign advertisements (Kwak et al., 2006; Reardon et al., 2005). Finally, highly ethnocentric consumers believe that importing foreign products is not appropriate (Sharma et al., 1995).

#### *Evaluation-related consequences*

The current state of research revealed that consumers' ethnocentric tendencies positively influence their judgment about domestic product attributes (Dmitrovic et al., 2009; Jin et al., 2015). On the other hand, this relationship is found to be negative in the case of products produced in foreign countries (Jin et al., 2015; Klein, 2002; Klein et al., 1998). In

addition, it was reported that CE is positively and negatively related to the perceived quality of domestic (Strizkova & Coulter, 2015; Verlegh, 2007) and foreign (Verlegh, 2007) products, respectively.

### *Purchasing intention/behavior-related consequences*

Several studies in the current body of CE literature asserted that CE is positively correlated with domestic product purchase intention/behavior (e.g., Balabanis & Siamagka, 2017; El Banna et al., 2018; Josiassen, 2011; Strizhakova & Coulter, 2015; Verlegh, 2007). On the other side, findings proved that CE is negatively correlated with foreign product purchase intention/behavior (Dutta et al., 2017; Lee et al., 2017; Ma et al., 2020; Nijssen & Douglas, 2004; Siamagka & Balabanis, 2015; Verlegh, 2007). However, purchasing foreign products is not always undesirable for highly ethnocentric consumers. For example, Eng et al. (2016) provided evidence that Chinese consumers are willing to purchase products produced in a developing country, Malaysia. Therefore, this result stresses the importance of the foreign country characteristics (level of economic development) in the foreign product purchase decision of ethnocentric consumers. Finally, previous studies investigated the product preferences of ethnocentric consumers and proved that highly ethnocentric consumers are prone to prefer products from their own country (e.g., Lee et al., 2010; Siamagka & Balabanis, 2015).

### *Miscellaneous*

In addition to attitude, evaluation, and intention/behavior-related outcomes, previous studies examined a variety of miscellaneous outcomes of CE. For instance, it was depicted that consumers with high ethnocentrism have lower levels of trust and affection towards foreign country brands (Lee & Mazodier, 2015), while they are more prone to identify themselves with domestic over foreign brands (Strizkova & Coulter, 2015). Also, Cleveland et al. (2015) asserted that vernacular-language facets and English language facets positively impact CE positively and negatively, respectively. Endorsement of free trade (Granzin et

al., 1997), online consumption on a foreign website (Kwak et al., 2006), foreign product satisfaction (Nijssen & van Herk, 2009), value (Nijssen & van Herk, 2009), and perceived fairness of the foreign brand's price increase (Dutta et al., 2017) were negative consequences of CE since highly ethnocentric consumers hold negative attitudes towards foreign products. Furthermore, highly ethnocentric consumers have animosity feelings towards foreign products (Lee et al., 2017; Schlegelmilch et al., 2016). Similarly, Alden et al. (2013) confirmed this positive relationship for global brands. Apart from these attitudes, consciousness of kind (Prince et al., 2020), salience (Pullman et al., 1997), belief in global citizenship (Strizkova et al., 2008) are found to be positively influenced by consumers' ethnocentric feelings.

### *Mediators and Moderators*

In addition to the factors directly linked to CE, the pertinent literature includes mediators and moderators that have been utilized to better explain the linkages between CE and its antecedents and consequences. To start with, extremely limited effort has been devoted to the exploration of the mediating factors between CE and both its drivers and outcomes. Interestingly, only one study (Bizumic, 2019) focused on the indirect relationship between CE and its determinant. Specifically, it was demonstrated that ethnocentric devotion and exploitativeness dimensions of ethnocentrism indirectly influenced CE via nationalism (Bizumic, 2019). Regarding the indirect relationships between CE and its outcomes, the review of previous research revealed only three studies (Kwak et al., 2006; Schlegelmilch et al., 2016; Strizhakova et al., 2008) that investigated five mediators in total. Specifically, animosity was found to be a mediator between CE and willingness to buy foreign products (Schlegelmilch et al., 2016). Also, belief in global citizenship mediates the impact of consumers' ethnocentric feelings on the importance they assign to branded products (Strizhakova et al., 2008). Lastly, Kwak et al. (2006) asserted that the relationship between CE and attitudes towards foreign products is mediated by both attitudes towards advertisements of foreign

products and consumer globalization. The scholars also provided support for the mediating role of commercial email communications on the link between CE and activities on foreign websites.

Pertaining to moderators, the systematic review of CE literature revealed that the boundary conditions between CE and its antecedents have been completely neglected. In other words, no research to date has examined the certain conditions and circumstances under which the contribution of several factors to CE vary or disappear. Instead, the relevant literature covers a variety of moderating variables between CE and its consequences, which were classified into three groups as consumer-related moderators, product-related moderators, and country-related moderators. To begin with, consumer-related variables, such as age, were used as moderators between CE and its consequences (Josiassen et al., 2011; Lee et al., 2010). Specifically, Josiassen et al. (2011) found that when age increases, the positive impact of CE on willingness to purchase domestic products decreases. Additionally, Schwartz's cultural human values, namely achievement, self-direction, hedonism, stimulation, power, and mute the negative impact of consumer ethnocentrism on both quality evaluation and purchase intention of foreign country products (Ma et al., 2020). Further, the perceived degree of personal and economic threat strengthens the negative relationship between CE and attitudes towards importing products (Sharma et al., 1995) such that the higher the consumers feel that their personal or domestic economic welfare is threatened, the stronger the impact of their ethnocentric tendencies on their resistance towards imports.

With the scope of boundary roles of product-related factors on the consequences of CE, product necessity, availability of domestic alternatives, and price have been found to moderate the impact of CE on some of its outcomes. Specifically, the negative impact of CE on attitudes towards foreign products is stronger if the product is perceived as unnecessary (e.g. de Ruyter et al., 1998; Sharma et al., 1995). Also, the negative impact of CE on the evaluation of foreign products is negatively moderated by the availability of domestic alternatives (Nijssen &

Douglas, 2004). In this sense, when ethnocentric consumers are able to find a domestic alternative, they are prone to evaluate foreign products more negatively. Finally, highly ethnocentric consumers' reluctance to foreign brand purchase is positively moderated by product cost (Balabanis & Siamagka, 2017). That is, the relationship is stronger in the case of expensive products. In addition, Guo (2013) provided evidence that the negative impact of CE on attitudes towards global brands of developed-country origin is stronger in the case of low global identity but no such effect exists for high global identity.

Concerning country-related moderating factors, the moderating roles of development status (Jin et al., 2015; Reardon et al., 2005; Strizhakova & Coulter, 2015) and intercountry similarity (Han & Nam, 2020) were confirmed in the previous studies. For instance, Jin et al. (2015) provided evidence for the moderating role of country development status on the negative impact of CE on foreign product country image. More specifically, the negative relationship between CE and foreign product country image is stronger in developing than in developed countries. The level of economic development also mitigates the negative effect of CE on the attitude towards foreign advertisement (Reardon et al., 2005). Specifically, ethnocentric consumers hold more negative thoughts about newly transitioning economies than more developed ones. Furthermore, an interesting insight regarding the boundary role of inter-country similarity has recently been reported by Han and Nam (2020). Accordingly, the scholars found that the degree of similarity between domestic and foreign country moderates the effect of CE on country perceptions. Specifically, compared to dissimilar out-group countries, CE exerts a greater negative effect on country perceptions for similar out-group ones.

### **Research Gaps and Suggestions for Future CE Research**

Building on the findings of the review, this section of the study aims to shed light on several gaps identified in the extant literature and then provide various suggestions for scholars to consider in future CE-related research. Consistent with previous review papers (e.g., Christofi et al.,



2017; Lyngdoh et al., 2021), the gaps and future study directions are discussed in terms of theory, methodology, and relationships.

### **Theory-related future directions**

The review of CE literature indicates that approximately two-thirds of the articles did not anchor any theory in developing their theoretical framework. Among the remaining articles, social identity theory has been preferred most frequently. Although previous literature also spent very limited effort to use various other theories, such as cultural globalization theory, reference group theory, global consumer culture theory, and memory theory, there is still quite insufficient information about the application of such theories to CE. Thus, future research utilizing these important and contributing theories to base research questions or hypotheses would contribute to the literature.

### **Methodology-related future directions**

This review indicates that while the majority of articles collected data from a single country, fewer articles conducted a study on multiple countries. CE, by its nature, is country or culture-specific. In other words, consumers from different cultures and countries may hold different levels of CE. Therefore, future researchers should engage in more cross-cultural studies to examine if their study findings are valid across different cultures. This is especially important to generalize the proposed conceptual framework.

Regarding the specific geographic focus, the review results showed that while most of the research has been conducted in Europe, Asia & Pacific, and North America, Latin American and African countries were mostly neglected. In fact, only Brazil, Chile, and Mexico from the Latin America region and South Africa, Egypt, Mauritius, and Mozambique from Africa region have been studied. Therefore, more emphasis on other countries in these regions should be given in future research. Furthermore, although very limited, there are studies in the previous CE literature showing that the benefits and risks of CE are contingent upon the

level of country development status (e.g., Jin et al., 2015; Strizhakova & Coulter, 2015). It might be possible that the formation of CE as well as its influence on consumer attitudes and behaviors are different in countries with emerging economies. However, most of the emerging market countries, such as Pakistan, Indonesia, Argentina, Colombia, Peru, and Qatar have been overlooked in the previous CE literature. As a result, future research may investigate the nature of CE in these countries.

In terms of research method, it was evident from the review results that while the extant literature on CE was largely dominated by a quantitative approach, only two studies applied a qualitative study (Brečić et al., 2013; Veloutsou & Taylor, 2012). Surprisingly, the utilization of qualitative and quantitative methods, i.e., mixed-method approach, has never been encountered in the CE literature. Mixed-method studies are extremely valuable to have a deeper understanding of the theoretical ground and generalize the research findings. Therefore, future investigation of CE using a mixed-method approach would be most welcome.

In relation to the temporal aspect of the methodology utilized, it was evident that almost all of the reviewed CE studies used cross-sectional data while only three studies adopted longitudinal research design to collect data (Lee & Mazodier, 2015; Lee et al., 2017; Yu & Albaum, 2002). Hence, this study suggests future researchers conduct more longitudinal studies since such studies would enable them to explain causal linkages between CE and its antecedents and consequences.

### **Relationship-related future directions**

The review results revealed that there are several demographic, socio-psychological, and several other factors playing a significant role in CE development. However, it was evident from the review results that nothing is known about the boundary conditions under which the impacts of antecedents on CE are diminished or strengthened. For example, the negative impact of consumer age on CE has been established with several studies (e.g., de Ruyter et al., 1998; Sharma et al., 1995). It would be a very good contribution if future research could identify the

factor(s) that attenuate or strengthen this negative impact of age on CE. In addition to moderators, mediators are also valuable in understanding why a link exists between CE and its antecedents. However, only one study acknowledged the indirect impact of ethnocentric devotion and exploitativeness dimensions of ethnocentrism on CE through nationalism (Bizumic, 2019). Therefore, there is an urgent need for research that provides a deeper understanding of how CE is developed.

The research on the outcomes of CE provides a comprehensive list of variables in relation to attitudes, evaluation, intention/behavior, and miscellaneous. Despite the wide range of benefits of CE, there are still several gaps to be fulfilled. For example, regarding the brand-related consequences of CE, only brand affect and brand trust have been studied (Lee & Mazodier, 2015). Therefore, future researchers are encouraged to produce more research on exploring the influence of CE on additional brand-related concepts, such as foreign/and domestic brand attachment, brand experience, and brand identification. In reference to mediators, only a handful of investigations have been conducted to date to grasp the indirect link between CE and its consequences. Thus, future researchers should put more emphasis on this. Concerning the moderators, the boundary conditions of the relationships between CE and its antecedents were mostly neglected. Therefore, future research should provide more focus on this issue to have a deeper understanding of the conditions under which consumers' ethnocentric tendencies would be stronger. Consumers' decision-making styles, (e.g., fashion consciousness and price consciousness) (Sproles & Kendall, 1986), for instance, might explain under which circumstances ethnocentric consumers' skepticism towards foreign products are attenuated.

Furthermore, ethnocentric consumers' favoritism towards purchasing foreign products while reaction against buying foreign ones might depend on the purpose of the purchase, i.e., for gift-giving or personal usage. Finally, in addition to the level of country development, the degree of globalization, i.e. the rank of the country in the KOF Globalization Index, (ETH, 2015) could be examined if it moderates the effect

of ethnocentric consumers' dispositions towards domestic and foreign products.

## Conclusions

The systematic review of 95 articles published across 30 years provided several insights for future researchers. The comprehensive descriptive, methodological, and thematic analysis of prior literature was conducted based on 95 empirical articles published in peer-reviewed journal articles between 1991 and 2020. In the descriptive analysis, the publication trend over time, journal distribution, citation counts, and geographical focus have been addressed. In relation to methodology, several aspects, such as research method, ad sampling characteristics have been reviewed. In the thematic analysis, antecedents, consequences, mediators, and moderators in the current literature have been examined. Therefore, this study has provided two main contributions to international marketing scholars and companies. Firstly, this review extends the current knowledge of CE by conducting a synthesis of relevant literature in terms of antecedents, consequences of CE along with the mediators and moderators in these interplays. The second contribution of this study is the identification of several research gaps in the extant CE literature and providing fruitful suggestions and directions for future research. The results highlight a large number of research issues regarding the methodology, antecedents, and consequences of CE along with the mediators and moderators in these links to be further addressed.

Along with its contributions, the present study has two limitations to be acknowledged. Firstly, the review was conducted using peer-reviewed empirical articles published in top-ranked marketing, management, and international business journals listed in ABS Journal Guide 2021. Therefore, some of the important findings from other peer-reviewed articles, conceptual studies, and other types of papers (such as books, book chapters, conference proceedings, etc.) in the relevant CE literature may have been left out. Secondly, being a systematic review, this study examined the antecedents and consequences of CE as well as the moderators and

mediators in these relationships independently. However, a meta-analysis can provide more detailed information about the effect sizes of these linkages.

### **Arařtırma ve Yayın Etięi Beyanı**

Bu arařtırma, bilimsel arařtırma ve yayın etięi kurallarına uygun gerekleřtirilmiřtir.

### **Yazarların Makaleye Katkı Oranları**

Tek yazar vardır.

### **Destek Beyanı**

Bu arařtırma herhangi bir kurum veya kuruluř tarafından desteklenmemiřtir.

### **ıkar Beyanı**

Bu arařtırma herhangi ıkar atıřmasına konu deęildir.

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## Genişletilmiş Özet

# Tüketici Etnosentrizmi: Sistemantik Literatür İncelemesi ve Gelecek Çalışmalar için Öneriler

Mal ve hizmetlerin uluslararası ticareti ile pazarlama faaliyetlerinin küreselleşmesindeki artış tüketicilerin yabancı ürünlere erişimini kolaylaştırmıştır. Tüketiciler kalite, gösteriş veya fiyat gibi birçok sebepten ötürü yabancı markalı ürünleri tercih etmektedir (Özsömer ve Altaras, 2008). Ancak, geçmiş araştırmalara göre bazı tüketiciler yabancı markalı ürünleri tercih etse de, bazıları düşük kalite veya yüksek fiyat gibi sebeplere rağmen yerli alternatiflere yönelmektedir (Shankarmahesh, 2006). Tüketici etnosentrizmi olarak ifade edilen bu durum yerli ürünlerin satın alınmasında önemli bir belirleyici olup yabancı markalı ürünlere yönelik düşmanlık (Alden vd., 2013) gibi olumsuz tutumların şekillenmesinde önemli bir rol oynamaktadır. Akademi ve uygulamadaki önemine karşın, bilindiği kadarıyla tüketici etnosentrizmine ilişkin literatürde rastlanan tek inceleme Shankarmahesh (2006) tarafından yapılmıştır. Ancak bu çalışmadan sonra tüketici etnosentrizmine yönelik araştırmaların sayısı oldukça fazla oranda artmış ve bu durum daha geniş kapsamlı bir sistemantik literatür araştırmasının gerekliliğini ortaya çıkarmıştır. Dolayısıyla, bu çalışmanın amacı tüketici etnosentrizmine dair yapılan ampirik çalışmaların sistemantik olarak incelenmesi ve tespit edilen boşluklardan hareketle gelecek çalışmalar için öneriler sunulmasıdır. Bu amaçtan hareketle, bu çalışmanın tüketici etnosentrizmi literatürüne 3 katkısı bulunmaktadır. İlk olarak, bu araştırma son 30 yılda yapılan 95 ampirik tüketici etnosentrizmi çalışmasını teorik altyapı, tanımlayıcı istatistikler ve tematik analizler bakımından inceleyerek mevcut literatürün durumunu ortaya koymaktadır. İkinci olarak, bu çalışma birçok önemli araştırma boşluğunu ortaya koymakta ve bu boşluklardan hareketle gelecek çalışmalar için teori, yöntem ve söz konusu kavramın diğer kavramlarla ilişkilerine dair öneriler sunmaktadır. Son olarak, bu güncel tüketici etnosentrizmi incelemesi uluslararası pazarlama yöneticilerine yabancı pazarlarda uyguladıkları pazarlama stratejilerini geliştirme veya değiştirme konusunda fikirler önermektedir.

Tüketici etnosentrizmine dair mevcut literatürü bilimsel olarak incelemek amacıyla sistemantik inceleme yaklaşımı benimsenmiştir. Sistemantik literatür incelemesi araştırılan konuya dair detaylı bir resim ortaya koymakla birlikte (Palmatier vd., 2018) boşlukların belirlenmesi ve gelecek araştırmalar için fikirler sunulması (Grant ve Booth, 2009) açısından oldukça yararlıdır. Dolayısıyla, bu yöntemin araştırmanın amacını yerine getirmesi açısından uygun bir yöntem olduğu görülmektedir. Bu sistemantik literatür incelemesi, Tranfield

vd. (2003)'nin önerilerinden yola çıkılarak planlama, inceleme ve raporlama olmak üzere 3 aşamadan oluşmaktadır. Planlama aşamasında bu incelemeye neden ihtiyaç duyulduğu belirtilmektedir. İnceleme aşaması veri toplanması ve analizinden oluşmaktadır. Son olarak, raporlama aşamasında sistematik incelemenin bulguları teorik altyapı, tanımlayıcı istatistikler, yöntem ve tematik analiz olmak üzere 4 bölümde sunulmaktadır.

Tüketici etnosentrizmine yönelik yapılan araştırmaların seçilmesi amacıyla Scopus veri tabanı kullanılmıştır. Bu veri tabanı pazarlama alanında literatür inceleme araştırmalarında sıklıkla tercih edilmektedir (Paul ve Dhiman, 2021; Bretas ve Alon, 2021). Buna göre, veri tabanı incelemesi 3 kriter ölçüsünde gerçekleştirilmiştir. Öncelikle, yalnızca 1991 ve 2020 yılları arasında yayınlanan çalışmalar dahil edilmiştir. İkinci olarak, *peer-reviewed* akademik dergilerde İngilizce dilinde yayınlanan makaleler kullanılmıştır. Son olarak, inceleme yalnızca dergi makaleleri ile sınırlandırılmıştır. Bu sınırlandırmalar sonucunda ilk aşamada 1351 makaleye ulaşılmıştır. Bu makalelerden 1171 tanesi *ABS Academic Journal Guide 2021* listesinde 3, 4 veya 4\* sıralamasına girmediği için listeden çıkarılmıştır. Bununla birlikte, 74 makale ise pazarlama, uluslararası işletme veya yönetim dergilerinde yayınlanmadığı için elenmiştir. Geriye kalan 106 makale başlık ve anahtar kelime bakımından incelenmiştir. Bu makalelerden 8 tanesi ampirik olmadığı için; 5 tanesi tüketici etnosentrizminden ziyade genel etnosentrizme odaklandığı için; 9 tanesi ise odak noktası olarak tüketici etnosentrizmini araştırmadığı için listeden çıkarılmıştır. Çapraz referanslama yöntemi ile 12 ek makaleye ulaşılmıştır. Sonuç olarak, sistematik inceleme 95 makale üzerinden yapılmıştır.

Teorik temellendirme açısından incelendiğinde, 95 makalenin büyük bir bölümü (%65,3) spesifik bir teoriden bahsetmemiştir. Teoriyi baz alan makalelerde ise sosyal kimlik teorisi en sık kullanılan teori olarak görülmektedir (Ör., Rašković vd., 2020; Han ve Nam, 2020). Bu teoriyi takiben kültürel globalleşme teorisi (Alden vd., 2006), referans grubu teorisi (Strizkakova ve Coulter, 2015) ve adaptasyon teorisi (Josiassen, 2011) de incelenen tüketici etnosentrizmi araştırmalarında yararlanılan teoriler arasındadır.

Tanımlayıcı istatistikler açısından bakıldığında, son 30 yılda çalışmaların sayısı her yıl artan bir trend göstermiştir. Son 5 yılda yılda ortalama 7 çalışma yapıldığı görülmektedir. 95 makale içerisinde en çok tercih edilen 3 derginin *International Marketing Review* (%20,0), *Journal of Business Research* (%15,4) ve *Journal of International Marketing* (%14,7) olduğu ortaya çıkmıştır. En çok alıntılanan çalışmalara bakıldığında ise, ilk 3 çalışmanın sırasıyla Batra vd. (2000), Sharma vd. (1995) ve Balabanis ve Diamantopoulos (2004) olduğu sonucuna ulaşılmıştır.

Yöntem açısından elde edilen sonuçlarla ilgili olarak, çalışmaların büyük çoğunluğu birincil veri kullanmıştır (%97,9). Nicel çalışmalar (%98,6) ve spesifik olarak anket yöntemi (%69,1) en çok tercih edilen araştırma yöntemidir. 95 makale zaman vurgusu açısından değerlendirildiğinde, zaman kesitli çalışmaların büyük çoğunlukta olduğu (%96,8) görülmüştür. Yapısal eşitlik en sıklıkla tercih edilen (%26,5) yöntem olup örneklem büyüklüğü genellikle 200 ila 300 arasındadır (%33,0).

Tematik açıdan inceleme, tüketici etnosentrizminin belirleyicileri ve sonuçları ile beraber ayrıca aracı ve düzenleyici değişkenler üzerinden yapılmıştır. Öncelikle, tüketici etnosentrizminin belirleyicileri demografik, sosyo-psikolojik ve diğer belirleyiciler olmak üzere 3 grupta incelenmiştir. Kavramın tespit edilen sonuçları ise tutumlar, değerlendirmeler, satın alım niyeti/davranışı ve diğer sonuçlar olmak üzere sınıflandırılarak yorumlanmıştır. Bunların yanında, literatür incelemesi sonucu tüketici etnosentrizminde birçok aracı ve düzenleyici değişken üzerine de çeşitli çalışmalar tespit edilmiştir.

Sonuç olarak, konuyla alakalı literatürde saptanan boşluklara değinilmiş ve gelecek çalışmalar için faydalı olabileceği düşünülen öneriler sunulmuştur. Araştırma modelinin bir teoriyle temellendirilmesi, zaman serili veri ile nedenselliğin güçlendirilmesi ve özellikle yükselen ekonomiye sahip ülkelerin tüketicilerinin etnosentrik eğilimlerinin incelenmesi bu önerilerden yalnızca birkaçıdır.

Literatüre sunduğu katkıların yanında bu çalışmanın 2 temel sınırlılığı mevcuttur. Öncelikle, bu çalışmada ABS Academic Journal Guide 2021 listesinde 3, 4 veya 4\* sıralamasına giren pazarlama, uluslararası işletme, veya yönetim dergilerinde yayınlanan araştırma makaleleri dahil edilmiştir. Dolayısıyla, kitap, kitap bölümü, kongre bildirisi gibi diğer yayın türlerinde ortaya koyulan çeşitli sonuçlar göz ardı edilmiş olabileceği için gelecek çalışmalarda bu yayın türlerinin de dahil edilmesi önerilmektedir. Ayrıca, 95 makalenin sistematik literatür incelemesinde tüketici etnosentrizminin diğer kavramlarla ilişkileri bağımsız olarak değerlendirilmiştir. Dolayısıyla, gelecek araştırmalarda meta analiz yöntemi ile ilişkilerdeki etki güçleri hakkında daha çok bilgi edinilebilir.