

**The Colombian Consumer Ethnocentrism and its Effect on the Design and
Implementation of the Marketing Strategy: the State of the Art**

SANTIAGO CORREA CARDONA

*UNIVERSIDAD PONTIFICIA BOLIVARIANA
ESCUELA DE CIENCIAS ESTRATÉGICAS
FACULTAD ADMINISTRACIÓN DE NEGOCIOS INTERNACIONALES
MEDELLÍN
2015*

**The Colombian Consumer Ethnocentrism and its Effect on the Design and
Implementation of the Marketing Strategy: the State of the Art.**

SANTIAGO CORREA CARDONA

Thesis to apply for the title of International Business Administrator

Thesis Advisors

ANA MARÍA PARENTE LAVERDE

MSc. in International Marketing from the University of Glasgow

LIGELLA TATIANA VÉLEZ ÁNGEL

Master in Business Administration from *Universidad EAFIT*

*UNIVERSIDAD PONTIFICIA BOLIVARIANA
ESCUELA DE CIENCIAS ESTRATÉGICAS
FACULTAD DE ADMINISTRACIÓN DE NEGOCIOS INTERNACIONALES
MEDELLÍN
2015*

(30 May 2015)

Santiago Correa Cardona

“Declaro que esta tesis (o trabajo de grado) no ha sido presentada para optar a un título, ya sea en igual forma o con variaciones, en esta o cualquier otra universidad”.

Signature

TABLE OF CONTENTS

I. INTRODUCTION	7
II. PROBLEM DESCRIPTION	8
III. RESEARCH QUESTION	10
IV. OBJECTIVES	11
GENERAL OBJECTIVE	11
SPECIFIC OBJECTIVES.....	11
V. JUSTIFICATION	12
VI. THEORETICAL FRAMEWORK.....	14
ORIGINS OF HERMENEUTICS.....	14
THE ONTOLOGICAL TURN.....	15
HERMENEUTICS AND CONSUMER RESEARCH	17
VII. RESEARCH METHODOLOGY	18
RESEARCH STRATEGY	18
LITERATURE REVIEW	18
CONDUCTING THE REVIEW: THE STATE OF THE ART.....	20
VIII. ADMINISTRATIVE ASPECTS	23
TIMETABLE	23
RESEARCH ESTIMATED COSTS	23
IX. ANALYSIS AND RESULTS	25
1. CONSUMER ETHNOCENTRISM CONSTRUCT AND THE CETSCALE	26
2. EFFECTS AND CONSEQUENCES OF CONSUMER ETHNOCENTRISM	31
<i>Purchase Behavior, Purchase Intentions and Willingness to Buy.....</i>	<i>33</i>
<i>Preferences.....</i>	<i>35</i>
<i>Attitudes toward Foreign Advertisements.....</i>	<i>36</i>
<i>Price and quality perceptions.....</i>	<i>38</i>
<i>Hedonistic and Traditional Consumption.....</i>	<i>39</i>
<i>Market Segmentation.....</i>	<i>40</i>
3. ANTECEDENTS TO CONSUMER ETHNOCENTRISM	43
<i>Demographic factors.....</i>	<i>48</i>
<i>Socio-psychological Antecedents</i>	<i>52</i>
<i>Other Antecedents.....</i>	<i>57</i>
<i>Moderating Factors.....</i>	<i>59</i>
4. CONSUMER ETHNOCENTRISM IN SERVICES	62
5. CONSUMER ETHNOCENTRISM AND BRAND ISSUES.....	64
<i>Perceptions of local vs. foreign brands.....</i>	<i>65</i>
<i>Consumer Ethnocentrism and Brand Preferences</i>	<i>65</i>
<i>Brand Origin Identification</i>	<i>66</i>
<i>Consumer Ethnocentrism and Brand Value.....</i>	<i>66</i>
<i>Consumer Ethnocentrism and International Brand Alliances</i>	<i>67</i>
6. CONSUMER ETHNOCENTRISM AND RELATED CONSTRUCTS: COUNTRY OF ORIGIN AND CONSUMER ANIMOSITY	68
<i>Consumer animosity.....</i>	<i>70</i>

<i>Country-of-Origin</i>	71
SUMMARY OF RESULTS	73
X. CONCLUSIONS AND FURTHER RESEARCH	83
REFERENCES	87
APPENDIXES	102
APPENDIX A	103
APPENDIX B	104
APPENDIX C	132
APPENDIX D	139

LIST OF TABLES

TABLE 1. SUMMARY OF METHODOLOGY	21
TABLE 2. TIMETABLE	23
TABLE 3. RESEARCH ESTIMATED COSTS	23
TABLE 4. IDENTIFIED RESEARCH CATEGORIES.	25
TABLE 5. CONSUMER ETHNOCENTRISM CONSTRUCT AND THE CETSCALE	26
TABLE 6. EFFECTS AND CONSEQUENCES OF CONSUMER ETHNOCENTRISM	31
TABLE 7. ANTECEDENTS TO CONSUMER ETHNOCENTRISM	44
TABLE 8. CONSUMER ETHNOCENTRISM IN SERVICES	62
TABLE 9. CONSUMER ETHNOCENTRISM AND BRAND ISSUES	64
TABLE 10. CONSUMER ETHNOCENTRISM AND RELATED CONSTRUCTS: COUNTRY OF ORIGIN AND CONSUMER ANIMOSITY.	68
TABLE 11. SUMMARY OF RESULTS	74
TABLE 12. THE STATE OF THE ART FORMAT	103
TABLE 13. STATE OF THE ART A	104
TABLE 14. STATE OF THE ART B	118

I.INTRODUCTION

The increased competition derived from the globalization of business and markets, makes a set of products from both domestic and foreign origin available to the consumer at the same time (Netemeyer, Durvasula and Lichtenstein, 1991). However, the preference towards these products may vary from country to country, which has led to the development of different measures to assess consumer's attitudes toward both domestic and foreign products (Netemeyer et al., 1991) and create effective marketing strategies that enable one to cope with such attitudes. One of these measures is the consumer ethnocentrism, which was first set out by Shimp and Sharma (1987) as a set of tendencies that may explain why consumers prefer domestic products over foreign ones; they also developed an instrument called the CETSCALE to measure consumer ethnocentric tendencies. Since then, the CETSCALE has been used to assess consumer ethnocentrism in different countries and to make assumptions about the marketing implications it can have.

Considering the above stated information, this research paper aims to construct a State of the Art of the effect of the Colombian consumer ethnocentrism on the marketing strategy. Therefore, a literature review and a systematization of the collected data using the state of the art formats is provided, which makes finding the gap in the literature and suggest further research possible.

II. PROBLEM DESCRIPTION

Shimp and Sharma (1987, pp.280) defined the concept of consumer ethnocentrism as “the beliefs held by American consumers about the appropriateness, indeed morality, of purchasing foreign-made products”. They also developed an instrument termed the CETSCALE to measure consumers’ ethnocentric tendencies. As suggested by the use of the word American, the consumer ethnocentrism concept and the CETSCALE were initially intended to be only used in the United States (Shimp and Sharma, 1987). Nevertheless, Netemeyer et al. (1991) validated the CETSCALE in a cross-national assessment, making measuring the consumers’ ethnocentric tendencies in countries different to the United States possible.

Later on, Sharma, Shimp and Shink (1995) identified different elements that are related to consumer ethnocentric tendencies and classified them in three kinds of factors or variables: social-psychological factors, demographic variables and moderating factors. Sharma et al. (1995) highlighted the influence of consumer ethnocentrism when products are perceived as unnecessary and when consumers perceived themselves or their domestic economy to be threatened by the importation of a product. This statement implies that consumer ethnocentric tendencies may vary depending on the product and the situation of the domestic economy. From this point forward, other elements or variables associated to consumer ethnocentrism have been assessed across different countries and contexts as well as the implications it may have on consumer behavior and marketing strategy.

The degree of consumer ethnocentrism provides information about consumers’ reasons for buying domestic versus imported products (Sharma et al., 1995) and has gained attention as a component of foreign product purchase

behavior (Akdogan, Ozgener, Kaplan and Coskun, 2012). Therefore, it may be a very important element to be considered by multinational corporations when formulating and implementing a strategy for entering foreign markets.

Moreover, de Ruyter, Birgelen and Wetzels (1998) laid out that the acknowledgement of consumer ethnocentric tendencies and its antecedents is a key factor for strategic marketing planning, since it may lead to more effective marketing strategies and an appropriate decision for implementing either a national or a global marketing strategy. For such reason, it is important to understand how consumer ethnocentrism acts in order to create effective marketing strategies addressing such phenomenon.

For the case of Colombia, Ueltschy (1998) conducted a study aiming to investigate the perceptions of Colombian consumers of local brands versus global brands, measuring the impact of consumer ethnocentrism on these perceptions and its variation after receiving information about both, the local and global product used in the survey. Despite making some small suggestions for multinational corporations that enter the Colombian market, this study did not emphasize on how strategy can be shaped by consumer ethnocentrism which leads to the research question of this paper: What is the state of the art of the effect of the Colombian consumer ethnocentrism on the marketing strategy?

III. RESEARCH QUESTION

What is the state of the art of the Colombian consumer ethnocentrism and its effect on the marketing strategy?

IV. OBJECTIVES

GENERAL OBJECTIVE

To construct the State of the Art of the effect of the Colombian consumer ethnocentrism on the marketing strategy.

SPECIFIC OBJECTIVES

- To carry out a search in academic sources of previous studies about the subject under study and measurement of this research.
- To document and methodize the findings of the inherent topics to the subject under study of this research.
- To analyze and relate the similarities and differences found in previous studies about the subject under study of this research.
- To identify the gap in the literature of the Colombian consumer ethnocentrism and its effect on the marketing strategy.
- To make suggestions for further studies about the subject under study of this research.

V. JUSTIFICATION

In a globalized and increasingly competitive world, companies have to face the growth of regional trade areas, the growth of global markets and an increasing number of competitors. Therefore, they must develop strategic plans in order to remain competitive and well positioned in these intense markets (Cateora, Gilly and Graham, 2011, p.6). Achieving the aforementioned objectives is not a simple process because companies must formulate and implement an effective marketing strategy considering all of the possible factors that may affect it. Hawkins and Mothersbaugh (2009) identified throughout their book different factors that may influence and shape consumer behavior, on which all marketing strategies should be based; one of those factors is consumer ethnocentrism, on which this research will focus.

The concept of consumer ethnocentrism was first laid out by Shimp & Sharma (1987) and has been under several empirical studies that have found that it may influence consumer behavior towards foreign products. Furthermore, other studies have identified that consumer ethnocentrism varies according to consumer and country features, concluding that the degree of development is a key element that influences consumer ethnocentrism tendencies in a society (Yelkur, Chakrabarty and Bandyopadhyay, 2006; Chrysochoidis, Krystallis and Perreas, 2007; Ngueyn, Nguyen and Barret, 2008; Evanschitzky, Wangenheim, Woisetschläger, 2008; Ranjbairan, Barari and Zabihzade, 2011 as cited in Renko, Crnjak Karanović and Matić, 2012).

This research paper will construct the state of the art focusing on multinational corporations located in Colombia, a developing nation that represents the third Latin American country by population with its 48.32 million inhabitants,

and the fourth one by GDP - US\$ 378.1 billion - and direct investment inflows – US\$17 billion – (World Bank, 2013; UNCTAD, 2014)

Keeping in mind the above stated information, this research paper will construct the state of the art focusing on multinational corporations located in Colombia because it will provide a review of previous studies about the subject under study, making it possible to define and understand the categories of the subject matter and find the gap in the literature which is needed to make suggestions for further research.

VI. THEORETICAL FRAMEWORK

Given that this research paper constitutes an interpretative work in which several authors and theories have to be analyzed in order to find similarities and differences among them, this theoretical framework will be based on modern hermeneutics theories, which will provide a frame to analyze and interpret the different sources of information what will be used in this paper.

ORIGINS OF HERMENEUTICS

The term *hermeneutice* derives from Hermes, the messenger of the ancient Greek gods, he had to interpret what the gods wanted to communicate and then explain the messages to the mortals (Mueller-Vollmer, 1986 as cited in Butler, 1998). The ancient Greeks were concerned about the interpretation of myths and religious texts, but it was Philo of Alexandria who first developed a systematic theory of interpretation to understand the non-literal meaning of the Old Testament (Ramberg, Bjørn and Gjesdal and Kristin, 2013). For a long time, the hermeneutical scope was limited to the interpretation of sacred Scriptures, but its evolution made it possible to interpret all types of texts (Ramberg et al., 2013).

Modern hermeneutics appeared in the nineteenth century with Schleiermacher's following ideas: making "hermeneutics a universal discipline, applicable to all types of interpretation alike" (Forster, 2007); and that interpretation must have a linguistic focus with a comparative method and a psychological focus with a divinatory method. Continuing with Schleiermacher's work, Dilthey identifies interpretation as the central task of human sciences but he replaces the terms of comparison and divination –stated by Schleiermacher- with an inductive hypothesis-formation that drives to an investigation (Forster, 2007). His

contributions make grounding interpretation a status of science possible, since its subject matter is objective and implies rigorous methods like natural science does (Forster, 2007).

THE ONTOLOGICAL TURN

Later on, Martin Heidegger gives an ontological turn, stating that hermeneutics is about the most fundamental conditions of man's being in the world (Ramberg et al., 2013). The idea of man's being in the world entails that the interpreter and the object under interpretation belong to a cultural world prior to any interpretation. This implies the existence of a previous set of traditions -of a specific time or historical period- that includes beliefs, theories, ideologies, among others, and leads to a preunderstanding or prejudice by which the interpreter and what is being interpreted are linked to (Ramberg et al., 2013). Nevertheless, the concept of preunderstanding –subsequently termed as prejudice by Gadamer- does not have a negative connotation since it is what makes interpretation possible (Arnold and Fischer, 1994), it influences the researcher's perceptions about what is worth investigating (Shalin, 2010) and therefore creates the link between the interpreter and the object under interpretation. The aforementioned ideas are also related to Heidegger's conception about the hermeneutic circle; according to his view, understanding the component phenomena is only possible when their relationships to the whole are determined by preunderstandings or prejudices (Butler, 1998). The parts are then interpreted and "its relationships to the whole are consolidated into an emergent understanding of the phenomenon" (Butler, 1998)

Heidegger's student, Hans-Georg Gadamer, writes *Truth and Method*, where he analyzes Plato's dialectic and dialogue concepts to develop his own hermeneutics theory; "Gadamer's hermeneutics can be called dialectic since he affirms that understanding is inseparable from dialogue and is marked by a productive tension between the sensual and transcendent realms" (Barthold, n.d.).

Gadamer's conception about dialogue entails a focus on the subject matter and an objective of reaching an understanding able to transform one into a different being after the dialogue (Barthold, n.d.).

In the development of his theory, Gadamer also considers Aristotle's ideas about the praxis to define hermeneutics as practical philosophy, which implies that it is embedded in human coexistence with others. This leads up to the existence of dialogue and different ways of experience that make knowledge possible (Barthold, n.d.)

Moreover, Gadamer states in his book that a human being is a being in language; it implies that language is a part of human nature and that understanding happens in a linguistic context (Ramberg et al., 2013). According to Gadamer (as cited in Butler, 1998) "all understanding is interpretation, and all interpretation takes place in the middle of a language". Furthermore, language makes knowing the world possible and arriving at a common meaning (Butler, 1998).

Gadamer develops four concepts – prejudice, tradition, authority and fusion of horizons – key to his hermeneutic ideas and the theoretical framework of this paper. Continuing with Heidegger's idea of preunderstanding, Gadamer sets forth the concept of prejudice as a fore-judgement necessary for knowledge (Barthold, n.d.). Linked to the notion of prejudice, Gadamer also develops the concept of tradition as the context in which one is embedded; it shapes one's prejudices and leads up to inquire about different subjects which make knowledge possible (Butler, 1998; Barthold, n.d.). Gadamer set out the authority as the recognition of superior insight based on an idea of superior knowledge and/or judgment which entails a need of acknowledgement of those who are subject of the authority (Kim, 2011; Barthold, n. d.). Gadamer defined the horizon as the boundaries in which knowledge is possible, it implies "what lies behind –tradition, history-, what is around –culture, society- and what is before one –expectations directed at the

future- ” (Barthold, n.d.) Moreover, Gadamer states that the differences among diverse horizons must be accepted as a way to transformation and understanding, which means that horizons must be allowed to change based on the acknowledgement of other horizons in order to get a deeper understanding (Barthold, n.d.); Gadamer termed this process as fusion of horizons.

Finally, Gadamer gives his view about the hermeneutic circle stating that “as important as the interplay between the parts and the whole of a text is the way in which our reading contributes to its effective history, adding to the complexity and depth of its meaning” (Ramberg et al., 2013). This suggests that a text must be understood as a whole considering its individual parts as referenced to the whole and also taking into account the reader’s approach to the text, which is given by the aforementioned concept of fusion of horizons.

HERMENEUTICS AND CONSUMER RESEARCH

On a different but yet related note, Arnold and Fischer (1994) reviewed the relationship of hermeneutics and consumer research, which is the field of study of this paper. They analyze the implications of some of the hermeneutic notions stated above for consumer research. First of all, they relate the ideas of preunderstanding and tradition to consumer research with the experience as a consumer and the experience as a researcher (Arnold and Fischer, 1994); this means that one’s background as consumer and researcher make it possible to inquire about a specific subject, perceived as worth investigating. They also highlight the importance of the hermeneutic circle to achieve understanding without contradictions. Another important concept approached to consumer research by Arnold and Fischer (1994), is the fusion of horizons, emphasizing on the transformation and continual change that will characterize the 21st century (McCracken, 1991 as cited in Arnold and Fischer, 1994).

Considering the above stated ideas, this research paper will use hermeneutics as its theoretical framework, accentuating Heidegger and Gadamer's contributions since they have been relevant authors for modern hermeneutics theories. Furthermore, the hermeneutics approach to consumer research will also be taken into account since consumer research is also the field of study of this paper.

VII. RESEARCH METHODOLOGY

RESEARCH STRATEGY

Considering that the scope of research of the state of the art is to inquire into previous research and methodize its findings (Calvo, 1997; Souza, 2005); a documentary research was carried out by retrieving qualitative primary information from different sources such as electronic databases and academic journals. Afterwards, the relevant information was selected, analyzed and methodized, using the state of the art format, in order to find similarities, differences and gaps in the literature; making it possible to construct an effective state of the art that will lead up to further research about its subject matter (See Appendix C).

LITERATURE SEARCH

As pointed out by Souza (2008), a literature review will make acknowledging the existence of previous data, and theoretical and methodological approaches to the subject under study possible.

One of the main steps to conduct the literature review is to generate keywords that enable a search using Internet sources (Bryman and Bell, 2010). An

accurate definition and combination of keywords will allow one to find suitable information for the subject under study (Souza, 2008). Based on previous readings about its subject matter; the following keywords and combinations have been selected for this paper:

1. Consumer ethnocentrism
2. Marketing strategy
3. Country of Origin
4. Consumer animosity
5. Colombia

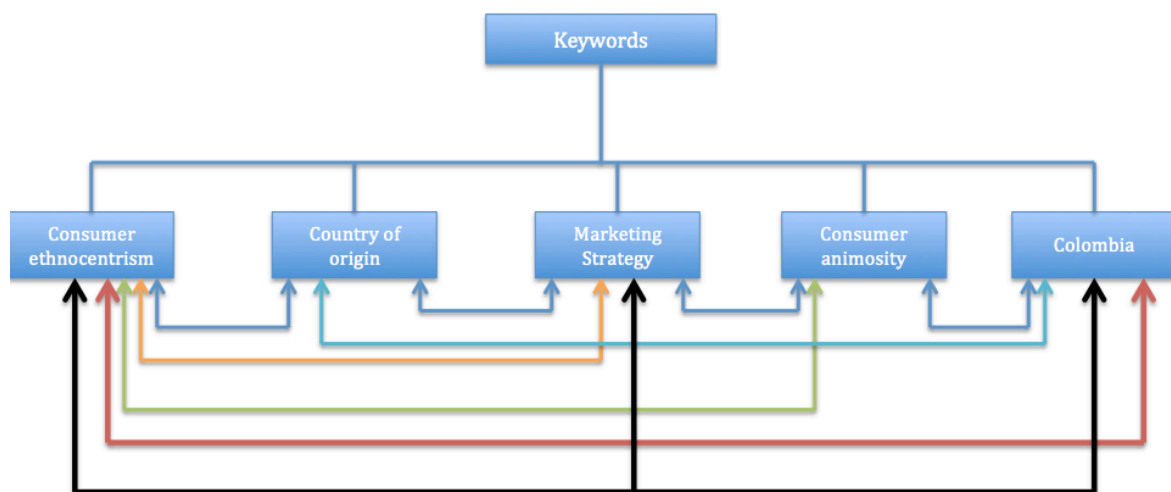


Figure 1: Keywords and Combinations. Adapted from “La centralidad del estado del arte en la construcción del objeto de estudio,” by M.S. Souza, 2001 Facultad de Periodismo y Comunicación Social de la Universidad Nacional de La Plata, Apunte de Cátedra.

Using the aforementioned keywords and combinations; a search was carried out in the following databases:

- **EBSCO:** It offers thousands of academic articles and access to important business journals such as Harvard Business Review. It can be accessed at:

<http://www.ebscohost.com> (Accessed 7 October 2014)

- **JSTOR:** It offers access to primary sources, books and journals like the Journal of Consumer Research. It can be accessed at:

<http://www.jstor.org> (Accessed 7 October 2014)

- **ScienceDirect:** Full-text scientific database that offers journal articles and book chapters from nearly 2,500 journals and 26,000 books. These journals include the International Journal of Research in Marketing, the Australasian Marketing Journal, among others. It can be accessed at:

<http://www.sciencedirect.com> (Accessed 7 October 2014)

- **Google Scholar:** Free search engine that allows access to e-books, journal articles, thesis and other documents. It can be accessed at:

<http://scholar.google.com> (Accessed 7 October 2014)

- **Emerald Insight:** Scientific database with a portfolio of over 295 journals and over 2,500 books and book series volumes. It can be accessed at:

<http://www.emeraldgrouppublishing.com> (Accessed 22 March 2015)

- **Taylor and Francis:** It publishes more than 1,800 journals and around 2,000 new books each year, with a books backlist in excess of 20,000 specialist titles. It can be accessed at:

<http://www.taylorandfrancis.com> (Accessed 22 March 2015)

CONDUCTING THE REVIEW: THE STATE OF THE ART

Once the articles and documents were collected, they were examined considering the following steps in order to determine which of them are relevant for this research paper:

- Examine titles and abstracts to confirm that they are actually related to the subject under study.

- Double-check the author, references and number of citations of the documents in order to verify its credibility and authority.

The selected information was retrieved, synthesized and methodized using the state of the art format – see Appendix A – to classify the articles, authors and their findings. An analysis of Table 12 was performed in order to determine the research categories inherent to the study of consumer ethnocentrism. For this purpose, the word frequency query of NVivo software¹ was used since it gives an insight into the most frequent terms in the retrieved papers, which is useful for the process of identifying research categories and trends. Moreover, it supports PDF format, which is the format of most articles, retrieved from the above-mentioned databases. The categories are explained in the analysis and results section and the word frequency queries are included in Appendix C.

After categorizing the retrieved articles, they were analyzed regarding similarities and dissimilarities among them, which made the identification of unanswered questions and contradictory arguments - the gap in the literature - possible. From this point on, suggestions for further research about the subject matter are made.

TABLE 1. SUMMARY OF METHODOLOGY

SPECIFIC OBJECTIVES	METHODOLOGY
To carry out a search in academic sources of previous studies about the subject under study and measurement of this research.	Use the above stated keywords and combinations to conduct a search in academic databases.

¹ This software is produced by QRS International. It can be accessed at: http://www.qsrinternational.com/products_nvivo.aspx (Accessed 9 October 2014).

<p>To document and methodize the findings of the inherent topics to the subject under study of this research.</p>	<p>Select the relevant articles and documents according to the above stated criteria the state of the art format and other tables to synthesize and methodize the collected information.</p>
<p>To analyze and relate the similarities and differences found in previous studies about the subject under study of this research.</p>	<p>Interpret the retrieved articles and documents based on the methodized information.</p>
<p>To identify the gap in the literature of the Colombian consumer ethnocentrism and its effect on the commercial strategy of multinational corporations located in Colombia.</p>	<p>Considering the previous interpretation and analysis, determine what questions have not been answered in the literature of the subject matter and find counter arguments statements about it.</p>
<p>To make suggestions for further studies about the subject under study of this research.</p>	<p>Based on the previously found gap in the literature, state what research - inherent to the subject matter of this paper- should be carried out.</p>

Source: own construction.

VIII. ADMINISTRATIVE ASPECTS

TIMETABLE

TABLE 2. TIMETABLE

List of activities/Months	2014						2015					
	July	August	September	October	November	December	January	February	March	April	May	
Topic selection	■	■										
Problem description and research question		■	■									
Objectives and justification construction			■	■								
Theoretical framework definition				■	■							
Research methodology design				■	■	■						
Research proposal presentation					■							
Research proposal approval						■						
Making the accurate corrections							■	■				
Searching for the existing literature							■	■	■			
Selecting the relevant literature								■	■			
Synthesize and methodize the collected information									■	■	■	
Analysis and interpretation of the data										■	■	■
Draft writing											■	■
Advisors' revision												■
Corrections and final writing												■
Final paper presentation												■

Source: Own construction

RESEARCH ESTIMATED COSTS

TABLE 3. RESEARCH ESTIMATED COSTS

Concept	Estimated cost (COP)
NVivo for Mac Semester license	\$ 120.000
CD's, USB pendrive	\$ 20.000
Paper	\$ 10.000
Pens, Pencils	\$ 5.000
Photocopies	\$ 20.000
Printing	\$ 100.000
Total	\$ 275.000

Source: own construction

IX. ANALYSIS AND RESULTS

A number of sixty articles aiming to study consumer ethnocentrism and related topics were retrieved from different databases (as mentioned in the Methodology), and subsequently methodized using the-state-of-the-art format (see Appendix A). Based on the information recorded at such formats, six broad categories of research were identified. Table 1 provides a summary of the identified categories with its name, number of articles and the period of time in which it was studied.

TABLE 4. IDENTIFIED RESEARCH CATEGORIES.

Category name	Number of articles	Period
Consumer Ethnocentrism Construct and the CETSCALE	8	1984-2004
Effects and Consequences of Consumer Ethnocentrism	15	1994-2014
Antecedents to Consumer Ethnocentrism	16	1995-2013
Consumer Ethnocentrism in Services	3	1998-2009
Consumer Ethnocentrism and Brand Issues	6	1998-2014
Consumer Ethnocentrism and Related Constructs: Country-of-Origin and Consumer Animosity	12	1999-2014
Total	60	

Source: Own construction.

As can be seen in Table 1, the subject of consumer ethnocentrism has been under study since 1984 to date; the categories are ordered according to the period of time in which they were studied. Moreover, the number of articles per category ranges from three to sixteen. Below, the findings and methodological issues of each category are discussed in its respective order (see Table 1).

1. CONSUMER ETHNOCENTRISM CONSTRUCT AND THE CETSCALE

The first research category to be studied has been named Consumer Ethnocentrism Construct and the CETSCALE since the studies belonging to this category have aimed to either develop the construct of consumer ethnocentrism or test the CETSCALE as an instrument to measure such construct. Keeping this in mind, eight papers aiming to evaluate the CETSCALE in different countries and contexts were included in this category. Moreover, one article with the initial test of the consumer ethnocentrism construct, prior to the development of the CETSCALE, is included. The following table provides information of the articles classified in this category, including the title, author(s), year and the country(ies) where the study was carried out.

TABLE 5. CONSUMER ETHNOCENTRISM CONSTRUCT AND THE CETSCALE

Title	Author(s)	Year	Country(ies) under study
Consumer Ethnocentrism: the Concept and a Preliminary Empirical Test	Terence A. Shimp	1984	United States
Consumer Ethnocentrism: Construction and Validation of the CETSCALE	Terence A. Shimp and Subhash Sharma	1987	United States
A Cross-National Assessment of the Reliability and Validity of the CETSCALE	Richard G. Netemeyer, Srinivas Durvasula, and Donald R. Lichtenstein	1991	United States, Japan, France and West Germany
A Cross-Cultural Comparison of Consumer Ethnocentrism in the United States and Russia	Srinivas Durvasula, J. Craig Andrews and Richard G. Netemeyer	1997	United States, Russia
A Cross-National Assessment of Social Desirability Bias and Consumer Ethnocentrism	G. Tomas M. Hult, Bruce D. Keillor and Barbara A. Lafferty	1999	United States, Japan and Sweden
Consumer ethnocentrism measurement: An assessment of the reliability and validity of the CETSCALE	Teodoro Luque-Martínez, José Ángel Ibañez-Zapata and Salvador del Barrio-García	2000	Spain

in Spain			
The modified CETSCALE: validity tests in the Czech Republic, Hungary, and Poland	Jay D. Lindquist, Irena Vida, Richard E. Plank, Ann Fairhurst	2001	Poland, Hungary and the Czech Republic
Consumer Ethnocentrism: CETSCALE Validation and Measurement of Extent	Anupam Bawa	2004	India

Source: Own construction.

The first attempt to define the construct of consumer ethnocentrism was Shimp's (1984) work. In such study, the concept of consumer ethnocentrism was designed to capture normative-based beliefs about the appropriateness of buying foreign-made products (Shimp, 1984). The study provided empirical evidence of the phenomenon and most importantly opened a new field of study on which the articles included in this review have focused. However, the measurement of consumer ethnocentrism was limited by the use of a single open-ended question, which entails validity issues. Such limitation made it necessary to develop an instrument able to measure consumer ethnocentrism; Shimp and Sharma accomplished this in 1987 with the construction of the CETSCALE as a 17-item measure of consumer ethnocentric tendencies. The scale was validated as an effective and reliable measure of consumer ethnocentric tendencies with four different studies carried out across the USA. Furthermore, a shorter 10-item version of the CETSCALE was also validated as a measure of the construct (Shimp and Sharma, 1987). Nevertheless, both the concept of consumer ethnocentrism and the CETSCALE were limited to the American society, which urged the validation of the measure in other contexts different to that of the United States (Shimp and Sharma, 1987).

Subsequent studies belonging to this category focused on validating the CETSCALE in other countries, usually providing satisfactory and mixed results as explained below.

In general terms, the CETSCALE was found to be reliable, valid and uni-dimensional in five of the seven studies that examined its psychometric properties. Such studies were conducted in the United States (Shimp and Sharma, 1987; Netemeyer et al., 1997; Durvasula et al., 1997 and Hult et al., 1999), Japan (Netemeyer et al., 1997 and Hult et al., 1999), France (Netemeyer et al., 1991), West Germany (Netemeyer et al., 1991), Russia (Durvasula et al., 1997), Sweden (Hult et al., 1999) and Spain (Luque-Martínez et al., 2001) as can be seen in Table 1. However, two of the studies provided mixed results, as well as Acharya and Elliot's (2003) work, which despite not being classified in this category (since its main focus is on the effects of consumer ethnocentrism) also tested the CETSCALE in the Australian context. In Lindquist et al.'s (2001) work, the 10-item CETSCALE – previously validated in the United States by Shimp and Sharma (1987) – was examined in Hungary, Poland and the Czech Republic; in none of these countries a good fit was found, which led to revised versions of the CETSCALE for each of those countries: a 7-item model for the Czech Republic, and a six and five-item model for Poland and Hungary respectively. Moreover, in the Indian context (Bawa, 2004) the CETSCALE was not found to be uni-dimensional, suggesting that consumer ethnocentrism as understood in India is conceptually different to consumer ethnocentrism as understood in the United States. Furthermore, these results are enhanced by the fact that consumer ethnocentrism was understood differently across the three demographic groups evaluated in India (2004), making it necessary to refine the scale for each sample; in this sense, two 11-item scales (each one with different items) and a 14-item scale were provided for the materials management professionals, university students and secondary school students samples respectively. Finally, in Australia, the CETSCALE was not found to be unidimensional but "a second order factor

from the combination of two ethnocentric behaviors: emotional consumer ethnocentrism and rational consumer ethnocentrism" (Acharya and Elliot, 2003, p.99), which also contradicts the uni-dimensionality of the CETSCALE.

It is worth noting that the studies that provided satisfactory results for the CETSCALE are mostly western developed countries – with the clear exception of Australia in Acharya and Elliot (2003) – whereas eastern countries provided mixed results – with the exception of Russia, where satisfactory results were provided –. Given that the CETSCALE has proved its psychometric properties in most western countries where it has been validated but has provided mixed results in eastern and less developed countries, research assessing the construct's validity should be carried out in other regions in order to test whether it is valid for such type of countries. An interesting region that has received little attention in consumer ethnocentrism research is Latin America; the region counts with large economies like Brazil and Mexico and important growing economies like Colombia and Peru where research could be conducted. The assessment of the CETSCALE and the consumer ethnocentrism construct in these countries would provide valuable information about consumer behavior for companies willing to enter such large and growing markets.

Regarding the methodological issues associated to this category, it can be seen that there is a tendency to use quantitative research approaches after the development of the CETSCALE, since it is a structured questionnaire measured with Likert-type scales. It is worth noting though, that Shimp (1984) and Shimp and Sharma (1987) used mixed research approaches in the development of the consumer ethnocentrism construct and the CETSCALE due to the lack of an appropriate scale to measure such construct.

On a different but yet related note, most samples used in the aforementioned studies (with the exceptions of Shimp, 1947 and Shimp and

Sharma, 1987) suffer a lack of representativeness due to the usage of student or convenience samples; taking this into account, more studies using representative samples are required to further validate the construct and the CETSCALE. Nonetheless, in the cases of cross-national studies, student and/or convenience samples offer the possibility to compare results and populations, which is desirable in cross-national research (Douglas and Craig, 1983; Parameswaran and Yaprak, 1987 as cited in Netemeyer et al., 1991).

2. EFFECTS AND CONSEQUENCES OF CONSUMER ETHNOCENTRISM

Following the order determined in Table 1, the next category to be analyzed has been named Effects and Consequences of Consumer Ethnocentrism. Fifteen papers were classified as being part of this category. These studies have basically aimed to understand how consumer ethnocentrism may have an effect on different variables that include purchase behavior, preferences, attitudes toward foreign advertisements, quality and price perceptions, traditional and global consumption and market segmentation. The following table shows a summary of the studies belonging to this category and subsequently, an analysis of the aforementioned elements and their relation to consumer ethnocentrism is provided.

TABLE 6. EFFECTS AND CONSEQUENCES OF CONSUMER ETHNOCENTRISM

Title	Author(s)	Year	Country(ies) under study
Ethnocentric Tendencies, Marketing Strategy and Import Purchase Behaviour	Joel Herche	1994	United States
Market segmentation by using consumer lifestyle dimensions and ethnocentrism: An empirical study	Orsay Kucukemiroglu	1999	Turkey
Consumer Processing of International Advertising: The Roles of Country of Origin and Consumer Ethnocentrism	Byeong-Joon Moon and Subhash C. Jain	2001	South Korea
Country of Origin, Quality, Brand and Consumer Ethnocentrism	Anthony Pecotich and Melissa J. Rosenthal	2001	Australia
Consumer perceptions of foreign products: An analysis of product-country images and ethnocentrism	Erdener Kaynak and Ali Kara	2002	Turkey
Consumer Ethnocentrism, Attitudes, and Purchase Behavior: An Israeli Study	Aviv Shoham and Maja Makovec Brenčič	2003	Israel

Consumer Ethnocentrism, Perceived Product Quality and Choice An Empirical Investigation	Chandrama Acharya and Greg Elliott	2003	Australia
Domestic Country Bias, Country- of-Origin Effects, and Consumer Ethnocentrism: A Multidimensional Unfolding Approach	George Balabanis, Adamantios Diamantopoulos	2004	United Kingdom
Profiling Peruvian Consumers' Lifestyles, Market Segmentation, and Ethnocentrism	John E. Spillan, Orsay Kucukemiroglu and César Antúnez de Mayolo	2007	Peru
Home Country Bias in Product Evaluation: The Complementary Roles of Economic and Socio-Psychological Motives	Peeter W. J. Verlegh	2007	The Netherlands
Consumer ethnocentrism in the German market	Heiner Evanschitzky, Florian v. Wangenheim, David Woisetschla'ger and Markus Blut	2008	Germany
Cosmopolitanism, Consumer Ethnocentrism, and Materialism: An Eight-Country Study of Antecedents and Outcomes	Mark Cleveland, Michel Laroche and Nicolas Papadopoulos	2009	Canada, Mexico, Chile, Sweden, Greece, Hungary, India and South Korea
Chinese consumer ethnocentrism: A field experiment	Xiaogang Bi, Sailesh Gunessee, Robert Hoffmann, Wendy Hui, Jeremy Larner, Qing-Ping Ma and Frauke Mattison Thompson	2012	China
The Effects of Consumer Ethnocentrism and Consumer Animosity on the Repurchase Intent: the Moderating Role of Consumer Loyalty	M. Sukru Akdogan, Sevki Ozgener, Metin Kaplan and Aysen Coskun	2012	Turkey
The young adult cohort in emerging markets: Assessing their glocal cultural identity in a global marketplace	Yuliya Strizhakova, Robin A. Coulter and Linda L. Price	2012	Russia and Brazil

Source: Own construction.

Purchase Behavior, Purchase Intentions and Willingness to Buy

Herche (1994) carried out a research aiming to understand the relative importance of the marketing mix variables and consumer ethnocentrism on import purchase behavior. It was found that there are no relevant differences regarding the importance of the marketing mix variables between domestic and imported products, however, consumer ethnocentric tendencies played a larger role than the marketing mix variables on import purchase behavior. Shoham and Brenčič (2003) also found a positive impact of consumer ethnocentric tendencies on purchases of local products in six out of ten products assessed in the Israeli market. Spillan and Harcar (2012) also confirmed a relationship between consumer ethnocentrism and consumer purchase behavior in Chile; however, the effects of consumer ethnocentrism were found to be dependent on other product characteristics like quality and type of product. On the other hand though, Bi et al. (2012) found that consumer ethnocentrism is a weak predictor of consumer purchase behavior in the Chinese context. Consumers were found to make their choices based on their individual preferences for product characteristics, independently of product nationality and consumer ethnocentrism responses (Bi et al., 2012). Chrysochoidis et al. (2007), although not belonging to this category, also found that consumer ethnocentrism does not affect purchase behavior in the Greek market

Moreover, Pecotich and Rosenthal (2001) found that consumer ethnocentrism had an effect on price perceptions and purchase intentions; nevertheless, such effect was very small and quality was the most important factor influencing purchase intentions. Other studies that do not belong to this category but support the existence of a relationship between consumer ethnocentrism and purchase intentions favoring domestic products include Shimp (1984) in the United States, Yoo and Donthu (2005) in the United States and Hamlin and Elliot (2006) in

Indonesia. Good and Huddleston (1995) did not find any significant relationship for the cases of Russia and Poland. It can be noticed that there are more supporting results for the relationship between consumer ethnocentrism and purchase intentions than for that between consumer ethnocentrism and purchase behavior. Further research should verify whether the effects on purchase intentions actually translate into purchase behavior as would be expected.

Finally, Parker et al. (2011) found that consumer ethnocentrism and consumer animosity have negative effects on willingness to buy foreign products among a Chinese sample. Akdogan et al. (2012) also found that consumer ethnocentrism along with animosity towards the United States had negative effects on willingness to buy American products among Turkish consumers; this means that both consumer ethnocentrism and consumer animosity are negatively related to willingness to buy; furthermore, both constructs also had negative effects on the repurchase intent towards American products, however, the effects of consumer ethnocentrism on the repurchase intent were moderated by consumer loyalty. Mrad et al. (2014) supported the relationship for the case of Lebanon but rejected it for the case of Tunisia. Furthermore, Verlegh's (2007) study in the Netherlands provided non-significant effects of consumer ethnocentrism on willingness to buy foreign products, however, consumer ethnocentrism did affect the bias for domestic products.

In general terms, it can be seen that consumer ethnocentrism does have some effects in consumer purchase behavior, purchase intentions and willingness to buy, which provides valuable information for designing and implementing marketing strategies, since as mentioned in Hawkins and Mothersbaugh (2009), marketing strategies should be based on consumer behavior. Authors often suggest localized strategies for ethnocentric consumers and standardized for low ethnocentric countries. Nevertheless, it can also be seen that the aforementioned effects are often weak or unsupported and seem to vary across countries and

product categories, which questions the usefulness of consumer ethnocentrism as a source of information for developing marketing strategies. More research is needed to evaluate how consumer ethnocentrism may have an effect on the development of marketing strategies, since most studies have only made suggestions for marketers but an assessment of a direct relationship between consumer ethnocentrism and marketing strategies is still needed. One interesting research would be to evaluate how multinational corporations have used consumer ethnocentrism information for developing marketing strategies when entering foreign markets.

With regard to the methodological issues associated to the study of this subcategory, it can be seen again a trend to use quantitative research approaches given the structured nature of the measures.

Preferences

Several studies have aimed to assess the impact of consumer ethnocentrism on preferences for both domestic and foreign products. Acharya and Elliot (2003) found that consumer ethnocentrism was positively related to preferences for domestic products in Australia; however, only a weak correlation between them was found and the preferences appeared to be product specific. Balabanis and Diamantopoulos (2004) also found that consumer ethnocentrism was positively linked to preferences for domestic products and negatively related to preferences for foreign products in the United Kingdom; in this study the results were also weak and product and country specific; these results were further confirmed in Germany by Evanschitzky et al. (2008), who additionally found that competitiveness positively affects preferences for foreign products. Tsai et al. (2013), although not belonging to this category, found that consumer ethnocentrism was positively related to preferences for domestic products among Korean and American consumers; again, the results were product and country-of-

origin specific. The relationship was unsupported though for the Chinese sample (Tsai et al., 2013). Finally, He and Wang (2014) found that consumer ethnocentrism is negatively related to preferences for import brands but is not related to preferences for domestic products.

These results show that consumer ethnocentrism usually affects preferences for both domestic and foreign products; however, the extent of the effects tends to be weak and product and country specific, this suggests that consumer ethnocentrism may affect companies in different ways according to the products they offer and their country-of-origin. So, companies may still enter ethnocentric markets without any difficulties if the products they offer are not subject of consumer ethnocentrism and if they have a good country-of-origin image. Nevertheless, research is still needed to evaluate whether these preferences translate into actual purchase behavior and therefore companies' marketing strategies.

Attitudes toward Foreign Advertisements

Moon and Jain (2001) carried out a study in South Korea in order to assess how participants responded to three foreign advertisements according to their consumer ethnocentric tendencies and country-of-origin perceptions. Two elements of foreign advertisement were assessed in this study: buying proposal and creative presentation. Buying proposal refers to all the verbal and visual components of advertisement that communicate the different product attributes and benefits, price, brand name and country of origin whereas creative presentation refers to all the verbal and visual components of an ad that surround the buying proposal and are used to attract the customers' attention (Moon and Jain, 2001); creative presentations can include or not cultural elements; Moon and Jain's study was focused on creative presentations that included cultural elements.

It was found that consumer ethnocentrism had a negative effect on responses to creative presentations of foreign advertisements and country-of-origin had a positive effect on responses to the buying proposal of the foreign ad. Based on such findings, the authors suggest four alternatives for international advertising as can be seen in the following table, where CP is creative presentation and BP is buying proposal:

Table 4. International Advertising Strategies

	Low CE	High CE
Good COOP	<u>Full Standardization Strategy</u> Standardized CP Standardized BP	<u>Partial Localization Strategy (A)</u> Localized CP Standardized BP
Bad COOP	<u>Partial Localization Strategy (B)</u> Standardized CP Localized BP	<u>Full Localization Strategy</u> Localized CP Localized BP

Source: Moon and Jain (2001)

For countries with low consumer ethnocentrism scores, the creative presentations should be standardized whereas for ethnocentric countries they should be localized. Moreover, for advertisements from countries that have good country-of-origin perceptions a standardized buying proposal is recommended whereas for countries that have bad country-of-origin perceptions a localized buying proposal is suggested.

Based on this study, it can be assumed that consumer ethnocentrism and country-of-origin effects play an important role in the processing of foreign advertisements and provide marketers with valuable information for developing advertisements, which is a key element in the marketing mix strategies. However, this was the only study to evaluate the relationships between consumer

ethnocentrism and advertisement, which makes more studies necessary to further confirm or reject such relationship.

Regarding the methodological issues, an interesting fact is that the authors used a mixed research approach that included psychological elements. This is due to the type of questions consumers were asked and they way in, which their responses were assessed; they were asked to express their thoughts about four stimulus ads that were subsequently coded on three categories. This research could open a framework for evaluating consumer ethnocentrism and namely, its relation to advertisements, using less structured type of questions and experimental designs that include elements of psychology or sociology.

Price and quality perceptions

Verlegh (2007) carried two studies in the Netherlands and the United States seeking to understand preferences for domestic products. In the US study, it was found that consumer ethnocentrism had positive effects on quality perceptions of domestic products and negative effects on perceived product quality of foreign goods. So, ethnocentric consumers perceive domestic products as being of higher quality than foreign products. Such quality perceptions are then translated into preferences for and willingness to buy domestic products. These results are supported by other studies that do not belong to this category: Yoo and Donthu (2005), who evaluated perceptions of American consumers toward Japanese products found that consumer ethnocentrism had negative effects on quality perceptions of Japanese goods among American consumers; Hamin and Elliot (2006) found that Indonesian consumers scoring high in consumer ethnocentrism exhibit higher quality perceptions for domestic products that are then translated into purchase intentions and Chrysochoidis et al. (2007) also found that consumer ethnocentrism had an effect on quality perceptions of both domestic and foreign products; however, in this study consumer ethnocentrism was not found to

have an effect on final purchase behavior. Furthermore, Pecotich and Rosenthal (2001) found that consumer ethnocentrism does not affect quality perceptions, which contradicts the aforementioned results; in this study, actual quality was the main factor influencing quality and price perceptions and purchase intentions. In general terms, it can be seen that consumer ethnocentrism has negative effects on quality perceptions of foreign products and positively affects quality perceptions of domestic products, which are usually translated into preferences for domestic products. An interesting field of research to broaden this subcategory is to analyze how these perceptions impact on consumer behavior, which would help understanding how consumer ethnocentrism may affect marketing strategies via quality perceptions.

Regarding price perceptions, only Pecotich and Rosenthal (2001) evaluated how this variable can be affected by consumer ethnocentrism; they found that consumer ethnocentrism does have an effect on price perceptions, which favor the perceptions of domestic products, such effect was very small though and quality was the most important factor affecting perceptions and buying intentions. Therefore, more research addressing the relationship between consumer ethnocentrism and price perceptions is required, which should also assess how price perceptions translate into actual purchase behavior, since this is the most important factor for developing marketing strategies.

Hedonistic and Traditional Consumption

Cleveland et al. (2009) carried out a study in eight countries in order to identify how consumer ethnocentrism, cosmopolitanism and materialism may impact on the consumption of different type of products – global, traditional and luxury products –. Consumer ethnocentrism, which is the subject under study of the present paper, was found to be a positive predictor of traditional consumption (e.g. traditional foodstuff and fashion) and hedonistic – status-enhancing products

– local consumption (e.g. traditional snacks and restaurants); however, it was not found to be related to necessity consumption (e.g. tea, refrigerator) and hedonistic global consumption (e.g. blue jeans, internet).

These results suggests again that consumer ethnocentric tendencies and effects vary according to the type of product, which implies that marketers must evaluate whether the products they offer are subject of consumer ethnocentric tendencies, even if the country they are willing to enter seems not to be ethnocentric – e.g. China –.

Market Segmentation

Consumer ethnocentrism has been used as a tool for identifying consumer segments in several studies. In these studies, the CETSCALE scores of the assessed samples usually determine market segments; each segment is then characterized according to its demographic and socio-psychological traits.

Kucukemiroglu (1999) used consumer lifestyles to identify market segments in Turkey. Lifestyles were identified using activities, interests and opinions rating statements that provide information about how consumers live and spend their time and money; this gives a deeper understanding of the customer and leads to more effective marketing strategies. In Kucukemiroglu's (1999) study, eight consumer lifestyles patterns were identified, out of which four were related to consumer ethnocentric tendencies; fashion consciousness and leadership orientation were found to be inversely related to consumer ethnocentrism whereas family concern and community consciousness exhibited a positive relationship with the construct. Similar studies were carried out in Turkey (Kaynak and Kara, 2002) and Peru (Spillan et al., 2007) that support the aforementioned results. Moreover, based on their levels of consumer ethnocentric tendencies and other demographic and socio-psychological factors, two consumer clusters were identified. A highly

ethnocentric cluster compound of mostly older, less educated and low income earners – for Peru – and people with traditional, religious and low sophisticated consumption – for Turkey; and a low ethnocentric cluster, with young, well educated and high income earners who pay more attention to brand names, price, fashion and design and tend to evaluate products according to their merits and utilities. For the former segment localization strategies are suggested whereas for the latter standardized strategies are recommended since consumers in that segment are similar to consumers in developed countries.

Finally, Strizhakova et al. (2012) carried out two studies in Russia and Russia and Brazil, where they assessed the glocal cultural identity of a young market segment based on beliefs on global citizenship through global brands, nationalism and consumer ethnocentrism. Two consumer clusters common to both countries were identified, the glocally engaged cluster exhibiting moderate levels in all of the aforementioned constructs and the nationally engaged cluster, exhibiting moderate levels of nationalism and low levels of consumer ethnocentrism and beliefs in global citizenship. The glocally engaged are likely to use both local and global brands as sign of identity and quality, so it can be an appealing segment for multinational corporations entering foreign markets. The nationally engaged exhibit a lesser consumption of global brands and a higher consumption of local brands as sign of quality and identity, which makes it a not appealing segment for global companies. Moreover, a globally engaged cluster was identified in Brazil, having low levels of consumer ethnocentrism and high levels of both nationalism and beliefs in global citizenship; it is a segment open to global brands, therefore, it constitutes an attractive market for multinational companies. Finally, one more cluster was identified in Russia: the unengaged, who have low scores on all of the assessed constructs and seem not to be concerned about consumption-related discourses (Strizhakova et al., 2012)

These studies suggest that consumer ethnocentrism provides useful information for adequately segmenting a market and addressing it in the appropriate way using localization or standardization strategies. These results enhance the findings seen in the sub-category of attitudes toward foreign advertisement.

3. ANTECEDENTS TO CONSUMER ETHNOCENTRISM

The next category to be analyzed has been named Antecedents to Consumer Ethnocentrism. In this category, sixteen articles that have focused on studying the different variables that affect – positively or negatively – or moderate consumer ethnocentric tendencies are included. Such antecedents include a broad array of variables going from demographics to cultural dimensions. The following table provides a summary of the papers belonging to this category and the antecedent or antecedents that was/were studied in each of them.

TABLE 7. ANTECEDENTS TO CONSUMER ETHNOCENTRISM

Title	Author(s)	Year	Country(ies) under study	Antecedent(s) studied
Consumer Ethnocentrism: A Test of Antecedents and Moderators	Subhash Sharma, Terence A. Shimp, Jeongshin Shin	1995	South Korea	Cultural openness, patriotism, conservatism, collectivism, demographic factors, product necessity and perceived threat.
Ethnocentrism of Polish and Russian consumers: are feelings and intentions related?	Linda K. Good and Patricia Huddleston	1995	Russia and Poland	Demographic factors and store-type (private vs state-owned).
The effects of dogmatism and social class variables on consumer ethnocentrism in Malta	Albert Caruana	1996	Malta	Dogmatism, demographic factors (social class variables namely)
Consumer Ethnocentrism and Attitudes toward Domestic and Foreign Products	John J. Watson and Katrina Wright	2000	New Zealand	Cultural similarity,
The Impact of Nationalism, Patriotism and Internationalism on Consumer Ethnocentric Tendencies	George Balabanis, Adamantios Diamantopoulos, Rene Dentiste Mueller and T.C. Melewar	2001	Turkey and Czech Republic	Nationalism, patriotism, internationalis

				factors.
Communicating with American consumers in the post 9/11 climate: an empirical investigation of consumer ethnocentrism in the United States	Wei-Na Lee, Ji-Young Hong and Se-Jin Lee	2003	United States	Nationalism, patriotism, internationalism and demographic factors.
An application of the consumer ethnocentrism model to French consumers	Rajshekhkar G. Javalgi, Virginie Pioche Khare, Andrew C. Gross, Robert F. Scherer	2005	France	Cultural openness, patriotism, conservatism, collectivism, demographic factors, and product necessity.
The Effect of Personal Cultural Orientation on Consumer Ethnocentrism: Evaluations and Behaviors of U.S. Consumers Toward Japanese Products	Boonghee Yoo and Naveen Donthu	2005	United States	Hofstede's five cultural dimensions
Consumer ethnocentrism: an integrative review of its antecedents and consequences	Mahesh N. Shankarmahesh	2006	N/A	Review of four broad categories: socio-psychological, economic, political and demographic factors.

Consumer Ethnocentrism and Country-of-Origin Effects in the Moroccan Market	Nicolas Hamelin, Meriam Ellouzi and Andrew Canterbury	2011	Morocco	Demographic factors
An Assessment of the consumer ethnocentric scale (CETSCALE): evidences from Brazil	Vivian Iara Strehlau, Mateus Canniatti Ponchio, Eduardo Loebel	2012	Brazil	Demographic factors.
Chilean Consumers Ethnocentrism Factors and Their Perception Regarding Foreign Countries Products	John E. Spillan, Talha Harcar	2012	Chile	Patriotism, protectionism and socio-economic conservatism.
Comparison of consumer ethnocentrism behavioural patterns in transitional economies	Vilte Auruskeviciene, Donata Vianelli and James Reardon	2012	Finland, Germany, Italy, Russia, Turkey, Serbia, Estonia, Latvia, Lithuania, Czech Republic, Kazakhstan, Croatia, Slovenia.	Cosmopolitanism and national identity.
The Ethnocentrism Paradox – Does a Higher Level of Development of a Country lead to more Consumer-Ethnocentrism?	Moritz Botts	2012	Bulgaria, Serbia and Slovenia	Stage of economic and cultural development.
A Cross-Cultural Study of Consumer Ethnocentrism between China and the U.S.	Wan-Hsiu (Sunny) Tsai, Wei-Na Lee and Young-A Song	2013	United States and China	Patriotism, nationalism, internationalism and demographic factors.

The relationship between consumer ethnocentrism, cosmopolitanism and product country image among younger generation consumers: The moderating role of country development status	Zhongqi Jin, Richard Lynch, Samaa Attia, Bal Chansarkar, Tanses Gülsoy, Paul Lapoule, Xueyuan Liu, William Newburry, Mohamad Sheriff Nooraini, Ronaldo Parente, Keyoor Purani, Marius Ungerer	2014	France, United Kingdom and United States	Cosmopolitanism, stage of economic development
--	---	------	--	--

Source: Own construction.

The first attempt to identify the underlying factors affecting consumer ethnocentric tendencies was Sharma et al.'s (1995) study, which was carried out in South Korea and aimed to understand the role and nature of the construct as well as identifying the factors that could have an impact on consumer ethnocentric tendencies. Such study assessed four socio-psychological factors, four demographic factors and two moderating factors. Subsequent studies mainly used Sharma et al.'s (1995) study as a framework for understanding how consumer ethnocentrism acts in other countries; some of them included the examination of other antecedents usually embedded in the socio-psychological or demographic antecedents. However, certain studies added some antecedents that could not be classified in the aforementioned categories, so Shankarmahesh (2006) in his literature review incorporated two broad categories: economic antecedents and political antecedents. Following Shankarmahesh (2006) and Sharma et al.'s (1995) classifications, in this study the antecedents are classified and then analyzed in four sub-categories: demographic factors, socio-psychological antecedents, moderating factors and other antecedents. In the latter, are included the economic and political antecedents categories identified by Shankarmahesh (2006) as well as other elements that do not precisely fit the other categories and are usually subject to very few research.

Demographic factors

Demographic factors include age, gender, income and education (Sharma et al., 1995) and have been studied across countries in different moments of time as it will be seen below. In general, the demographic factors' influence on consumer ethnocentric tendencies varies from country to country, so the correlations between demographic factors and consumer ethnocentrism are not universally accepted or rejected and seem to be dependable on each assessed country. It is worth noting that this subcategory includes a wide array of studies that belong to other

categories, this is because most studies usually measure the demographic characteristics of the samples and use them as control variables.

Age

As cited in Sharma et al.'s (1995) study, older people tend to be more conservative and patriotic whereas young people tend to be more cosmopolitan and favor foreign products. Therefore, a positive correlation between age and consumer ethnocentrism is expected. Through the lens of that hypothesis, Sharma et al. (1995) as well as subsequent authors examined the role of age in consumer ethnocentric tendencies.

The following studies provide confirmatory results for such hypothesis: Good and Huddleston (1995) – only for the Polish sample –, Caruana (1996), Balabanis et al. (2001) – only for the Turkish sample –, Lee et al. (2003), Javalgi et al. (2005), Shankarmahesh (2006) and Strehlau and Harcar (2012) as well as the following papers that do not belong to this category: Klein and Ettensoe (1998) de Ruyter et al. (1998), Kucukemiroglu (1999), Watson and Wright (2000), Kaynak and Kara (2002), Lee et al. Chrysochoidis et al. (2007), Spillan et al. (2007), Hamelin et al. (2011), Mockaitis et al. (2013). On the other hand though, other studies did not support the hypothesis; so age was not found to be a predictor of consumer ethnocentric tendencies; such studies are: Sharma et al. (1995), Good and Huddleston (1995) – only for the case of Russia –, Ueltschy (1998), Balabanis et al. (2001) – only for the Czech sample – and Tsai et al. (2013).

In general, age exhibits a positive relationship with consumer ethnocentric tendencies, supporting Sharma et al.'s (1995) initial hypothesis. However, this relationship was not supported in a considerable amount of studies; which suggests that consumer ethnocentrism may act differently across countries. Therefore, it justifies carrying out research in other countries in order to verify if consumer ethnocentrism follows the pattern or has country-specific characteristics.

One of the studies that did not support such hypothesis was carried out in Colombia in 1998 (Ueltschy); however, ethnocentric tendencies may change in time (Sharma et al., 1987), so carrying out a research about consumer ethnocentrism in Colombia will enable one to understand how it acts in Colombia and to check whether ethnocentric tendencies have changed over time.

Gender

As cited in Shankarmahesh (2006), females tend to be more conservative, conformist and collectivist. For such reason, females are expected to be more ethnocentric than males. The relationship between gender and consumer ethnocentrism has been widely tested but its results are strongly mixed. In this sense, the following studies have found that females are more ethnocentric than males: Sharma et al. (1995), Good and Huddleston (1995) – only for the case of Poland –, Klein and Ettensoe (1998), Watson and Wright (2000), Balabanis et al. (2001) – only for the case of Turkey –, Lee et al. (2003) and Javalgi et al. (2005) and the following ones have not supported such hypothesis: Good and Huddleston (1995) – only for the Russian sample –, Caruana (1996), Balabanis et al. (2001) – only for the Czech sample –, Hamelin et al. (2011), Strehlau and Harcar (2012) and Tsai et al. (2013) where the hypothesis was not supported for the Chinese sample and contradicted in the U.S. sample – males were more ethnocentric than females –.

It can be seen that gender exhibits highly mixed results in relationship to consumer ethnocentrism and again they seem to be country-specific, so a patronized relationship (e.g. females are more ethnocentric) should not be assumed. Instead, research should be carried out in order to identify the underlying relation between gender and ethnocentrism in particular countries that are subject of interest to companies and/or researchers.

Income

Previous studies on country-of-origin effect suggest that high-income earners tend to evaluate foreign products more favorably than low-income earners (Sharma et al., 1995 and Shankarmahesh, 2006). In that sense, a negative correlation between income and consumer ethnocentrism is expected. Different studies have tested this hypothesis providing satisfactory results; such studies are: Sharma (1984), Sharma et al. (1995), Good and Huddleston (1995) – only for the Polish sample –, Ueltschy (1998), Watson and Wright (2000), Balabanis et al. (2001) – only for the Turkish sample –, Lee et al. (2003), Spillan et al. (2007), Hamelin et al. (2011), Strehlau and Harcar (2012), Mockaitis et al. (2013) and Tsai et al. (2013). However, the expected results were unsupported in the studies that follow: Good and Huddleston (1995) – only for the case of Russia –, Caruana (1996), Shoham and Brenčič (2003), Javalgi et al. (2005) and contradictory in Balabanis et al.'s (2001) study – only for the Czech sample –.

The expected negative relationship between income and consumer ethnocentrism is widely supported as seen above; this could be explained by the fact that high-income consumers have more access to foreign brands and products and the opportunity to travel abroad, which broadens their perceptions about other countries and products. Nevertheless, there are some studies that found income to be unrelated or even positively related to consumer ethnocentrism, these results enhance the idea that consumer ethnocentrism does not have a universal pattern but varies from country to country.

Education

Previous literature suggests that more educated people tend to be less conservative and less likely to have ethnic prejudices (Sharma et al., 1995); therefore there is an expected negative relationship between education and

consumer ethnocentrism. Such relationship has been confirmed in the following studies: Sharma (1984), Sharma et al. (1995), Good and Huddleston (1995), Caruana (1996), Ueltschy (1998), de Ruyter et al. (1998), Watson and Wright (2000), Lee et al. (2003), Nijssen and Douglas (2004), Chrysochoidis et al. (2007), Spillan et al. (2007). Education was not significant though in Balabanis et al. (2001), Javalgi et al. (2005) Hamelin et al. (2011) and Tsai et al.'s (2013) studies.

As with income, a general negative effect of education on consumer ethnocentrism is mostly supported; this can also be explained by the fact that educated people have the possibility to learn about other countries and subjects that can broaden their perspectives. Again, there are some studies that do not support the expected relationship, but as discussed in the other factors that belong to this subcategory; it is due to variations across countries.

Other demographic factors

Caruana's (1996) study incorporated the assessment of two demographic factors' influence on consumer ethnocentrism that had not been addressed in previous research. These factors are namely occupation and marital status. However, neither of them was found to be significantly related to consumer ethnocentric tendencies. Hamelin et al. (2011) also examined the possible relationship between occupation and consumer ethnocentrism, but again no significant relation was found between them. Further research should include the evaluation of both marital status and occupation on consumer ethnocentrism, since assumptions cannot be made based on only one or two studies.

Socio-psychological Antecedents

Sharma et al. (1995) identified some factors related to sociology and/or psychology that are expected to affect consumer ethnocentric tendencies in different manners. Subsequent studies have aimed to assess how such antecedents act in relation to consumer ethnocentrism and some of them have also added other socio-psychological factors to the original ones proposed by Sharma et al. (1995).

Cultural openness

Cultural openness refers to “the openness towards the people, values and artifacts of other countries” (Sharma et al., 1995); this entails an interest in foreign cultures. So, individuals having such interest and the opportunity to interact with other cultures are less likely to exhibit cultural prejudice; therefore, cultural openness is expected to be negatively correlated to consumer ethnocentrism. Sharma et al. (1995) developed a 7-item Likert-scale to measure cultural openness and subsequently evaluate its relationship to consumer ethnocentrism. The expected correlation was confirmed by Sharma et al. (1995) and de Ruyter et al. (1998) in South Korea and the Netherlands respectively. However, it was not supported in France (Javalgi et al., 2005). Further studies are needed for being able to make more concluding assumptions.

Patriotism

Patriotism is defined as love for one’s country (Sharma et al., 1995); patriots are likely to support domestic producers and protect the national economy (Han, 1988 as cited in Balabanis et al., 2001). For such reason, patriotism is expected to be positively related to consumer ethnocentric tendencies. This relationship was initially tested by Sharma et al. (1995) who obtained satisfactory results; other subsequent studies supporting the hypothesis are Klein and Ettensoe (1998), Balabanis et al. (2001) – only for the Turkish sample –, Javalgi et al. (2005) and Spillan and Harcar (2012). On the other hand, as usually evidenced with most

variables related to consumer ethnocentrism, the relationship was not universally accepted since several studies rejected it: Balabanis et al. (2001) – only for the Russian sample – and Lee et al. (2003) found no significant correlation between patriotism and consumer ethnocentrism whereas Tsai et al. (2013) – for the Chinese sample – found an unexpected negative relationship.

One would expect that love for one's own country could be translated into a bias for domestic products, this expectation is found to be true in most studies; however, some other studies did not find any important relationship as seen above. This again supports the variability of consumer ethnocentrism across countries and samples.

Nationalism

Nationalism is a similar concept to patriotism; however, they have a remarkable difference that motivates the study of both constructs separately. So, patriots are people who have a strong love for their own country but who may be likely to be opened to other countries and cultures whereas nationalists are people who believe in the superiority of their own country and tend to have prejudices toward other countries or nations; they are obsessed with their country's dominance and therefore are more likely to buy domestic products (as cited in Balabanis et al., 2001). Taking the aforementioned ideas into account, a positive relationship between nationalism and consumer ethnocentric tendencies is expected. Such relationship was confirmed by Balabanis et al. (2001) – only for the Czech sample –, Lee et al. (2003) and Tsai et al. (2013). Nevertheless, no significant relationship was found by Balabanis et al. (2001) for the case of Turkey.

Parting from the definition of nationalism, one would expect nationalists to have stronger preferences for domestic products, since they consider themselves and their country to be superior to others. Although, few studies have addressed

this relationship, a trend to support this hypothesis may be identified. More research should be carried out to further confirm the relationship though, since the amount of papers evaluating it is still limited when compared to other antecedents within this broad category.

Internationalism

Internationalism is a concept related to the previously explained concept of cultural openness; nonetheless, internationalists have a more active position towards foreign countries, they are concerned about other countries' welfare and have empathy towards people from other countries; they are likely to support welfare sharing among countries and may see purchasing foreign goods as a way to accomplish it (Balabanis et al., 2001). Considering the aforementioned idea, it is expected that internationalism is negatively correlated to consumer ethnocentric tendencies. The relationship was first studied by Balabanis et al. (2001) but they did not find any significant correlation between the constructs. Moreover, Tsai et al. (2013) – only for the Chinese sample – found internationalism to be positively related to consumer ethnocentrism, contrary to expectations. On the other hand, Lee et al. (2003) found supporting results for the original hypothesis.

Results regarding this factor are highly mixed and contradictory, they remain moot until more research evaluating the relationship is conducted, which would allow one to make more concluding remarks.

Conservatism

“Conservative people show a tendency to cherish traditions and social institutions that have survived the test of time, and to introduce changes only occasionally, reluctantly, and gradually” (Sharma et al., 1995, p.28). Extreme conservatives tend to be religious fundamentalists, to have strict rules and

preferences for the conventional (Sharma et al., 1995). Previous research found that conservatives are likely to evaluate foreign products negatively, so a positive correlation with consumer ethnocentrism is expected. This hypothesis is supported by Sharma et al. (1995), de Ruyter et al. (1998), Javalgi et al. (2005) and Spillan and Harcar (2012).

It can be seen that all the retrieved papers support the expected relationship. Nevertheless, as seen with previous variables, conservatism could appear to be unrelated in other countries, so these results should not be generalized to other countries; although they could be used as a departure to formulate hypotheses.

Collectivism/Individualism

Collectivist people consider themselves as part of a large group on which their actions may have consequences, and to which their goals are linked (Sharma et al., 1995). For the case of consumer ethnocentrism research, collectivists are expected to consider themselves as an active part of their country, they are likely to be concerned about the wellbeing of other people from their country and consider how their actions may have an effect on them. In this case, they will consider the effects of their purchase on their group; therefore, collectivists are expected to exhibit more ethnocentric tendencies than individualists. This idea is supported by Sharma et al. (1995), de Ruyter et al. (1998), Javalgi et al. (2005) and Yoo and Donthu (2005).

As seen with conservatism, the expected relationship is supported by all the retrieved studies evaluating this collectivism. Again, results should not be interpreted as universal due to the high variability of consumer ethnocentrism patterns across countries.

Dogmatism

Dogmatism is defined as a personality trait to see the world in black and white (Caruana, 1996). Dogmatic people are likely to have strong positions and not accept other points of view. Caruana (1996) assessed how dogmatism could be related to consumer ethnocentrism, finding a positive correlation between them. However, this was the only study to examine such variable, so more research is needed to further confirm the relationship or reject it.

Cosmopolitanism

The concept of cosmopolitanism has been subject of diverse definitions (Auruskeviciene et al., 2012); however, it usually entails the assumption of individuals as world citizens who are open to cultural differences (as cited in et al., 2014). Given this openness to foreign countries and cultures, it is expected that cosmopolitanism exhibits a negative relationship with consumer ethnocentric tendencies. Such relationship was confirmed by Auruskeviciene et al. (2012) and Jin et al. (2014).

Other Antecedents

In this category, are included other antecedents that do not precisely fit any of the previous categories.

Stage of economic development

In less developed countries, foreign products are usually seen as source of quality and novelty which would motivate preferences for foreign goods, however, as economies move to higher stages of development, domestic products' image

improve and nationalistic motives emerge when purchasing goods (Shankarmahesh, 2006). This implies that consumers in less developed countries prefer foreign products and therefore tend to be less ethnocentric than consumers in more developed countries. This relationship has been confirmed by Botts (2012), Good and Huddleston (1995) and Durvasula et al. (1997). It is worth noting that the latter study is classified in the CETSCALE category since its main objective was to assess the validity of the construct.

In that sense, companies entering less developed countries would have big opportunities for targeting consumers; they could highlight their country-of-origin to attract customers. On the other hand, companies entering developed markets should focus on their products' attributes and characteristics to become appealing to customers, since country-of-origin is not an advantage in such type of markets.

Cultural Similarity

Cultural similarity refers to affinities held by different countries in terms of culture. Consumers' opinions of a particular country of origin may be shaped by its cultural similarity or proximity. In relationship to ethnocentrism, it is expected consumers are more likely prefer products from culturally similar countries when there are no domestic alternatives. Watson and Wright, 2000 and Javalgi et al., 2005, confirmed this hypothesis in their respective studies. So, companies entering a culturally similar country would have advantages over other companies entering the same market; these companies could highlight their country-of-origin as a cue to help them attract potential customers. Nevertheless, more research is required in order to obtain more concluding results.

Hofstede's Cultural Dimensions

Hofstede's dimensions have been identified as useful for classifying countries according to cultural elements, this motivated Yoo and Donthu's (2005) assessment of Hofstede's dimensions' influence on consumer ethnocentrism. It was found that collectivism, masculinity and uncertainty avoidance are positively related to consumer ethnocentrism whereas long-term orientation exhibited a negative link with consumer ethnocentrism and power distance did not show any significant influence on the construct. It is worth noting that other authors, as previously explained, have studied collectivism/individualism providing supporting results for Yoo and Donthu's (2005) findings. Nevertheless, the other dimensions have not been subject of other studies, which makes it difficult to find concluding remarks. Hofstede's dimensions are widely recognized and used for examining countries and cultures; therefore, its relationships with consumer ethnocentrism constitute a subject worth investigating.

Political propaganda

Tsai et al. (2013) found that nationalism is positively related to consumer ethnocentric tendencies in China, and that it has been driven by political propaganda, suggesting that the latter has an effect on consumer ethnocentrism via nationalism. Nevertheless, this was the only study to evaluate the connection between political propaganda and consumer ethnocentrism, which makes it difficult to find general conclusions about it. Therefore, this situation urges more research on the subject.

Moderating Factors

These are particular factors that either enhance or neutralize consumer ethnocentric tendencies. Sharma et al. (1995) identified perceived product necessity and perceived economic threat as moderators of consumer ethnocentrism as it is explained below.

Perceived Product Necessity

According to Sharma et al. (1995), consumers perceive products differently based on the necessity such products represent for them or for the domestic economy. So, when a product is perceived as necessary, consumer ethnocentrism should be neutralized since the need for the product is stronger than the ethnocentric sentiments that it makes arise. Therefore, a negative correlation between perceived product necessity and consumer ethnocentrism is expected. This relationship was subject of study of Sharma et al. (1995), de Ruyter et al. (1998) and Javalgi et al. (2005) who found supporting results for the hypothesis. So, companies offering products or services perceived as necessary would not need to cope with consumer ethnocentric tendencies even if the country they enter is ethnocentric. These findings also support the idea that consumer ethnocentrism is product specific. However, only two studies addressed this relationship, which demands further research in other countries to further confirm previous results.

Perceived Economic Threat

People who feel threatened by foreign competition – i.e. those working in the automobile or textile industries – are expected to exhibit higher ethnocentric tendencies. So, a positive relationship between perceived economic threat and consumer ethnocentrism is expected; the more threatened one feels the more ethnocentric tendencies are exhibited (Sharma et al., 1995). This hypothesis was tested by Sharma et al., (1995) and de Ruyter et al. (1998), obtaining satisfactory results. Nevertheless, these were the only studies examining this relationship, which urges further research about it. In Colombia for example, the textile industry has been traditional and has faced foreign competition after the implementation of an open economic model in the 1990s. Therefore, it constitutes an interesting

industry to assess consumer ethnocentric tendencies and verify whether they are enhanced by perceived economic threat.

4. CONSUMER ETHNOCENTRISM IN SERVICES

The next category to be analyzed has been named consumer ethnocentrism in services. Despite the growing importance of the services in the market and frequent suggestions made by authors in previous research, only three studies were found either investigating consumer ethnocentrism in the service sector or including a service – along with or instead of a product – in their studies of consumer ethnocentrism. The following table provides basic information about these three studies.

TABLE 8. CONSUMER ETHNOCENTRISM IN SERVICES

Title	Author(s)	Year	Country(ies) under study
Consumer ethnocentrism in international services marketing	Ko de Ruyter, Marcel van Birgelen, Martin Wetzels	1998	Netherlands
A less-developed country perspective of consumer ethnocentrism and “country of origin” effects: Indonesian evidence	Hamin and Greg Elliot	2006	Indonesia
Conjoining International Marketing and Relationship Marketing: Exploring Consumers' Cross-Border Service Relationships	Edwin J. Nijssen and Hester van Herk	2009	Germany

Source: own construction.

Only De Ruyter et al.'s (1998) has aimed to assess the consumer ethnocentrism model adapted to the services sector. In such study, the model proposed by Sharma et al. (1995) was extended to the services sector in the Netherlands. The model obtained satisfactory results; positive relationships were found between patriotism, conservatism, collectivism, age and consumer ethnocentrism and negative correlations were found between cultural openness, education and consumer ethnocentrism.

The subsequent studies in this category did not exactly aim to evaluate consumer ethnocentrism in the services sector but included services instead of or along with other product categories, enriching the consumer ethnocentrism literature and expanding the model to the services sector. In Hamin and Elliot's (2006), the evaluation of an airline service was included and it was found that high ethnocentric consumers exhibited higher quality perceptions and purchase intentions for domestic goods and/or products, which support the relationship between consumer ethnocentrism, quality perceptions and purchase intentions as explained in the Effects and Consequences category. Finally, Nijssen and van Herk (2009) developed a model to examine cross-border service relationships of German consumers who had a bank account in a Dutch bank. The model included the examination of satisfaction, trust, value and loyalty, which are key elements for building customer relationships, and how they were influenced by consumer ethnocentrism. Consumer ethnocentrism was found to have negative effects on satisfaction and economic value. However, such effects were neutralized by beliefs about the foreign industry. These results suggest that the negative effects of consumer ethnocentrism may be overcome by having a good industry and company image.

Further research should be carried out in the service sector due to its growing importance in global trade and the lack of studies of consumer ethnocentrism in such sector. The three aforementioned studies have been incipient and independent to each other.

5. CONSUMER ETHNOCENTRISM AND BRAND ISSUES

Following the order stated in Table 1, the next category to be analyzed is consumer ethnocentrism and brand issues. Six articles aiming to study the relationships between the consumer ethnocentrism construct and different brand issues like brand perceptions and brand origin were classified as being part of this category. The following table provides basic information of the papers belonging to this category.

TABLE 9. CONSUMER ETHNOCENTRISM AND BRAND ISSUES

Title	Author(s)	Year	Country(ies) under study
Brand Perceptions as Influenced by Consumer Ethnocentrism and Country-of-Origin Effects.	Linda C. Ueltschy	1998	Colombia
Effects of Brand Local and Nonlocal Origin on Consumer Attitudes in Developing Countries	Rajeev Batra, Venkatram Ramaswamy, Dana L. Alden, Jan-Benedict E. M. Steenkamp and S. Ramachander	2000	India
Brand Origin Identification by Consumers: A Classification Perspective	George Balabanis and Adamantios Diamantopoulos	2008	United Kingdom
Non-local or local brands? A multi-level investigation into confidence in brand origin identification and its strategic implications	Lianxi Zhou, Zhiyong Yang and Michael K. Hui	2010	China
Evaluation of international brand alliances: Brand order and consumer ethnocentrism	Yan Li and Hongwei He	2013	Taiwan
Cultural identity and consumer ethnocentrism impacts on preference and purchase of domestic versus import brands: An empirical study in China	Jiaxun He, Cheng Lu Wang	2014	China

Source: Own construction.

Perceptions of local vs. foreign brands

Ueltschy (1998) carried out a study in Colombia aiming to evaluate consumer ethnocentric countries in that country as well as the perceptions of Colombians toward local and foreign brands according to their country-of-origin perceptions. Participants responded to a survey before and after receiving information about the country-of-origin and other product attributes of two brands of sandwich cookies – one local brand and one American brand – that they had previously tasted. After knowing its country-of-origin and other product attributes, middle age and middle-income consumers exhibited a lesser intent to buy the foreign brand. Such findings may provide valuable information, since marketers could highlight the domestic origin of the brand in order to address these consumers. It is worth remarking though, that this study did not measure the relationship between consumer ethnocentrism and brand perceptions toward local and foreign brands. It only measured the demographic antecedents to consumer ethnocentrism and the effects of the country-of-origin cue on brand perceptions. Further research should address how consumer ethnocentrism may affect the perceptions of both foreign and local brands.

Consumer Ethnocentrism and Brand Preferences

Batra et al. (2000) carried out a study in India aiming to evaluate how attitudes toward and preferences for a brand may be affected by its perceived foreignness or non-localness and how such effects may be moderated by other variables. It was found that Indian consumers tend to prefer brands seen as foreign or nonlocal. However, consumer ethnocentrism was not found to moderate the preferences or liking for foreign brand; it was moderated though by product familiarity. This is explained by the fact that a considerable amount of Indian consumers exhibited admiration for more developed countries. Furthermore, He

and Wang (2014) found that consumer ethnocentric tendencies are negatively related to preferences for foreign brands but not related to preferences for domestic goods. According to these authors, cultural identity is a better predictor of preferences and actual purchase behavior than consumer ethnocentrism.

Brand Origin Identification

Balabanis and Diamantopoulos (2008) carried out a research in the United Kingdom in order to evaluate consumers' ability to identify the correct country-of-origin of a brand. It was found that a very small portion of consumers is able to identify the correct country-of-origin of both foreign and local brands. However, low ethnocentric consumers – along with females and older people – were more likely to identify the origin of the assessed brands, which suggests that consumer ethnocentrism is negatively related to correct brand identification. This had been previously found by Samiee, Shimp and Sharma (2005) as cited in Balabanis and Diamantopoulos (2008). Further research on this topic is required in order to make more concluding assumptions.

Consumer Ethnocentrism and Brand Value

Zhou et al. (2010) studied how perceived brand foreignness may impact on brand evaluation in China. It was found that perceived brand foreignness positively affects the perceived value of a brand; so consumers prefer brands seen as foreign. Additionally, low ethnocentric consumers exhibit a positive relationship with perceived brand foreignness; therefore, they have higher brand value perceptions of the assessed brands. Again, this study requires replication or other studies inquiring into perceived brand foreignness, consumer ethnocentrism and perceived brand value.

Consumer Ethnocentrism and International Brand Alliances

Li and He (2013) evaluated how brand order and consumer ethnocentrism may affect international brand alliances attitudes. Results show that the brand order of an international brand alliance does have an effect on attitudes toward the alliance. The preceding brand has a stronger effect on the overall attitudes toward the international brand alliance regardless of its origin. However, for ethnocentric consumers, the domestic brand attitude had a stronger effect on the overall international brand alliance attitudes. This was the only paper addressing this relationship. Therefore, further research about it, is strongly recommended.

6. CONSUMER ETHNOCENTRISM AND RELATED CONSTRUCTS: COUNTRY OF ORIGIN AND CONSUMER ANIMOSITY

Finally, the last category to be analyzed is Consumer Ethnocentrism and Related Constructs: Country-of-Origin and Consumer Animosity. Consumer ethnocentrism has been embedded in the country-of-origin studies, so it is common to find papers that evaluate it along with other related constructs. In this category, twelve papers are included that either test the relationships between consumer ethnocentrism and country of origin and consumer animosity or jointly investigate them. The following table provides basic information of the articles belonging to this category.

TABLE 10. CONSUMER ETHNOCENTRISM AND RELATED CONSTRUCTS: COUNTRY OF ORIGIN AND CONSUMER ANIMOSITY.

Title	Author(s)	Year	Country(ies) under study
Consumer animosity and consumer ethnocentrism: An analysis of unique antecedents	Jill Gabrielle Klein and Richard Ettenson	1998	United States
Us versus Them, or Us versus Everyone? Delineating Consumer Aversion to Foreign Goods	Jill Gabrielle Klein	2002	United States
Examining the animosity model in a country with a high level of foreign trade	Edwin J. Nijssen and Susan P. Douglas	2004	Netherlands
Ethnocentric beliefs and country-of-origin (COO) effect: Impact of country, product and product attributes on Greek consumers' evaluation of food products	George Chryssochoidis, Athanassios Krystallis and Panagiotis Perreas	2007	Greece

The role of country-of-origin, ethnocentrism and animosity in promoting consumer trust. The moderating role of familiarity.	Nadia Huitzilín Jiménez and Sonia San Martín	2010	Spain
How Consumer Ethnocentrism and Animosity Impair the Economic Recovery of Emerging Markets	T. S. Chan, Kenny K. Chan and Lai-cheung Leung	2010	Hong Kong
Effects of Animosity and Allocentrism on Consumer Ethnocentrism: Social Identity on Consumer Willingness to Purchase	Yu-An Huang, Ian Phau, Chad Lin	2010	Taiwan
Ethnocentrism and Its Effect on the Chinese Consumer: A Threat to Foreign Goods?	R. Stephen Parker, Diana L. Haytko and Charles M. Hermans	2011	China
On What Do Consumer Product Preferences Depend? Determining Domestic versus Foreign Product Preferences in an Emerging Economy Market	Audra I. Mockaitis, Laura Salciuviene and Pervez N. Ghauri	2013	Lithuania
For Love of Country? Consumer Ethnocentrism in China, South Korea, and the United States	Wanhsiu Sunny Tsai, Jinnie Jinyoung Yoo and Wei-Na Lee	2013	United States, China and South Korea
Do Consumers Forgive? A Study of Animosity in the MENA Region	Selima Ben Mrad, Tamara F. Mangleburg and Michael R. Mullen	2014	Lebanon and Tunisia
The Impact of Consumer Ethnocentrism, Product Involvement, and Product Knowledge on Country of Origin	Zuhal Cilingir and Cigdem Basfirinci	2014	Turkey

Effects: An Empirical Analysis on Turkish Consumers' Product Evaluation			
---	--	--	--

Source: own construction.

Consumer animosity

Consumer animosity is a construct developed by Klein and Ettenson (1998) as “the remnants of antipathy related to previous or ongoing military, political or economic events” (Klein and Ettenson, 2002, pp.6). It has been identified as having negative influences on purchasing products from foreign countries. However, contrary to consumer ethnocentrism, consumer animosity is directed at specific countries. In Klein and Ettenson (1998) and Klein’s (2002) studies consumer ethnocentrism is used to test the discriminant validity of the construct of consumer animosity. Such studies suggest that consumer ethnocentrism is important when making decisions between foreign and domestic options whereas consumer animosity is relevant when making decisions between two foreign options and one of them is subject of hostility.

Subsequent studies have examined the possible relationship between consumer animosity and consumer ethnocentrism as well as the effects that both constructs may have. In that sense, Nijssen and Douglas (2004) identified two types of consumer animosity: war animosity, which refers to hostility towards a country as a result of past war events, and economic animosity, which is related to hostility as a result of the other country’s economic or trading practices. Both types of animosity had positive effects on consumer ethnocentric tendencies and reluctance to buy foreign products; however, such effects were moderated by the availability of domestic brands (Nijssen and Douglas, 2004). Jiménez and San Martín (2010) also found that consumer animosity positively impacts on consumer ethnocentrism and negatively affects trust in foreign brands. Furthermore, Huang

et al. (2010) found that animosity as well as allocentrism enhances the effects of consumer ethnocentric tendencies on reluctance to buy products from the country that is subject of animosity and Chan et al. (2010) found that animosity negatively affects tourism and trade relations with respect to the country that is subject of animosity.

Finally, Parker et al. (2011) found that both consumer ethnocentrism and consumer animosity negatively affect willingness to buy foreign products – namely American products –. These results were further confirmed by Mrad et al. (2014) who found that consumer animosity negatively affects willingness to buy products from a certain country – one that is subject of hostility – and products from countries aligned with the country subject of animosity.

The construct of consumer animosity appears to be positively related to consumer ethnocentrism, enhancing its effects on willingness to buy. This situation may be especially important for companies that enter ethnocentric countries that have had previous conflicts with the country of origin of the company.

Country-of-Origin

Country of origin refers to the influence a country-label can have on purchase behavior. Chryssochoidis et al. (2007) found that the country of origin effect is activated at different stages of the product evaluation according to the level of consumer ethnocentric tendencies; for ethnocentric consumers, the country-of-origin effect is activated at the initiatory stage of the product evaluation process, so the country-of-origin label is one of the first elements to be evaluated by ethnocentric consumers whereas for non-ethnocentric consumers the country-of-origin label is part of the product attributes evaluation, so they only see it as a part of the array of product attributes. Supporting these results, Mockaitis et al. (2013) highlight the importance of the country-of-origin cue for ethnocentric

consumers, who are also more concerned about price. Therefore, price focused strategies are appropriate for this type of consumers whereas for non-ethnocentric consumers, quality focused strategies should be more convenient. Nevertheless, as pointed out by Tsai et al. (2013) the country-of-origin effect can vary across product categories and specific country-of-origin. So, companies should be aware whether the type of product they offer is subject of consumer ethnocentric tendencies and the country-of-origin effect in order to determine whether such forces should be considered for designing and implementing their marketing strategies.

Finally, in Cilingir and Basfirinci's (2014) study, it was found that country-of-origin was a stronger predictor of purchase behavior than consumer ethnocentrism. Nevertheless, this was the only study that provided such results, which urges further research to confirm or reject such findings.

SUMMARY OF RESULTS

As seen in the previous section, the subject of consumer ethnocentrism has often provided mixed results. The following table provides a summary with the assessed variables and its relationships to consumer ethnocentrism, as well as the studies that support and do not support/contradict such relationships. Moreover, the following figure shows the relationships of consumer ethnocentrism with the variables that have been assessed.

TABLE 11. SUMMARY OF RESULTS

Assessed variable	Category	Relationship to CE	Studies supporting the relationship	Number of supporting studies	Studies contradicting the relationship	Number of contradicting studies
CETSCALE psychometric properties	Consumer Ethnocentrism Construct and the CETSCALE	CETSCALE is reliable, valid and uni-dimensional	Shimp and Sharma (1987), Netemeyer et al. (1991), Durvasula et al. (1997), Hult et al. (1999) and Luque-Martínez et al. (2000)	5	Lindquist et al. (2001), Acharya and Elliot (2003) and Bawa (2004).	3
Purchase Behavior	Effects and consequences of consumer ethnocentrism	Consumer ethnocentrism has positive effects on purchase of domestic products and negative effects on purchase of foreign products	Herche (1994), Shoham and Brenčič (2003), Spillan and Harcar (2012)	3	Chryssochoidis et al. (2007), Bi et al. (2012).	2
Purchase Intentions	Effects and consequences of consumer ethnocentrism	Consumer ethnocentrism is positively related to intentions to buy domestic products and negatively related to intentions to buy foreign products	Shimp (1984), Pecotich and Rosenthal (2001), Yoo and Donthu (2005), Hamin and Elliot (2006).	4	Good and Huddleston (1995).	1
Willingness to buy	Effects and consequences of consumer ethnocentrism	Consumer ethnocentrism positively affects willingness to buy domestic products and negatively affects willingness to buy foreign products	Parker et al. (2011), Akdogan et al. (2012), Mrad et al. (2014)	3	Verlegh (2007), Mrad et al. (2014)	2

Preferences	Effects and consequences of consumer ethnocentrism	Consumer ethnocentrism is positively related to preferences for home-country products and negatively related to preferences for foreign products	Acharya and Elliot (2003), Balabanis and Diamantopoulos (2004), Evanschitzky et al. (2008), Tsai et al. (2013)**, He and Wang (2014)	5	Tsai et al. (2013), He and Wang (2014)	2
Attitudes toward foreign advertisements	Effects and consequences of consumer ethnocentrism	Consumer ethnocentrism has a negative effect on responses to creative presentations of foreign advertisements	Moon and Jain (2001)	1	-	0
Quality perceptions	Effects and consequences of consumer ethnocentrism	Consumer ethnocentrism has positive effects on quality perceptions of domestic products and negative effects on perceived product quality of foreign goods.	Yoo and Donthu (2005), Hamin and Elliot (2006), Chrysochoidis et al. (2007), Verlegh (2007)	4	Pecotich and Rosenthal (2001)	1
Price perceptions	Effects and consequences of consumer ethnocentrism	Consumer ethnocentrism affects price perceptions	Pecotich and Rosenthal (2001)	1	-	0
Traditional consumption	Effects and consequences of consumer ethnocentrism	Consumer ethnocentrism has positive effects on traditional food consumption (e.g. Traditional foodstuff)	Cleveland et al. (2009)	1	-	0

Hedonistic local consumption	Effects and consequences of consumer ethnocentrism	Consumer ethnocentrism has positive effects on hedonistic local consumption (e.g. Traditional snacks and restaurants)	Cleveland et al. (2009)	1	-	0
Necessity consumption	Effects and consequences of consumer ethnocentrism	Consumer ethnocentrism has negative effects on necessity consumption (e.g. Tea, refrigerator)	Cleveland et al. (2009)	1	-	0
Hedonistic global consumption	Effects and consequences of consumer ethnocentrism	Consumer ethnocentrism has negative effects on hedonistic global consumption (e.g. Blue jeans, internet)	Cleveland et al. (2009)	1	-	0
Market segmentation	Effects and consequences of consumer ethnocentrism and Consumer ethnocentrism and lifestyles	Market segments can be identified based on consumer ethnocentric scores	Kucukemiroglu (1999), Kaynak and Kara (2002), Spillan et al. (2007), Strizhakova et al. (2012)	4	-	0

Age	Antecedents to consumer ethnocentrism	Age is positively related to consumer ethnocentrism	Good and Huddleston (1995), Caruana (1996), Klein and Ettenson (1998) de Ruyter et al. (1998), Kucukemiroglu (1999), Watson and Wright (2000), Balabanis et al. (2001), Kaynak and Kara (2002), Lee et al. (2003) Javalgi et al. (2005), Chrysochoidis et al. (2007), Spillan et al. (2007), Hamelin et al. (2011), Strehlau and Harcar (2012), Mockaitis et al. (2013)	15	Sharma et al. (1995), Good and Huddleston (1995), Ueltschy (1998), Balabanis et al. (2001) and Tsai et al. (2013)	5
Gender	Antecedents to consumer ethnocentrism	Females tend to be more ethnocentric than males	Sharma et al. (1995), Good and Huddleston (1995), Klein and Ettenson (1998), Watson and Wright (2000), Balabanis et al. (2001), Lee et al. (2003) and Javalgi et al. (2005)	7	Good and Huddleston (1995), Caruana (1996), Balabanis et al. (2001), Hamelin et al. (2011), Strehlau and Harcar (2012) and Tsai et al. (2013)	6
Income	Antecedents to consumer ethnocentrism	Income is negatively related to consumer ethnocentrism	Sharma (1984), Sharma et al. (1995), Good and Huddleston (1995), Ueltschy (1998), Watson and Wright (2000), Balabanis et al. (2001), Lee et al. (2003), Spillan et al. (2007), Hamelin et al. (2011), Strehlau and Harcar (2012), Mockaitis et al. (2013), Tsai et al. (2013)	12	Good and Huddleston (1995), Caruana (1996), Balabanis et al. (2001), Shoham and Brenčić (2003), Javalgi et al. (2005)	5
Education	Antecedents to consumer ethnocentrism	Education is negatively related to consumer ethnocentrism	Sharma (1984), Sharma et al. (1995), Good and Huddleston (1995), Caruana (1996), Ueltschy (1998), de Ruyter et al. (1998), Watson and Wright (2000), Lee et al. (2003), Nijssen and Douglas (2004), Chrysochoidis et al. (2007), Spillan et al. (2007)	11	Balabanis et al. (2001), Javalgi et al. (2005), Hamelin et al. (2011), Tsai et al. (2013)	4

Occupation	Antecedents to consumer ethnocentrism	Consumer ethnocentrism scores vary according to the occupation	-	0	Caruana (1996), Hamelin et al. (2011)	2
Marital status	Antecedents to consumer ethnocentrism	Consumer ethnocentrism scores vary according to the marital status	-	0	Caruana (1996)	1
Cultural openness	Antecedents to consumer ethnocentrism	Cultural openness is negatively related to consumer ethnocentrism	Sharma et al. (1995), de Ruyter et al. (1998).	2	Javalgi et al. (2005)	1
Patriotism	Antecedents to consumer ethnocentrism	Patriotism is positively related to consumer ethnocentrism	Sharma et al. (1995), Klein and Ettenson (1998), de Ruyter et al. (1998), Balabanis et al. (2001), Javalgi et al. (2005), Spillan and Harcar (2012)	6	Balabanis et al. (2001), Lee et al. (2003) and Tsai et al. (2013)	3
Collectivism	Antecedents to consumer ethnocentrism	Collectivism is positively related to consumer ethnocentrism	Sharma et al. (1995), de Ruyter et al. (1998), Javalgi et al. (2005), Yoo and Donthu (2005)	4	-	0
Conservatism	Antecedents to consumer ethnocentrism	Conservatism is positively related to consumer ethnocentrism	Sharma et al. (1995), de Ruyter et al. (1998), Javalgi et al. (2005), Spillan and Harcar (2012)	4	-	0
Nationalism	Antecedents to consumer ethnocentrism	Nationalism is positively related to consumer ethnocentrism	Balabanis et al. (2001), Lee et al. (2003), Tsai et al. (2013)	3	Balabanis et al. (2001)	1
Internationalism	Antecedents to consumer ethnocentrism	Internationalism is negatively related to consumer ethnocentrism	Lee et al. (2003)	1	Balabanis et al. (2001), Tsai et al. (2013)	2

Dogmatism	Antecedents to consumer ethnocentrism	Dogmatism is positively related to consumer ethnocentrism	Caruana (1996)	1	-	0
Cosmopolitanism	Antecedents to consumer ethnocentrism	Cosmopolitanism is negatively related to consumer ethnocentrism	Auruskeviciene et al. (2012), Jin et al. (2014)	2	-	0
Stage of economic development	Antecedents to consumer ethnocentrism	The stage of economic development is positively related to consumer ethnocentrism	Good and Huddleston (1995), Durvasula et al. (1997), Botts (2012)	3	-	0
Cultural similarity	Antecedents to consumer ethnocentrism	Consumer ethnocentrism is positively related to preferences for products from culturally similar countries	Watson and Wright (2000), Javalgi et al. (2005)	2	-	0
Masculinity	Antecedents to consumer ethnocentrism	Masculinity is positively related to consumer ethnocentrism	Yoo and Donthu (2005)	1	-	0
Uncertainty avoidance	Antecedents to consumer ethnocentrism	Uncertainty avoidance is positively related to consumer ethnocentrism	Yoo and Donthu (2005)	1	-	0
Long-term orientation	Antecedents to consumer ethnocentrism	Long term orientation is negatively related to consumer ethnocentrism	Yoo and Donthu (2005)	1	-	0

Power distance	Antecedents to consumer ethnocentrism	Power distance is positively related to consumer ethnocentrism			Yoo and Donthu (2005)	1
Political propaganda	Antecedents to consumer ethnocentrism	Political propaganda is positively related to consumer ethnocentrism	Tsai et al. (2013)	1	-	0
Perceived product necessity	Antecedents to consumer ethnocentrism	Consumer ethnocentrism is moderated by perceived product necessity	Sharma et al. (1995), de Ruyter et al. (1998), Javalgi et al. (2005),	3	-	0
Perceived economic threat	Antecedents to consumer ethnocentrism	Consumer ethnocentrism is moderated by perceived economic threat	Sharma et al. (1995), de Ruyter et al. (1998)	2	-	0
Brand identification	Consumer ethnocentrism and brand issues	Consumer ethnocentrism is negatively related to brand COO knowledge	Samiee, Shimp and Sharma (2005), Balabanis and Diamantopoulos (2008)	2	-	0
Brand preferences	Consumer ethnocentrism and brand issues	Consumer ethnocentrism is negatively related to preferences for foreign brands	He and Wang (2014)	1	Batra et al. (2000)	1
Perceived brand foreignness	Consumer ethnocentrism and brand issues	Consumer ethnocentrism is negatively related to the perceived foreignness of a brand	Zhou et al. (2010)	1	-	0

Consumer animosity	Consumer ethnocentrism and related constructs: country of origin and consumer animosity	Consumer animosity is positively related to consumer ethnocentrism	Nijssen and Douglas (2004), Jiménez and San Martín (2010), Huang et al. (2010),	3	-	0 ²
--------------------	---	--	---	---	---	----------------

Source: Own construction

² Some studies are classified as being both supporting and not supporting studies. This is because such studies were carried out in more than one country and obtained different and contradictory results in each country.

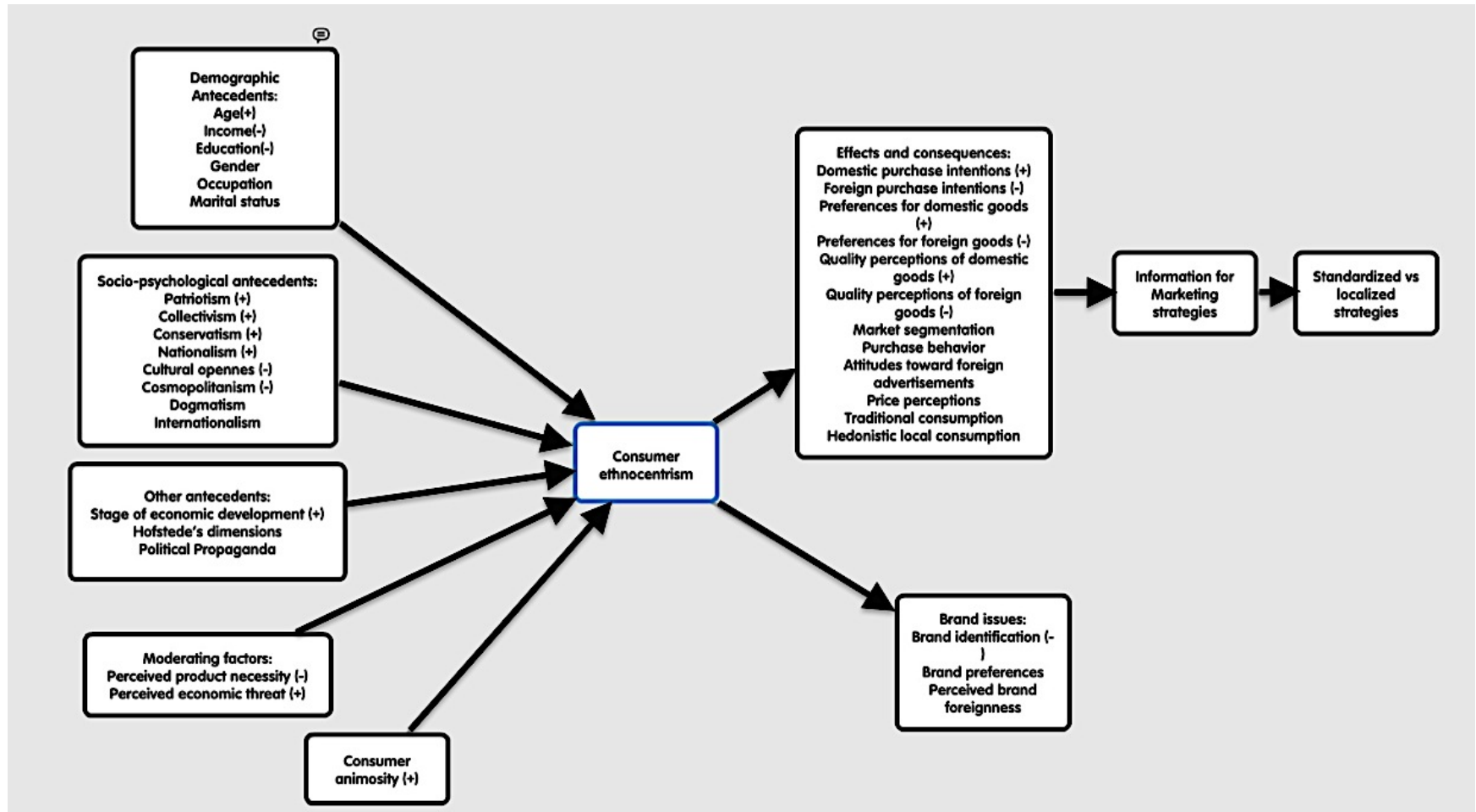


Figure 2. Summary of Results. Own construction following Shankarmahesh,'s M. N. (2006) structure. The chart shows how consumer ethnocentrism relates to other variables. The arrows indicate the direction of the relationship and the sign shows the nature – positive/negative – of the relationship. Some of the variables do not have a sign due to the lack of studies to confirm a patronized relationship.

X. CONCLUSIONS AND FURTHER RESEARCH

The subject of consumer ethnocentrism has been under study during the past thirty years (see Table 1), which makes it a contemporary subject that is worth investigating; this is enhanced by the fact that fifteen out of the sixty studies retrieved were carried out during the past three years. It is also worth noting that the most recent studies have included other elements like brand issues and have been conducted in countries outside of Europe and North America, which broadens the field of research and opens a frame to investigate countries and regions that have been usually overlooked by academic research.

Nevertheless, the specific subject under study of the present paper, which refers to the effects that consumer ethnocentrism may have on the design and implementation of marketing strategies, constitutes a big gap in the literature despite the considerable amount of papers studying consumer ethnocentrism and topics inherent to such subject. Most papers have focused on studying the antecedents to consumer ethnocentrism and the impact that the latter may have on certain marketing constructs like purchase behavior, preferences, willingness to buy, among others (see the previous section) but a direct relationship between consumer ethnocentrism and marketing strategies has not been tested yet. Several authors though, make suggestions for companies' marketing strategies based on consumer ethnocentric tendencies. These suggestions usually point to localization versus globalization strategies – regarding mainly promotion and advertising strategies –; so localized strategies are recommended for companies targeting highly ethnocentric consumers whereas companies targeting non-ethnocentric consumers could use globalized strategies highlighting the product's attributes. The situation worsens when the case of Colombia is considered. Only one paper studying consumer ethnocentrism in Colombia could be found; this study (Ueltschy, 1998) only assessed demographic antecedents to consumer

ethnocentrism, so the gap in the literature for the Colombian case is even larger. One interesting study could be to evaluate how multinational companies have used consumer ethnocentric tendencies to develop their marketing strategies using case studies. This would provide a focused managerial context to research on consumer ethnocentrism and would help in filling this gap in the literature.

Another important gap in the literature of consumer ethnocentrism is a lack research in regions different to Europe and North America, especially in Latin America. Despite the efforts to carry out research in other regions, Latin America continues being ignored. Only six studies included samples from Latin American countries and the situation worsens when it is considered that many studies used cross-national samples. In spite of the problem that this situation constitutes, it represents a great opportunity for researchers in Latin America to fill in the gaps in the literature using samples from countries belonging to this region. One important subject of research is the validation of the CETSCALE. As mentioned before, the CETSCALE has been validated with satisfactory results in western developed countries but when validated in countries with different characteristics – less developed –, mixed results have been provided. Studies in this region would also serve to further examine the relationship between stage of economic development and consumer ethnocentrism.

Continuing with the most relevant gaps in the literature, the service sector is another very important field of research that has been ignored by consumer ethnocentrism studies. Only three studies were found to either assess consumer ethnocentrism in the service sector or at least include a service in their studies of consumer ethnocentrism. Services represent a large portion of global trade; there are even countries whose trade in services³ is higher than 100% of their GDP (e.g. Luxembourg, Ireland) (World Bank, 2014). Moreover, the internationalization trends

³ “Trade in services is the sum of service exports and imports divided by the value of GDP, all in current U.S. dollars”
(World Bank, 2014)

of this sector make it an interesting subject in consumer ethnocentrism studies (de Ruyter et al., 1998); such studies are not only needed in Latin America but in other regions where studies assessing consumer ethnocentrism in products have already been conducted.

On a different but yet related note, consumer ethnocentrism seems to act differently across different countries; this is demonstrated by the fact that each assessed variable is often related to the construct in some countries but it is not in other countries or is even related in a contradictory manner. For example, the demographic variable of age has been found to be positively related to consumer ethnocentrism in fifteen studies but it was not found to be related to the construct in other five studies. Regarding consumer ethnocentrism effects, purchase behavior was found to be related to consumer ethnocentrism in three studies but it was not in other three studies. Similar situations occur for most factors where more than one research has been carried out as can be seen in Table 11. The aforementioned mixed and contradictory results make it impossible to generalize such results to other countries, which further motivate and justify carrying out research in other countries, which will make it possible to understand how consumer ethnocentrism acts and is related to other factors (antecedents, effects, related constructs, etc.) in the country where the research is carried out.

Other interesting areas of research are those variables that seem to be related to consumer ethnocentrism but little research has been conducting evaluating such relationships. These variables include attitudes toward foreign advertisement, price perceptions, traditional and global consumption, dogmatism, cultural similarity, Hofstede's cultural dimensions, perceived economic threat, perceived product necessity, brand identification and perceived brand foreignness.

Finally, regarding the methodological issues, a strong trend towards positivism can be evidenced due the structured nature of the studies, measures and the formulation of hypothesis to be tested as a point of departure.

REFERENCES

- Acharya, C., & Elliott, G. (2003). Consumer ethnocentrism, perceived product quality and choice—An empirical investigation. *Journal of International Consumer Marketing*, 15(4), 87-115. Retrieved from: http://www.tandfonline.com/doi/abs/10.1300/J046v15n04_05 (Accessed 2 January 2015)
- Akdogan, M. S., Ozgener, S., Kaplan, M., & Coskun, A. (2012). The effects of consumer ethnocentrism and consumer animosity on the re-purchase intent: The moderating role of consumer loyalty. *EMAJ: Emerging Markets Journal*, 2(1), 1-12. Retrieved from: <http://emaj.pitt.edu/ojs/index.php/emaj/article/view/15/125> (Accessed 18 August 2014)
- Arnold, S. J., & Fischer, E. (1994). Hermeneutics and consumer research. *Journal of Consumer Research*, 55-70. Retrieved from: <http://www.jstor.org/stable/2489740>
- Auruskeviciene, V., Vianelli, D., & Reardon, J. (2012). Comparison of consumer ethnocentrism behavioural patterns in transitional economies. *Transformations in Business and Economics*, 11(2), 26. Retrieved from: <http://www.transformations.khf.vu.lt/26/ge26.pdf> (Accessed 29 August 2014)
- Balabanis, G., & Diamantopoulos, A. (2004). Domestic country bias, country-of-origin effects, and consumer ethnocentrism: a multidimensional unfolding approach. *Journal of the Academy of Marketing Science*, 32(1), 80-95. Retrieved from: <http://link.springer.com/article/10.1177/0092070303257644> (Accessed 11 September 2014)

Balabanis, G., & Diamantopoulos, A. (2008). Brand origin identification by consumers: A classification perspective. *Journal of International Marketing*, 16(1), 39-71. Retrieved from: <http://journals.ama.org/doi/abs/10.1509/jimk.16.1.39> (Accessed 6 January 2015)

Balabanis, G., Diamantopoulos, A., Mueller, R. D., & Melewar, T. C. (2001). The impact of nationalism, patriotism and internationalism on consumer ethnocentric tendencies. *Journal of International Business Studies*, 157-175. Retrieved from: <http://www.jstor.org/discover/10.2307/3069515?uid=2&uid=4&sid=21106736340933> (Accessed 2 January 2015)

Barthold, L. (No date). Hans-Georg Gadamer (1900-2002). Internet Encyclopedia of Philosophy. Retrieved from <http://www.iep.utm.edu/gadamer/>

Batra, R., Ramaswamy, V., Alden, D. L., Steenkamp, J. B. E., & Ramachander, S. (2014). Effects of brand local and non-local origin on consumer attitudes in developing countries. *Journal of Consumer Psychology*, 9, 83-95. Retrieved from: http://univofmichiganbusschl.homestead.com/files/research_old/Brand_Local_and_Nonlocal_Origin_JCP.pdf (Accessed 29 August 2014)

Bawa, A. (2004). Consumer ethnocentrism: CETSCALE validation and measurement of extent. *Vikalpa*, 29(3), 43-55. Retrieved from: http://www.cccindia.co/corecentre/Database/Database/Docs/DocFiles/2004_jul_sep_43_57.pdf (Accessed 18 August 2014)

- Bi, X., Gunessee, S., Hoffmann, R., Hui, W., Lerner, J., Ma, Q. P., & Thompson, F. M. (2012). Chinese consumer ethnocentrism: A field experiment. *Journal of Consumer Behaviour*, 11(3), 252-263. Retrieved from: <http://onlinelibrary.wiley.com/doi/10.1002/cb.1374> (Accessed 18 August 2015)
- Bryman, A., & Bell, E. (2011). *Business Research Methods 3e*. Oxford university press.
- Butler, T. (1998). Towards a hermeneutic method for interpretive research in information systems. *Journal of Information Technology*, 13, 285-300. Retrieved from Google Scholar: <http://emaj.pitt.edu/ojs/index.php/emaj/article/view/15/125>
- Calvo, G. (1997). La investigación documental: Estado de Arte y del conocimiento, documento de trabajo de la Maestría de Educación con énfasis en Comunidad. Bogotá: Universidad Pedagógica Nacional.
- Caruana, A. (1996). The effects of dogmatism and social class variables on consumer ethnocentrism in Malta. *Marketing Intelligence & Planning*, 14(4), 39-44. Retrieved from: <http://www.emeraldinsight.com/doi/abs/10.1108/02634509610121569> (Accessed 7 February 2015)
- Cateora, P. R., Gilly, M. C., & Graham, J. L. (2011). *International marketing*. (15th Ed.) New York: McGraw-Hill Irwin.
- Chan, T. S., Chan, K. K., & Leung, L. C. (2010). How consumer ethnocentrism and animosity impair the economic recovery of emerging markets. *Journal of Global Marketing*, 23(3), 208-225. Retrieved from:

<http://www.tandfonline.com/doi/abs/10.1080/08911762.2010.487422>

(Accessed 2 January 2015)

Chryssochoidis, G., Krystallis, A., & Perreas, P. (2007). Ethnocentric beliefs and country-of-origin (COO) effect: Impact of country, product and product attributes on Greek consumers' evaluation of food products. *European Journal of Marketing*, 41(11/12), 1518-1544. Retrieved from: <http://www.emeraldinsight.com/doi/abs/10.1108/03090560710821288>

(Accessed 8 January 2015)

Cilingir, Z., & Basfirinci, C. (2014). The Impact of Consumer Ethnocentrism, Product Involvement, and Product Knowledge on Country of Origin Effects: An Empirical Analysis on Turkish Consumers' Product Evaluation. *Journal of International Consumer Marketing*, 26(4), 284-310. Retrieved from: <http://www.tandfonline.com/doi/abs/10.1080/08961530.2014.916189>

(Accessed 4 February 2015)

Cleveland, M., Laroche, M., & Papadopoulos, N. (2009). Cosmopolitanism, consumer ethnocentrism, and materialism: An eight-country study of antecedents and outcomes. *Journal of International Marketing*, 17(1), 116-146. Retrieved from: <http://journals.ama.org/doi/abs/10.1509/jimk.17.1.116>

(Accessed 6 January 2015)

De Ruyter, K., Van Birgelen, M., & Wetzels, M. (1998). Consumer ethnocentrism in international services marketing. *International Business Review*, 7(2), 185-202. Retrieved from: <http://www.sciencedirect.com/science/article/pii/S0969593198000055>

(Accessed 11 September 2014)

- Durvasula, S., Andrews, J. C., & Netemeyer, R. G. (1997). A cross-cultural comparison of consumer ethnocentrism in the United States and Russia. *Journal of International Consumer Marketing*, 9(4), 73-93. Retrieved from: http://www.tandfonline.com/doi/abs/10.1300/J046v09n04_05 (Accessed 7 February 2015)
- Evanschitzky, H., v. Wangenheim, F., Woisetschlager, D., & Blut, M. (2008). Consumer ethnocentrism in the German market. *International Marketing Review*, 25(1), 7-32. Retrieved from: <http://www.emeraldinsight.com/doi/abs/10.1108/02651330810851863> (Accessed 7 February 2015)
- Forster, M. (2007). Hermeneutics. Retrieved from <http://philosophy.uchicago.edu/faculty/files/forster/HERM.pdf> (Accessed 20 September 2014)
- Good, L. K., & Huddleston, P. (1995). Ethnocentrism of Polish and Russian consumers: are feelings and intentions related. *International Marketing Review*, 12(5), 35-48. Retrieved from: <http://www.emeraldinsight.com/doi/abs/10.1108/02651339510103047> (Accessed 7 February 2015)
- Hamelin, N., Ellouzi, M., & Canterbury, A. (2011). Consumer ethnocentrism and country-of-origin effects in the Moroccan market. *Journal of Global Marketing*, 24(3), 228-244. Retrieved from: http://www.tandfonline.com/doi/abs/10.1080/08911762.2011.592459#.VUsf8tp_Oko (Accessed 2 January 2015)
- Hamin, & Elliott, G. (2006). A less-developed country perspective of consumer ethnocentrism and “country of origin” effects: Indonesian evidence. *Asia*

pacific journal of marketing and logistics, 18(2), 79-92. Retrieved from:
<http://www.emeraldinsight.com/doi/abs/10.1108/13555850610658246>
(Accessed 7 February 2015)

Hawkins, D., & Mothersbaugh, D. (2009). Consumer behavior building marketing strategy. (11th Ed.) New York: McGraw-Hill.

He, J., & Wang, C. L. (2014). Cultural identity and consumer ethnocentrism impacts on preference and purchase of domestic versus import brands: An empirical study in China. Journal of Business Research. Retrieved from:
<http://www.sciencedirect.com/science/article/pii/S0148296314003609>
(Accessed 6 January 2015)

Herche, J. (1994). Ethnocentric tendencies, marketing strategy and import purchase behaviour. International Marketing Review, 11(3), 4-16. Retrieved from:
<http://www.emeraldinsight.com/doi/abs/10.1108/02651339410067012>
(Accessed 7 February 2015)

Huang, Y., Phau, I., & Lin, C. (2010). Effects of animosity and allocentrism on consumer ethnocentrism: Social identity on consumer willingness to purchase. Asia Pacific Management Review, 15(3), 359-376. Retrieved from:
<http://apmr.management.ncku.edu.tw/comm/updown/DW1009273638.pdf>
(Accessed 8 January 2015)

Hult, G. T. M., Keillor, B. D., & Lafferty, B. A. (1999). A cross-national assessment of social desirability bias and consumer ethnocentrism. Journal of Global Marketing, 12(4), 29-43. Retrieved from:
http://www.tandfonline.com/doi/abs/10.1300/J042v12n04_03 (Accessed 7 February 2015)

- Javalgi, R. G., Khare, V. P., Gross, A. C., & Scherer, R. F. (2005). An application of the consumer ethnocentrism model to French consumers. *International Business Review*, 14(3), 325-344. Retrieved from: <http://www.sciencedirect.com/science/article/pii/S0969593104001295> (Accessed 11 September 2014)
- Jiménez, N. H., & San Martín, S. (2010). The role of country-of-origin, ethnocentrism and animosity in promoting consumer trust. The moderating role of familiarity. *International Business Review*, 19(1), 34-45. Retrieved from: <http://www.sciencedirect.com/science/article/pii/S0969593109001231> (Accessed 8 January 2015)
- Jin, Z., Lynch, R., Attia, S., Chansarkar, B., Gülsoy, T., Lapoule, P., ... & Ungerer, M. (2014). The relationship between consumer ethnocentrism, cosmopolitanism and product country image among younger generation consumers: The moderating role of country development status. *International Business Review*. Retrieved from: <http://www.sciencedirect.com/science/article/pii/S0969593114001292> (Accessed 14 October 2014)
- Kaynak, E., & Kara, A. (2002). Consumer perceptions of foreign products: An analysis of product-country images and ethnocentrism. *European Journal of marketing*, 36(7/8), 928-949. Retrieved from: <http://www.emeraldinsight.com/doi/abs/10.1108/03090560210430881> (Accessed 7 February 2015)
- Kim, D. (2011). Reason, tradition, and authority: a comparative study of Habermas and Gadamer (Doctoral dissertation, University of Glasgow). Retrieved from: <http://theses.gla.ac.uk/2812/> (Accessed 20 September 2014)

Klein, J. G. (2002). Us versus them, or us versus everyone? Delineating consumer aversion to foreign goods. *Journal of International Business Studies*, 345-363. Retrieved from: <http://www.jstor.org/discover/10.2307/3069548?uid=2&uid=4&sid=21106736340933> (Accessed 8 January 2015)

Klein, J. G., & Ettensoe, R. (1999). Consumer animosity and consumer ethnocentrism: An analysis of unique antecedents. *Journal of International Consumer Marketing*, 11(4), 5-24. Retrieved from: http://www.tandfonline.com/doi/abs/10.1300/J046v11n04_02 (Accessed 7 February 2015)

Kucukemiroglu, O. (1999). Market segmentation by using consumer lifestyle dimensions and ethnocentrism: An empirical study. *European Journal of Marketing*, 33(5/6), 470-487. Retrieved from: <http://www.emeraldinsight.com/doi/abs/10.1108/03090569910262053> (Accessed 28 January 2015)

Lee, W. N., Hong, J. Y., & Lee, S. J. (2003). Communicating with American consumers in the post 9/11 climate: An empirical investigation of consumer ethnocentrism in the United States. *International Journal of Advertising*, 22(4), 487-510. Retrieved from: <http://www.tandfonline.com/doi/abs/10.1080/02650487.2003.11072865> (Accessed 4 February 2015)

Li, Y., & He, H. (2013). Evaluation of international brand alliances: brand order and consumer ethnocentrism. *Journal of Business Research*, 66(1), 89-97. Retrieved from:

<http://www.sciencedirect.com/science/article/pii/S0148296311002633>

(Accessed 28 January 2015)

Lindquist, J. D., Vida, I., Plank, R. E., & Fairhurst, A. (2001). The modified CETSCALE: validity tests in the Czech Republic, Hungary, and Poland. *International Business Review*, 10(5), 505-516. Retrieved from: <http://www.sciencedirect.com/science/article/pii/S0969593101000300>

(Accessed 11 September 2014)

Luque-Martinez, T., Ibanez-Zapata, J. A., & del Barrio-Garcia, S. (2000). Consumer ethnocentrism measurement-An assessment of the reliability and validity of the CETSCALE in Spain. *European Journal of Marketing*, 34(11/12), 1353-1374. Retrieved from: <http://www.emeraldinsight.com/doi/abs/10.1108/03090560010348498>

(Accessed 10 January 2015)

Mrad, S., Mangleburg, T. F., & Mullen, M. R. (2014). Do Consumers Forgive? A Study of Animosity in the MENA Region. *Journal of International Consumer Marketing*, 26(2), 153-166. Retrieved from: http://www.tandfonline.com/doi/abs/10.1080/08961530.2014.878206#.VUsk5dp_Oko

(Accessed 4 February 2015)

Mockaitis, A. I., Salciuviene, L., & Ghauri, P. N. (2013). On What Do Consumer Product Preferences Depend? Determining Domestic versus Foreign Product Preferences in an Emerging Economy Market. *Journal of International Consumer Marketing*, 25(3), 166-180. Retrieved from: <http://www.tandfonline.com/doi/abs/10.1080/08961530.2013.780456>

(Accessed 8 January 2015)

- Moon, B. J., & Jain, S. C. (2002). Consumer processing of foreign advertisements: roles of country-of-origin perceptions, consumer ethnocentrism, and country attitude. *International Business Review*, 11(2), 117-138. Retrieved from: <http://www.sciencedirect.com/science/article/pii/S096959310100052X> (Accessed 11 September 2014)
- Botts, M. (2012, June). The Ethnocentrism Paradox—Does a Higher Level of Development of a Country lead to more Consumer-Ethnocentrism?. In 37th Macromarketing Conference (p. 96). Retrieved from: <http://s3.amazonaws.com/academia.edu.documents/30231388/macromarketing2012proceedings.pdf?AWSAccessKeyId=AKIAJ56TQJRTWSMTNPEA&Expires=1430991056&Signature=huxp4FLN00XEi3nVC8zGq%2BERw7w%3D&response-content-disposition=inline#page=97> (Accessed 28 January 2015)
- Netemeyer, R. G., Durvasula, S., & Lichtenstein, D. R. (1991). A cross-national assessment of the reliability and validity of the CETSCALE. *Journal of Marketing Research*, 320-327. Retrieved from: <http://www.jstor.org/stable/3172867> (Accessed 11 September 2014)
- Nijssen, E. J., & Douglas, S. P. (2004). Examining the animosity model in a country with a high level of foreign trade. *International Journal of Research in Marketing*, 21(1), 23-38. Retrieved from: <http://www.sciencedirect.com/science/article/pii/S0167811603000624> (Accessed 1 February 2015)
- Nijssen, E. J., & Herk, H. V. (2009). Conjoining international marketing and relationship marketing: Exploring consumers' cross-border service relationships. *Journal of International Marketing*, 17(1), 91-115. Retrieved

from: <http://journals.ama.org/doi/abs/10.1509/jimk.17.1.91> (Accessed 1 February 2015)

Parker, R. S., Haytko, D. L., & Hermans, C. M. (2011). Ethnocentrism and its effect on the Chinese consumer: a threat to foreign goods?. *Journal of Global Marketing*, 24(1), 4-17. Retrieved from: <http://www.tandfonline.com/doi/abs/10.1080/08911762.2011.545716> (Accessed 2 January 2015)

Pecotich, A., & Rosenthal, M. J. (2001). Country of origin, quality, brand and consumer ethnocentrism. *Journal of Global Marketing*, 15(2), 31-60. Retrieved from: http://www.tandfonline.com/doi/abs/10.1300/j042v15n02_03 (Accessed 7 February 2015)

Ramberg, Bjørn and Gjesdal, Kristin. (2013). Hermeneutics, *The Stanford Encyclopedia of Philosophy*. Edward N. Zalta (Summer 2013 ed.). Retrieved from: <http://plato.stanford.edu/entries/hermeneutics/> (Accessed 20 September 2014)

Renko, N., Crnjak Karanović, B., & Matic, M. (2012). Influence of consumer ethnocentrism on purchase intentions: case of Croatia. *Ekonomika misao i praksa*, (2), 529-544. Retrieved from Google Scholar. Retrieved from: http://hrcak.srce.hr/index.php?show=clanak&id_clanak_jezik=138614 (Accessed 21 September 2014)

Shalin, D. N. (2010). Hermeneutics and prejudice: Heidegger and Gadamer in their historical setting. *Russian Journal of Communication*, 3(1-2), 7-24. Retrieved from: <http://www.tandfonline.com/doi/abs/10.1080/19409419.2010.10756760#.VD1yJr6CPIM> (Accessed 20 September 2014)

Shankarmahesh, M. N. (2006). Consumer ethnocentrism: an integrative review of its antecedents and consequences. *International Marketing Review*, 23(2), 146-172. Retrieved from: <http://www.emeraldinsight.com/doi/abs/10.1108/02651330610660065?journalCode=imr> (Accessed 5 January 2015)

Sharma, S., Shimp, T. A., & Shin, J. (1995). Consumer ethnocentrism: a test of antecedents and moderators. *Journal of the academy of marketing science*, 23(1), 26-37. Retrieved from: <http://link.springer.com/article/10.1007/BF02894609> (Accessed 11 September 2014)

Shimp, T. A. (1984). Consumer ethnocentrism: the concept and a preliminary empirical test. *Advances in Consumer research*, 11(1), 285-290. Retrieved from: <http://iba8010kelly.alliant.wikispaces.net/file/view/concept%20%26%20a%20preliminary%20empirical%20test.pdf/32592925/concept%20%26%20a%20preliminary%20empirical%20test.pdf> (Accessed 1 February 2015)

Shimp, T. A., & Sharma, S. (1987). Consumer ethnocentrism: construction and validation of the CETSCALE. *Journal of marketing research*, 280-289. Retrieved from JSTOR. Retrieved from <http://www.jstor.org/stable/3151638> (Accessed 18 August 2014)

Shoham, A., & Brenčič, M. M. (2003). Consumer ethnocentrism, attitudes, and purchase behavior: An Israeli study. *Journal of International Consumer Marketing*, 15(4), 67-86. Retrieved from:

http://www.tandfonline.com/doi/abs/10.1300/J046v15n04_04 (Accessed 2 January 2015)

Souza, M. S. (2005). El estado del arte. Ficha de cátedra. Retrieved from http://www.perio.unlp.edu.ar/seminario/nivel2/nivel3/el%20estado%20del%20arte_silvina_souza.pdf

Souza, M. S. (2008). La centralidad del estado del arte en la construcción del objeto de estudio. Facultad de Periodismo y Comunicación Social de la Universidad Nacional de La Plata, Apunte de Cátedra.

Spillan, J. E., & Harcar, T. (2012). Chilean consumers ethnocentrism factors and their perception regarding foreign countries products. *Journal of Marketing Development and Competitiveness*, 6(1), 34-55. Retrieved from: http://www.na-businesspress.com/JMDC/spillan_abstract.html (Accessed 19 September 2014)

Spillan, J. E., Kucukemiroglu, O., & de Mayolo, C. A. (2008). Profiling Peruvian Consumers' Lifestyles, Market Segmentation, and Ethnocentrism. *Latin American Business Review*, 8(4), 38-59. Retrieved from: <http://www.tandfonline.com/doi/abs/10.1080/10978520802114573> (Accessed 2 January 2015)

Strehlau, V. I., Ponchio, M. C., & Loebel, E. (2012). An Assessment of the consumer ethnocentric scale (CETSCALE): evidences from Brazil. *Brazilian Business Review*, 9(4), 103-126. Retrieved from: <https://ideas.repec.org/a/bbz/fcpbbr/v9y2012i4p103-126.html> (Accessed 29 September 2014)

Strizhakova, Y., Coulter, R. A., & Price, L. L. (2012). The young adult cohort in emerging markets: Assessing their glocal cultural identity in a global marketplace. *International Journal of Research in Marketing*, 29(1), 43-54. Retrieved from: <http://www.sciencedirect.com/science/article/pii/S0167811611000863> (Accessed 1 February 2015)

Tsai, W. H., Lee, W. N., & Song, Y. A. (2013). A cross-cultural study of consumer ethnocentrism between China and the US. *Journal of International Consumer Marketing*, 25(2), 80-93. Retrieved from: <http://www.tandfonline.com/doi/abs/10.1080/08961530.2013.759043> (Accessed 2 January 2015)

Tsai, W. S., Yoo, J. J., & Lee, W. N. (2013). For Love of Country? Consumer Ethnocentrism in China, South Korea, and the United States. *Journal of Global Marketing*, 26(2), 98-114. Retrieved from: <http://www.tandfonline.com/doi/abs/10.1080/08911762.2013.805860> (Accessed 2 January 2015)

Ueltschy, L. C. (1998). Brand Perceptions as Influenced by Consumer Ethnocentrism and Country-of-Origin Effects. *Journal of Marketing Management* (10711988), 8(1). Retrieved from: <http://connection.ebscohost.com/c/articles/18078182/brand-perceptions-as-influenced-by-consumer-ethnocentrism-country-of-origin-effects> (Accessed 18 August 2014)

UNCTAD. (2014). World Investment Report 2014. Retrieved from: http://unctad.org/en/PublicationsLibrary/wir2014_overview_en.pdf (Accessed 11 September 2014)

- Verlegh, P. W. (2007). Home country bias in product evaluation: the complementary roles of economic and socio-psychological motives. *Journal of International Business Studies*, 38(3), 361-373. Retrieved from: <http://www.palgrave-journals.com/jibs/journal/v38/n3/abs/8400269a.html> (Accessed 1 February 2015)
- Watson, J. J., & Wright, K. (2000). Consumer ethnocentrism and attitudes toward domestic and foreign products. *European Journal of Marketing*, 34(9/10), 1149-1166. Retrieved from: <http://www.emeraldinsight.com/doi/abs/10.1108/03090560010342520> (Accessed 29 December 2014)
- World Bank. (2013). Colombia. Data. Retrieved from: <http://data.worldbank.org/country/colombia> (Accessed 11 September 2014)
- World Bank. (2014). Trade in services (% of GDP). Retrieved from: <http://data.worldbank.org/indicator/BG.GSR.NFSV.GD.ZS> (Accessed 1 May 2015)
- Yoo, B., & Donthu, N. (2005). The effect of personal cultural orientation on consumer ethnocentrism: Evaluations and behaviors of US consumers toward Japanese products. *Journal of International Consumer Marketing*, 18(1-2), 7-44. Retrieved from: http://www.tandfonline.com/doi/abs/10.1300/J046v18n01_02 (Accessed 28 January 2015)
- Zhou, L., Yang, Z., & Hui, M. K. (2010). Non-local or local brands? A multi-level investigation into confidence in brand origin identification and its strategic implications. *Journal of the Academy of Marketing Science*, 38(2), 202-218. Retrieved from: <http://link.springer.com/article/10.1007/s11747-009-0153-1> (Accessed 11 September 2014)

APPENDIXES

APPENDIX A

TABLE 12. THE STATE OF THE ART FORMAT

RAE Nº	AUTHOR(S)	YEAR	TITLE	DISCIPLINARY APPROACH	RESEARCH APPROACH	OBJECTIVES	CONCLUSSIONS	EDUCATIONAL STAGE

4

Adapted from “La investigación documental: Estado de Arte y del conocimiento,” by G. Calvo, 1997, Documento de trabajo de la Maestría de Educación con énfasis en Comunidad. *Bogotá: Universidad Pedagógica Nacional*

4 From this format, the educational stage was eliminated due to the difficulties for finding the accurate educational stage of the authors at the moment of producing the paper. Instead, an additional column with the journal that published the paper was included in order to verify the quality of each paper. Furthermore, two more columns – methodology and limitations – suggested by Hoyos (2000) were added.

APPENDIX B

TABLE 13. STATE OF THE ART A⁵

RAE Nº	AUTHOR(S)	YEAR	TITLE	DISCIPLINARY APPROACH	RESEARCH APPROACH	Methodology
1	Terence A. Shimp	1984	Consumer Ethnocentrism: the Concept and a Preliminary Empirical Test	Marketing	Mixed research approach	Data were collected through waves from a consumer panel in the Carolinas, United States. 863 participants answered to a questionnaire that included measures of demographic and socio-economic variables, social class based on Hollingshead's (1949) factors, Fishbein measures (Ajzen and Fishbein 1980; Fishbein and Ajzen 1975) and Warshaw's (1980) consumption specific measures in order to test the differences between ethnocentric and non-ethnocentric consumers. Finally, to measure consumer ethnocentrism an open ended question was posed regarding respondents' views about purchasing foreign made products. The answers about consumer ethnocentrism were coded as ethnocentric or non-ethnocentric, then the groups were compared on specific disaggregated variables - beliefs, evaluations, etc. - using a Multivariate analysis - MANOVA -. Furthermore, an analysis of covariance was used to test differences based on aggregated variables such as attitudinal, cognitive structure and subjective norm variables.
2	Terence A. Shimp and Subhash Sharma	1987	Consumer Ethnocentrism: Construction and Validation of the CETSCALE	Marketing	Mixed research approach	More than 800 people were asked about the appropriateness of buying foreign made products and the answers given led to find seven dimensions of consumer's orientations towards foreign products - consumer ethnocentric tendencies, price value perceptions, self-interest concerns, reciprocity norms, rationalization of choice, restrictions-mentality and freedom of choice views- and 225 items to scale all the dimensions. Then, purification studies were conducted in order to select the reliable items that led to the elimination of 6 dimensions and the selection of 17 items to measure consumer ethnocentric tendencies - CETSCALE -. In order to test the reliability and construct validity of the CESTCALE, four studies were carried out in the USA; in which convergent, discriminant and nomological validations were conducted. Furthermore, one of the four studies - the Carolinas studies - was used to test whether consumer ethnocentric tendencies is influenced by the role of threat since it is expected that people from low socioeconomic status feel threatened by foreign competition - i.e. they are likely to have displaceable jobs -.
3	Richard G. Netemeyer, Srinivas Durvasula, and Donald R. Lichtenstein	1991	A Cross-National Assessment of the Reliability and Validity of the CETSCALE	Marketing	Quantitative research.	Business students samples from each of the four countries - US, Japan, France and West Germany - responded in their native language to the 17-item CETSCALE and other scales aiming to measure general attitude toward their home country, the importance of buying home products, attitudes toward purchasing foreign products and general attitude towards buying products from the three other countries. Moreover, they were asked to rank their preferences toward equal products from each of the four countries. Different statistical models were used to assess the dimensionality, the reliability, the discriminant validity and the nomological validity of the CETSCALE across the four countries under study.

⁵ Due to the size of the table, the state of the art has been divided into two tables: State of the art A including RAE Nº, author, year, title, disciplinary approach, research

RAE Nº	AUTHOR(S)	YEAR	TITLE	DISCIPLINARY APPROACH	RESEARCH APPROACH	Methodology
4	Joel Herche	1994	Ethnocentric Tendencies, Marketing Strategy and Import Purchase Behaviour	Marketing	Quantitative research.	Data were collected through a nationwide mail survey of computer owners. Participants were asked to state the perceived - foreign/domestic - origin of their computers, to complete the CETSCALE and to rate the importance of the marketing mix variables on their purchase using 17 items in a five-point Likert scale. A factor analysis was performed on the marketing mix measures. Then the impacts of consumer ethnocentrism and the marketing mix variables were examined using a multiple regression.
5	Subhash Sharma, Terence A. Shimp, Jeongshin Shin	1995	Consumer Ethnocentrism: A Test of Antecedents and Moderators	Marketing	Quantitative research.	The hypotheses of the study were tested in South Korea. Data were collected by mailing questionnaires to random people and distributing questionnaires through schoolchildren to their parents. The respondents were asked to rate the necessity of ten selected products consumed in Korea and their attitudes to import each of those products. Moreover, in order to measure the social-psychological variables, they used items from the collectivism/individualism scale proposed by Hui (1988), Ray's (1983) conservatism measure, Adorno et al.'s (1950) scale for patriotism, Shimp and Sharma's (1987) CETSCALE, and two more scales had to be constructed by the authors to measure cultural openness and perceived economic threat. The sample of 667 respondents was split into two samples, the first one was used to carry out an exploratory factor analysis and the second one was used to carry out a confirmatory factor analysis.
6	Linda K. Good and Patricia Huddleston	1995	Ethnocentrism of Polish and Russian consumers: are feelings and intentions related?	Marketing	Quantitative research.	947 customers from two stores - one state owned and a private one - in each of the three cities assessed - Moscow, Warsaw and Katowice - were asked to indicate perceived quality, retail price estimates, preferences for four identical men's shirts and women's sweaters only labeled with country of origin cues - Germany, U.S., China and Russia/Poland -, to complete the CETSCALE and to provide demographic information. Cronbach's alpha was used to test the reliability of the CETSCALE in both countries, providing satisfactory results. Then, t-tests were performed in order to test differences between the two countries in the CETSCALE scores and an analysis of variance was performed to evaluate the relationships between consumer ethnocentrism and demographic variables, purchase intention and store type in each country.
7	Albert Caruana	1996	The effects of dogmatism and social class variables on consumer ethnocentrism in Malta	Marketing	Quantitative research.	131 questionnaires were completed using a mail survey. They included 17-item CETSCALE, five items from Bruning et al. (1985) measuring dogmatism, questions about education, income, residence type, occupation and the ownership of cars and/or summer residences in order to assess social class. Finally, respondents were asked about their gender, age and marital status. Both scales - CETSCALE and dogmatism - were evaluated using Cronbach's alpha and factor analyses in order to test their reliability and dimensionality and validity respectively. Then, regression analyses were used in order to evaluate the relationships between consumer ethnocentrism and dogmatism, social class and other demographic variables.

RAE Nº	AUTHOR(S)	YEAR	TITLE	DISCIPLINARY APPROACH	RESEARCH APPROACH	Methodology
8	Srinivas Durvasula, J. Craig Andrews and Richard G. Netemeyer	1997	A Cross-Cultural Comparison of Consumer Ethnocentrism in the United States and Russia	Marketing	Quantitative research.	<p>A questionnaire including the 17-item CETSCALE, items about beliefs toward the home-country and other country products, a 9-item scale from Parameswaran and Yaprak (1987) regarding attitude towards their home country, attitude towards buying a foreign car and single-item scales measuring importance of buying domestic, attitude towards buying both domestic and foreign products and demographic questions was administered to student samples from the U.S. and Russia.</p> <p>In order to examine the CETSCALE's dimensionality confirmatory factor analyses were performed using covariance matrix. The reliability of the scale was tested with the coefficient alpha.</p> <p>Then, for determining the CETSCALE's discriminant validity a one-factor model, where there is a unity correlation between the CETSCALE and attitude toward home country, is compared to a two-factor model, where the CETSCALE is expected to be correlated, yet distinct to attitude toward home country.</p> <p>Finally, nomological validity is tested analyzing the CETSCALE correlations with the other measures and mean comparisons were performed using a multivariate analysis of variance.</p>
9	Linda C. Ueltschy	1998	Brand Perceptions as Influenced by Consumer Ethnocentrism and Country-of-Origin Effects.	Marketing	Quantitative research.	<p>234 adults were surveyed at grocery stores in Bogotá, Colombia using a mall-intercept technique. The survey included items from the CETSCALE (Shimp and Sharma, 1987), items of country-of-origin effects (Parameswaran and Pisharodi 1994) and questions that asked about the brand familiarity, perceived similarity and buying intentions toward two similar brands of cookies- one domestic brand and an American one -. Participants responded to the same questions, before and after receiving information about the origin of the product and its attributes and tasting both brands of cookies.</p> <p>An analysis of variance - ANOVA - was used to measure the differences among Colombian consumers according to demographic variables and t-tests were performed to determine whether country of origin effects lessen after product information is received.</p>
10	Jill Gabrielle Klein and Richard Ettenson	1998	Consumer animosity and consumer ethnocentrism: An analysis of unique antecedents	Marketing	Quantitative research.	<p>A representative sample of U.S. voters responded to a survey including items from the CETSCALE and consumer animosity towards Japan. Moreover, other variables were measured: education, income, occupation and membership to unions regarding socioeconomic status; respondents' financial situation and country's economic performance relative to one year ago; prejudice towards Asians; patriotism and demographics.</p> <p>Two regression models - one for each dependent variable, consumer ethnocentrism and consumer animosity - were performed using logit regression in order to examine each construct antecedents.</p>

RAE Nº	AUTHOR(S)	YEAR	TITLE	DISCIPLINARY APPROACH	RESEARCH APPROACH	Methodology
11	Ko de Ruyter, Marcel van Birgelen, Martin Wetzels	1998	Consumer ethnocentrism in international services marketing	Marketing	Quantitative research.	This study was mainly a replication of Sharma's et al. (1995) work to the services sector; however it contains two additional factors: social desirability and service employees. Participants from eight Dutch cities responded to a questionnaire including items from Levinson's (1950) patriotism scale, six items from Ray's (1983) conservatism scale, several items from Hui's (1988) collectivism scale, the 17 item version of the CETSCALE, two self-developed scales to measure cultural openness and perceived economic threat and ten items from Crowne & Marlowe (1964) to measure social desirability. Furthermore, the questionnaire included a set of ten different services provided in the Netherlands - public transport, banking services, express delivery services, air travel, travel agencies, railroad services, telecommunications, mail services, medicine supply and public utilities - to be rated according to its perceived necessity and attitudes toward using a foreign provider. For the data analysis, descriptive statistics was used to provide an insight into the sample; then reliability tests were performed providing satisfactory results. For testing the hypothesis, correlation analysis, t-tests, ANOVA and regression models were used.
12	Orsay Kucukemiroglu	1999	Market segmentation by using consumer lifestyle dimensions and ethnocentrism: An empirical study	Marketing	Quantitative research.	Data were collected through a self-administered questionnaire completed by a sample of 532 Turkish citizens intercepted on the streets of Istanbul. The questionnaire included 56 items about activities, interest and opinions aiming to identify consumers' lifestyles; questions about household decision making; the CETSCALE; perceptions of foreign countries' products and demographic and socioeconomic questions. Cronbach's alpha and factor analysis were performed to assess the reliability of the measures. Then, a Pearson's correlation analysis was used to test the relationships between lifestyle factors and consumer ethnocentrism. Finally, a cluster analysis using pseudo F-ratio, cubic clustering criteria and standard deviation within cluster criteria was performed in order to identify consumer clusters within Turkish consumers.
13	G. Tomas M. Hult, Bruce D. Keillor and Barbara A. Lafferty	1999	A Cross-National Assessment of Social Desirability Bias and Consumer Ethnocentrism	Marketing	Quantitative research.	Comparable samples from the U.S., Japan and Sweden were asked to complete the 17-item CETSCALE and Crowne and Marlowe Social Desirability Test (1960, 1964). Afterwards, the dimensionality of the CETSCALE was tested using a confirmatory factor analysis with LISREL and the model fits were evaluated with DELTA2 index (Bollen, 1989) and the relative noncentrality index (McDonald and Marsh, 1990). Then, the convergent validity of the CETSCALE was examined using parameter estimates and their associated t-values. Discriminant validity was assessed examining the correlations and variances between the CETSCALE and the social desirability scale. Finally, each sample was divided into two groups according to their level of social desirability bias and then their CETSCALE scores were compared.
14	Rajeev Batra, Venkatram Ramaswamy, Dana L. Alden, Jan-Benedict E. M. Steenkamp and S. Ramachander	2000	Effects of Brand Local and Nonlocal Origin on Consumer Attitudes in Developing Countries	Marketing, Psychology	Quantitative research.	Data were collected by a market reasearch company in Bombay and Delhi (India), using personal at-home interviews. The questionnaire included items about demographics, attitudes, psychographics, consumer ethnocentrism, susceptibility to normative influence and admiration of lifestyles in economically developed countries. Each respondent also answered product familiarity and brand questions regarding two products - which were rotated across questionnaires from a set of eight products - and three brands per product - which also were rotated from a set of four brands per product with local, nonlocal and hybrid origins -. For the data analysis a linear regression of consumers' brand attitudes as a function of different variables was performed.

RAE Nº	AUTHOR(S)	YEAR	TITLE	DISCIPLINARY APPROACH	RESEARCH APPROACH	Methodology
20	Jay D. Lindquist, Irena Vida, Richard E. Plank, Ann Fairhurst	2001	The modified CETSCALE: validity tests in the Czech Republic, Hungary, and Poland	Marketing	Quantitative research.	The 10 item version of the CETSCALE suggested by Shimp and Sharma (1987) was administered to university student samples from Poland, Hungary and the Czech Republic. A confirmatory factor analysis procedure was used to test the fit of the 10 item CETSCALE in each country's sample and the composite reliability and t-tests were used to prove the convergent validity of the modified scale.
21	Jill Gabrielle Klein	2002	Us versus Them, or Us versus Everyone? Delineating Consumer Aversion to Foreign Goods	Marketing	Quantitative research.	Data were collected through a survey administered to a sample of 202 respondents from a nationwide panel of 500.000 households. Respondents were asked about four constructs: Japanese product quality, preference for Japanese products relative to products from other countries - the U.S. and South Korea -, consumer ethnocentrism and animosity towards Japan. Hypothesis related to the aforementioned constructs were tested using structural equation modeling. For determining the discriminant validity of the constructs correlations results were compared when correlation was constrained to 1 and when it was unconstrained.
22	Erdener Kaynak and Ali Kara	2002	Consumer perceptions of foreign products: An analysis of product-country images and ethnocentrism	Marketing	Quantitative research.	A questionnaire via personal interviews, which included 56 activities, interests and opinions statements, the 17-item CETSCALE, questions related to perceptions of products from Japan, USA, Russia and China and two regions - Western and Eastern Europe - and a set of questions regarding demographic and socioeconomic information was administered to 240 respondents from the city of Konya in Turkey. The 56 AIO statements were factor analyzed in order to identify consumer lifestyles among Turkish. The CETSCALE was subject to a reliability analysis and then, a Pearson correlation analysis was used to examine the relationships between the CETSCALE and the identified lifestyle patterns. Moreover, a K-means cluster analysis was performed to identify possible market segments within the Turkish market. Finally, an ANOVA was used for examining the country-of-origin perceptions regarding the four countries and two regions assessed.
23	Aviv Shoham and Maja Makovec Brenčič	2003	Consumer Ethnocentrism, Attitudes, and Purchase Behavior: An Israeli Study	Marketing	Quantitative research.	Data were collected through a structured questionnaire filled out by 137 Israeli consumers. The questionnaire included the 17-item version of the CETSCALE, five items aiming to measure attitudes toward local products, percentages of purchases of local products over the last ten purchases and demographic items. Regression models were used to test the influence of CE and attitudes toward local products and income on the purchase percentages of local products from a set of ten different products.
24	Chandrama Acharya and Greg Elliott	2003	Consumer Ethnocentrism, Perceived Product Quality and Choice An Empirical Investigation	Marketing	Quantitative research.	248 questionnaires were completed by graduate students in Australia using a mail survey. Measures included consumer ethnocentrism and a "full-profile conjoint analysis" to assess the country of design and country of assemble effects and home country bias. Moreover, respondents were provided with price and brand information for three product categories varying in levels of involvement. CETSCALE's psychometric properties were tested using Cronbach's alpha and factor analysis.

RAE Nº	AUTHOR(S)	YEAR	TITLE	DISCIPLINARY APPROACH	RESEARCH APPROACH	Methodology
25	Wei-Na Lee, Ji-Young Hong and Se-Jin Lee	2003	Communicating with American consumers in the post 9/11 climate: an empirical investigation of consumer ethnocentrism in the United States	Marketing	Quantitative research.	An online survey was fully completed by a sample of 336 internet users. The survey measured patriotism, nationalism and internationalism using Kosterman and Feshbach's (1989) scales and consumer ethnocentrism with the 17-item CETSCALE. Then, a descriptive statistical analysis was performed, followed by a hierarchical regression model in order to examine the combined impact of the aforementioned constructs on consumer ethnocentrism besides the demographic variables. Finally, linear regressions were used to measure the impact of each construct and demographic variable on consumer ethnocentrism.
26	George Balabanis, Adamantios Diamantopoulos	2004	Domestic Country Bias, Country- of-Origin Effects, and Consumer Ethnocentrism: A Multidimensional Unfolding Approach	Marketing	Quantitative research.	465 participants were asked to complete a survey using a drop and collect method. They were asked to rank their country-of-origin preferences regarding eight different products - a ranking for each product category -. The selected countries for the study are: United Kingdom - home country -, United States, France, Germany, Japan and Italy; and the product categories are: cars, food products, TV sets, toiletries, fashion wear, toys, do-it-yourself equipment and furniture. Furthermore, consumer ethnocentrism was measured using the 10 item version of the CETSCALE; demographic information was demanded; country's competitiveness was retrieved from the WEF rankings and cultural similarity was measured using the composite cultural distance index. When analyzing the collected data, descriptive statistics and a multidimensional unfolding approach were used to identify preferences towards domestic or foreign products and to examine the impact of consumer ethnocentrism on preferences patterns. Moreover, countries were ranked according to their competitiveness and cultural similarity scores and then, the respondents' preference rankings were correlated with their CETSCALE scores in order to test whether country specific features affect consumer ethnocentrism.
27	Edwin J. Nijssen and Susan P. Douglas	2004	Examining the animosity model in a country with a high level of foreign trade	Marketing	Quantitative research.	A sample of 219 consumers randomly selected on the streets of Nijmegen (Netherlands) answered to a questionnaire including seven items from the CETSCALE, evaluation of foreign products and measures of economic and war animosity from Klein et al. (1998), foreign travel and demographic questions which were used as control variables. The sample was divided into two subsamples and each of them answered to the questionnaire regarding two product categories: TVs - with a domestic and a German option - and cars - with only German options -. Confirmatory factor analyses were performed in order to test the internal consistency of the constructs. Then, correlation coefficients were analyzed to test existing relationships among the constructs and finally, multigroup analysis and t-tests were used to examine the differences between the aforementioned product categories.
28	Anupam Bawa	2004	Consumer Ethnocentrism: CETSCALE Validation and Measurement of Extent	Marketing	Quantitative research.	Participants belonging to three different socio-demographic groups - materials management professionals, university students and secondary school students - responded to the 17-item version of the CETSCALE and also to a pseudopatriotism scale, an image of home country scale and two more scales to measure beliefs about domestic and foreign products, which were used to test the divergent and nomological validity of the CETSCALE. Exploratory and confirmatory factor analysis were used to test the dimensionality of the CETSCALE; coefficient alpha was used to test the reliability of the scale and correlations analysis were conducted to test the divergent and nomological validity of the construct. Furthermore, ANOVA was used to test the relationships of consumer ethnocentrism with demographic variables and the CETSCORES of this study were compared with CETSCORES of previous studies carried out in different countries.

RAE N°	AUTHOR(S)	YEAR	TITLE	DISCIPLINARY APPROACH	RESEARCH APPROACH	Methodology
29	Rajshekhkar G. Javalgi, Virginie Pioche Khare, Andrew C. Gross, Robert F. Scherer	2005	An application of the consumer ethnocentrism model to French consumers	Marketing	Quantitative research.	They define hypothesis based on the variables stated as antecedents by Shimp, Sharma and Shin (1995) and concerns about the exporting country's attributes. These variables include demographic, socio-psychological and moderating factors. 106 questionnaires were completed by mall shoppers in the city of Troyes; they included items from the CETSCALE, questions about demographics, validated items to measure the socio-psychological factors and questions about the necessity and likelihood to purchase three products - cars, televisions and computers - from three different countries - Germany, United States and Japan - . A descriptive statistical analysis is then conducted to determine the influence of consumer ethnocentrism on purchase intentions.
30	Boonghee Yoo and Naveen Donthu	2005	The Effect of Personal Cultural Orientation on Consumer Ethnocentrism: Evaluations and Behaviors of U.S. Consumers Toward Japanese Products	Marketing	Quantitative research.	213 questionnaires were completed by a sample of U.S.-born consumers who answered to questions measuring Hofstede's five cultural dimensions, consumer ethnocentrism, perceived quality, purchase intentions and ownership of Japanese products. The measures were examined using exploratory factor analysis, Cronbach's alpha and confirmatory factor analysis in order to test the scales' items, reliability and unidimensionality. A structural equation model was then conducted in order to assess the constructs' correlations and effects on consumer ethnocentrism.
31	Mahesh N. Shankarmahesh	2006	Consumer ethnocentrism: an integrative review of its antecedents and consequences	Marketing	Qualitative research	Comprehensive review of works on consumer ethnocentrism to date.
32	Hamin and Greg Elliot	2006	A less-developed country perspective of consumer ethnocentrism and "country of origin" effects: Indonesian evidence	Marketing	Quantitative research.	Data were collected using a structured questionnaire that was administered to a sample of 547 participants with face to face interviews in Indonesia. Respondents had previously purchased color television and had travelled by international airlines, they were asked about demographics, the CETSCALE and questions regarding their perceptions and purchase intentions toward the aforementioned products. Then a conjoint analysis was used in order to compare judgements of product attributes between ethnocentric and non-ethnocentric consumers.
33	Peeter W. J. Verlegh	2007	Home Country Bias in Product Evaluation: The Complementary Roles of Economic and Socio-Psychological Motives	Sociology	Quantitative research.	Two studies were carried out. For the first study, 186 usable questionnaires were collected by mail in the Netherlands, they included questions evaluating apples and tomatoes, and refrigerators and CD-players from three countries: the Netherlands, France and Germany. Moreover, measures of willingness to buy, national identification, consumer ethnocentrism and demographics were demanded. The measurements were subject to confirmatory factor analysis and composite reliability tests in order to examine their validity and reliability. Then, in order to evaluate willingness to buy and the effects of consumer ethnocentrism and national identification regression models were used. The second study was carried out with a sample of 103 students from the University of Colorado in the U.S. Participants answered to a questionnaire including items about quality perceptions of Japanese and American cars, preferences for such products, national identification, consumer ethnocentrism and demographics. Confirmatory factor analysis and composite reliability tests were then performed to evaluate validity and reliability. A structural model was used to examine the study's hypothesis.

RAE Nº	AUTHOR(S)	YEAR	TITLE	DISCIPLINARY APPROACH	RESEARCH APPROACH	Methodology
34	George Chrysochoidis, Athanassios Krystallis and Panagiotis Perreas	2007	Ethnocentric beliefs and country-of-origin (COO) effect: Impact of country, product and product attributes on Greek consumers' evaluation of food products	Marketing	Quantitative research.	A questionnaire was completed through personal interviews by a sample of 274 Greek consumers. The questionnaire included evaluation criteria items adapted from Steptoe et al. (1995) aiming to evaluate Dutch beer, Italian Ham and Dutch cheese attributes versus domestic options for the same products; the 17 item version of the CETSCALE, questions about purchasing habits for Italian and Dutch food products in general and demographic characteristics. For the data analysis, descriptive statistics, exploratory and confirmatory factor analysis and hierarchical clusters analysis were used.
35	John E. Spillan, Orsay Kucukemiroglu and César Antúnez de Mayolo	2007	Profiling Peruvian Consumers' Lifestyles, Market Segmentation, and Ethnocentrism	Marketing	Quantitative research.	Data were collected through a self-administered questionnaire using a drop-off/pick-up method in two major cities of Peru. The questionnaire included items about lifestyle, household decision-making process, consumer ethnocentrism, opinions about purchasing foreign products and demographic and socio-economic information. A factor-analysis was used in order to understand the Peruvians' lifestyle dimensions; a Cronbach-alpha coefficient was used to test the 17 item version of the CETSCALE and Pearson correlations were used to determine the relationship between demographic variables and lifestyle dimensions and consumer ethnocentrism.
36	Heiner Evanschitzky, Florian v. Wangenheim, David Woisetschlager and Markus Blut	2008	Consumer ethnocentrism in the German market	Marketing	Quantitative research.	This study is a replication and extension of Balabanis and Diamantopoulos' (2004) work. For this case, the home country was Germany and the foreign COOs were the USA, France, the UK, Japan and Italy. Moreover, 14 product categories that summarize 86.77% of German private households' consumption were assessed: cars, food products, TV sets, toiletries, fashion wear, toys, do-it-yourself equipment, furniture, pharmaceutical products, shoes and leather goods, textiles, electronic products, packaged food and fresh food. 674 questionnaires were completed using the drop off and collect method. Respondents were asked to rank the six countries in each product category and to complete the 10-item CETSCALE. Cultural similarity and economic competitiveness were measured with the cultural distance index and data from the WEF respectively. In order to identify consumers' preference patterns for both domestic and foreign products descriptive statistics was used; then a multidimensional unfolding analysis was conducted for examining the full set of rankings and an ordered logit analysis was performed to further test the hypothesis.
37	George Balabanis and Adamantios Diamantopoulos	2008	Brand Origin Identification by Consumers: A Classification Perspective	Marketing	Quantitative research.	Data were collected through a self-administered survey using a drop and collect method in households from a British city. Respondents were asked to indicate the COO of 13 microwave ovens brands, then using descriptive statistics COO identification performance and dominance were measured. Moreover, the study included questions regarding consumer involvement with the product category, consumer ethnocentrism, brand evaluations, country familiarity, and brand name incongruence which was evaluated by a panel of 13 judges. For the data analysis, were also used t-paired tests ANOVA and regression models.

RAE Nº	AUTHOR(S)	YEAR	TITLE	DISCIPLINARY APPROACH	RESEARCH APPROACH	Methodology
38	Mark Cleveland, Michel Laroche and Nicolas Papadopoulos	2009	Cosmopolitanism, Consumer Ethnocentrism, and Materialism: An Eight-Country Study of Antecedents and Outcomes	Marketing	Quantitative research.	A survey that included a nine-item version of Richard and Dawson's (1992) material value scale, a four-item version of the CETSCALE, a new developed eight-item scale to measure cosmopolitanism and 48 items inquiring into consumer behaviors related to food/beverage consumption, electronics and communication devices, appliances and luxury products was administered to respondents from eight countries - Canada, Mexico, Chile, Sweden, Greece, Hungary, India and South Korea -. The data analysis was initially conducted using exploratory factor analysis, which led to the elimination of four items. Then, a multigroup confirmatory factor analysis was performed to test the structural cross-cultural equivalence and metric invariance analysis.
39	Edwin J. Nijssen and Hester van Herk	2009	Conjoining International Marketing and Relationship Marketing: Exploring Consumers' Cross-Border Service Relationships	Marketing	Quantitative research.	A structured questionnaire was administered via telephone interviews to 160 German consumers who had a bank account for asset management in a large Dutch bank with branches close to the Dutch-German border. The measures included customer loyalty, satisfaction, expectations about the foreign provider, economic value, beliefs about foreign industry, perceived tax benefit and five items from the CETSCALE to measure consumer ethnocentrism. The scales' reliability and validity were tested using descriptive statistics, composite reliability and Fornell and Lacker's (1981) test. Then, PLS estimates were obtained in order to examine the structural equation model. For both procedures, SmartPLS 2.0 software was used.
40	Lianxi Zhou, Zhiyong Yang and Michael K. Hui	2010	Non-local or local brands? A multi-level investigation into confidence in brand origin identification and its strategic implications	Marketing	Quantitative research.	A pre-test was initially conducted with a student sample in order to examine the new construct of confidence in brand origin - CBO - and its relation with perceived brand foreignness. Then, another student sample was administered a questionnaire that included questions about three - domestic and foreign - brands for six product categories; brand value; perceived brand foreignness and CBO. Furthermore, consumer ethnocentrism, local brand bias, familiarity and gender were used as control variables. Regarding the data analysis, a structural equation modeling was performed using the MPlus software.
41	Nadia Huitzilín Jiménez and Sonia San Martín	2010	The role of country-of-origin, ethnocentrism and animosity in promoting consumer trust. The moderating role of familiarity.	Marketing	Quantitative research.	202 questionnaires were completed by a sample from the Spanish region of Castilla and León. In order to measure the studied constructs, previously validated scales were used, including items to examine reputation of firms associated to a COO, trust, consumer ethnocentrism - CETSCALE -, animosity and familiarity. The country of origin and product assessed are respectively Korea and automobiles. Univariate, bivariate and factor analysis were used to test the dimensionality and validity of the data. Cronbach alpha, composite reliability coefficient and extracted variances were calculated to test the reliability of the scales. For testing the hypothesis a structural equation analysis was performed.
42	T. S. Chan, Kenny K. Chan and Lai-cheung Leung	2010	How Consumer Ethnocentrism and Animosity Impair the Economic Recovery of Emerging Markets	Marketing	Quantitative research.	Data were collected from a student sample in Hong Kong. Participants responded to questions regarding four constructs: consumer ethnocentrism, consumer animosity, country image and product image for products from Vietnam or India - each respondent was only assigned one of these two countries -; moreover, familiarity was also included in the survey. For the data analysis, structural equation modeling and maximum likelihood estimation procedures were used to examine the relationships among the aforementioned constructs. Furthermore, confirmatory factor analysis and analysis of variances were performed to test the reliability and validity of the constructs.

RAE Nº	AUTHOR(S)	YEAR	TITLE	DISCIPLINARY APPROACH	RESEARCH APPROACH	Methodology
43	Yu-An Huang, Ian Phau, Chad Lin	2010	Effects of Animosity and Allocentrism on Consumer Ethnocentrism: Social Identity on Consumer Willingness to Purchase	Marketing	Quantitative research.	Four product categories - liquor, TV sets, cellphones and cars - with Taiwanese and Japanese alternatives were selected by a focus group of 15 Taiwanese consumers. Then 434 adults from Taiwan completely answered to a questionnaire including items to assess product quality comparison, willingness to purchase Japanese products, consumer animosity towards Japan, 13 items from the CETSCALE and questions about allocentrism toward friends. Confirmatory factor analysis and alpha analysis were performed in order to test the validity and reliability of the constructs. Finally, a Structural Equation Modeling was used to test the hypothesis.
44	R. Stephen Parker, Diana L. Haytko and Charles M. Hermans	2011	Ethnocentrism and Its Effect on the Chinese Consumer: A Threat to Foreign Goods?	Marketing	Quantitative research.	An online survey which included items about consumer ethnocentrism, COO, product judgement, willingness to buy and animosity was administered to a group of 367 Chinese college students enrolled at a branch campus of an American university located in China. For the data analysis, descriptive statistics and Chi-square tests were used.
45	Nicolas Hamelin, Meriam Ellouzi and Andrew Canterbury	2011	Consumer Ethnocentrism and Country-of-Origin Effects in the Moroccan Market	Marketing	Quantitative research.	Data were collected using a structured questionnaire that was administered with a face to face interview to respondents from four Moroccan cities: Fes, Casablanca, Rabat and Meknes. The questionnaire demanded information about socio-demographic information, product attributes perceptions of a set of four products - juice, jeans, cars and shampoo - with domestic and foreign country origins and included the 17 item version of the CETSCALE. Linear regressions and analysis of variance were used to test the effect of socio-demographics, product attributes and country of origin on consumer ethnocentrism scores.
46	Xiaogang Bi, Sailesh Gunensee, Robert Hoffmann, Wendy Hui, Jeremy Lerner, Qing-Ping Ma and Frauke Mattison Thompson	2012	Chinese consumer ethnocentrism: A field experiment	Marketing, Psychology	Quantitative research.	Experimental surveys were administered to Chinese consumers using the mall intercept method in the city of Ningbo; they were given two similar products in three product pairs - food, clothing and consumer electronics -, one fully chinese and one fully foreign. Moreover, foreign and Chinese charity donations were used as a fourth choice in order to avoid quality assessments that were used as a benchmark to compare choices in the previous product categories. They also received information about the product: price - it was the same for both products -, particular features of each product like color, flavour, materials, etc; and the origin of the product - they were given two choices with no origin specified as the control condition and two options stating the origin as Chinese or simply foreign as the treatment condition -. Once they had made their choice, they answered questions about demographics and socio-psychological variables that have been identified as consumer ethnocentrism antecedents.
47	M. Sukru Akdogan, Sevki Ozgener, Metin Kaplan and Aysen Coskun	2012	The Effects of Consumer Ethnocentrism and Consumer Animosity on the Re-purchase Intent: the Moderating Role of Consumer Loyalty	Marketing	Quantitative research.	A number of 208 Turkish consumers from the province of Nevsehir provided usable questionnaires that contained the 17 item version of the CETSCALE, an eight item from Klein et al. (1998) to measure animosity, a nine item scale adapted from Taylor et al. (2004) to measure customer loyalty, and a four item scale to measure repurchase intent - the dependent variable - adapted from Zeithaml et al. (1996), Cronin et al. (2000), Wang et al. (2004) and Pavlou (2003). For the data analysis, the authors used descriptive statistics, correlation analysis and hierarchical regressions.

RAE Nº	AUTHOR(S)	YEAR	TITLE	DISCIPLINARY APPROACH	RESEARCH APPROACH	Methodology
48	Yuliya Strizhakova, Robin A. Coulter and Linda L. Price	2012	The young adult cohort in emerging markets: Assessing their glocal cultural identity in a global marketplace	Marketing	Quantitative research.	Two studies were carried out in Russia and in Russia and Brazil. In the first study, 250 students from a Russian university completed a survey measuring beliefs in global citizenship through global brands, consumer ethnocentrism - five CETSCALE items -, nationalism, consumer involvement with brands, use of global and local brands as quality and self-identity signals, and demographic variables. Cluster analysis was used to evaluate glocal cultural identity by segmenting respondents based on their global-local cultural identity beliefs scores and ANOVA and MANOVA were used to examine how they correlate with the other constructs. The second study was carried out a year later in universities of Russia and Brazil, the same constructs of the first study were measured adding a question asking if participants had purchased/owned products in ten categories, if answered positively they were also asked to mention the brand of the product in order to determine global and local brand purchases. Similar procedures to those of the first study were conducted in order to analyze the data.
49	Vivian Iara Strehlau, Mateus Canniatti Ponchio, Eduardo Loebel	2012	An Assessment of the consumer ethnocentric scale (CETSCALE): evidences from Brazil	Marketing	Quantitative research.	Two quantitative surveys were conducted in schools, universities, companies and other public environments of the city of Sao Paulo. The first survey included questions about demographics and the 17 items of the CETSCALE while the second survey was used as a validating data set. Also, it included the 10 item version of the CETSCALE and was completed by young people with high income. Exploratory data analysis methods are used to identify the relationships among the demographic variables and consumer ethnocentrism.
50	John E. Spillan, Talha Harcar	2012	Chilean Consumers Ethnocentrism Factors and Their Perception Regarding Foreign Countries Products	Marketing	Quantitative research.	602 random participants from three big Chilean cities - Chillan, Talca and Santiago - were contacted at their homes, at work or on the street to fill out a self administered questionnaire using a drop-off/pick-up method. The survey included items from the CETSCALE and Marcoux's dimensions (1997) of consumer ethnocentrism; opinions about reliability, durability, quality, brand names among others, of products from China, the USA, the European Union and Japan; and questions of demographics and socio-economic information. In order to conduct the data analysis, descriptive statistics was used on Chilean consumers' perception to the aforementioned countries' products, then a measurement model was constructed and tested using five dimensions of products -appearance, reliability, materials, maintenance service and recognized brand names - for each country. Moreover, a confirmatory factor analysis is used to validate the construct for each country. Finally they analyzed and tested the relationships among the measured variables.
51	Vilte Auruskeviciene, Donata Vianelli and James Reardon	2012	Comparison of consumer ethnocentrism behavioural patterns in transitional economies	Marketing	Quantitative research.	Data were collected from a student sample of 3251 respondents from 13 countries - transitional Eastern European countries and Western European countries -. The assessed measures include cosmopolitanism, national identity, a six item version of the CETSCALE, domestic purchase behavior and foreign purchase behavior. Confirmatory factor analysis, Phi Matrix and composite reliability analysis were used in order to test the validity and reliability of the scales. Then, a structural equation modeling was used for testing the hypothesis.
52	Moritz Botts	2012	The Ethnocentrism Paradox – Does a Higher Level of Development of a Country lead to more Consumer-Ethnocentrism?	Marketing	Quantitative research.	An online six item version of the CETSCALE was administered to a sample of university students from Bulgaria, Serbia and Slovenia, which are three countries with different economic and culture development stages in Southeastern Europe. Then Cronbach's alpha was used for testing the scale and descriptive statistics was used for testing the hypothesis.

RAE N°	AUTHOR(S)	YEAR	TITLE	DISCIPLINARY APPROACH	RESEARCH APPROACH	Methodology
53	Yan Li and Hongwei He	2013	Evaluation of international brand alliances: Brand order and consumer ethnocentrism	Marketing	Quantitative research.	260 consumers from an English Language School in Taiwan were divided into two groups and were given a questionnaire assessing a fictitious international brand alliance between two real beverage brands Heineken - foreign brand - and Uni-President - native brand -, which would produce beer-flavored tea. The first group answered questions relative to the Heineken- Uni-President brand alliance and the second group answered the same questions relative to Uni-President-Heineken brand alliance. The first part of the questionnaire measured brand attitudes towards both Heineken and Uni-President, then demographic questions and the CETSCALE - 10 item version - were measured and finally respondents were asked about attitudes toward the respective brand alliance, brand-specific fit and between-brand fit. Moreover product involvement was also measured as a control variable. The authors used confirmatory factor analysis for testing the scales' validity and hierarchical multiple regression models for testing the hypothesis.
54	Audra I. Mockaitis, Laura Salciuviene and Pervez N. Ghauri	2013	On What Do Consumer Product Preferences Depend? Determining Domestic versus Foreign Product Preferences in an Emerging Economy Market	Marketing	Quantitative research.	330 respondents from Lithuania answered to a survey including the CETSCALE, evaluation of importance placed on different product attributes for different product categories, evaluations of the same product categories according to their country of origin - seven developed countries and six developing countries plus Lithuania - and demographic questions. Concerning the data analysis, t-Tests were conducted to test the demographic variables and preferences for country of origin and other attributes comparing ethnocentric and non-ethnocentric consumers, a linear model was used to measure CE effects on product attributes and cluster analysis was also used for identifying consumers clusters within Lithuania.
55	Wanhsiu Sunny Tsai, Jinnie Jinyoung Yoo and Wei-Na Lee	2013	For Love of Country? Consumer Ethnocentrism in China, South Korea, and the United States	Marketing	Quantitative research.	Data were collected through a web survey administered to a nonstudent adult sample from consumer panels in the USA, China and South Korea. Participants responded to the 17 item CETSCALE, demographic questions and were also asked to rank products manufactured in the USA, China, South Korea, Japan, Germany and Italy regarding four product categories - car, apparel, laptop and microwave-. CETSCALE's reliability was tested using Cronbach's alpha for each sample, then the results were computed and compared in order to assess the degree of consumer ethnocentrism in the studied countries. For testing the hypothesis, ordered logit analysis were conducted.
56	Wan-Hsiu (Sunny) Tsai, Wei-Na Lee and Young-A Song	2013	A Cross-Cultural Study of Consumer Ethnocentrism between China and the U.S.	Marketing	Quantitative research.	Web-based surveys were administered to nonstudent samples from online consumer panels in the U.S. and China. The survey included items from Kosterman and Feshbach's (1989) scales to measure patriotism, nationalism and internationalism and the 17 item version of the CETSCALE. The first step in the data analysis was to test the reliability of the constructs, which was accomplished using Cronbach's Alpha. Then, descriptive statistics was used to compare the results from both countries and a hierarchical regression procedure was used to test the combined impact of patriotism, nationalism and internationalism and demographic factors on consumer ethnocentric tendencies.

RAE Nº	AUTHOR(S)	YEAR	TITLE	DISCIPLINARY APPROACH	RESEARCH APPROACH	Methodology
57	Jiaxun He, Cheng Lu Wang	2014	Cultural identity and consumer ethnocentrism impacts on preference and purchase of domestic versus import brands: An empirical study in China	Marketing	Quantitative research.	A questionnaire including measures of cultural identity, consumer ethnocentrism, brand equity and demographic variables was administered to samples from five major Chinese cities. They were also asked to rate their preference for domestic vs. foreign brands of a certain product - it could be shampoo, athletic shoes, cellphones and bottled water - and to recall their domestic and import purchases for each product during the previous year. Exploratory and confirmatory factor analysis were performed in order to test the fit of the items; then, regression models were used to test preference and purchase for domestic and foreign brands.
58	Selima Ben Mrad, Tamara F. Mangleburg and Michael R. Mullen	2014	Do Consumers Forgive? A Study of Animosity in the MENA Region	Marketing	Quantitative research.	A questionnaire using the mall intercept method was administered to samples from Lebanon, a country holding animosity towards Israel and the US, and Tunisia, which had a more neutral position. The measures included the 10-item CETSCALE, product judgment based on different attributes, willingness to buy, animosity towards the US, anger expression, punishment and self-enhancement. Constructs' validity and reliability were tested using confirmatory factor analysis, variances comparisons with correlations between constructs and invariance tests. Then, the structural model's fit was evaluated and hypotheses tested.
59	Zuhal Cilingir and Cigdem Basfirinci	2014	The Impact of Consumer Ethnocentrism, Product Involvement, and Product Knowledge on Country of Origin Effects: An Empirical Analysis on Turkish Consumers' Product Evaluation	Marketing	Quantitative research.	Data were collected using a mall intercept method in Istanbul, Turkey. An experimental 2x2x2 factorial design was used; Japan vs Turkey; low vs high product involvement and low vs high product knowledge. Respondents were asked about their country-of-origin image perceptions for each country, consumer ethnocentrism - the CETSCALE -, product involvement, product knowledge - objective and subjective - and product evaluation. The scales' consistencies and validity were tested using confirmatory factor analysis and Cronbach's alpha. For measuring the effects and correlations of the aforementioned variables, two-way and three-way ANOVAs were used.
60	Zhongqi Jin, Richard Lynch, Samaa Attia, Bal Chansarkar, Tanses Gülsoy, Paul Lapoule, Xueyuan Liu, William Newburry, Mohamad Sheriff Nooraini, Ronaldo Parente, Keyoor Purani, Marius Ungerer	2014	The relationship between consumer ethnocentrism, cosmopolitanism and product country image among younger generation consumers: The moderating role of country development status	Marketing	Quantitative research.	A questionnaire with a four item version of the CETSCALE - used in previous studies -, items to measure cosmopolitanism adapted from Cleveland et. al (2009) and a scale developed by Roth and Romeo (1992) to measure product-country image was administered to student university samples - between 18 and 45 years old - from three developed countries - France, the United Kingdom and the United States - and eight developing countries - China, India, Turkey, Egypt, Brazil, Malaysia, Mauritius and South Africa - . They were also asked about their perceptions of home country products and then were given a list of 18 countries that account for 75 percent of world's GDP, from which they should select the one country with which they were most familiar and respond about their perceptions of that country's products. In order to conduct the data analysis AMOS 21 software was used; exploratory and confirmatory factor analysis and variances analysis were used to test the reliability and validity of the measurements across the eleven countries being studied. The hypothesis were then tested using path coefficient analysis and a test of the differences in the magnitude of effect between consumers from developed and developing countries.

Source: Own construction

TABLE 14. STATE OF THE ART B

RAE Nº	OBJECTIVES	CONCLUSIONS AND RESULTS	LIMITATIONS	JOURNAL
1	To address different questions regarding consumer ethnocentrism: who are consumer ethnocentrics, what are their identifying characteristics and how do they differ from non ethnocentric consumers?	As mentioned before, the sample was divided into two groups: ethnocentric and non-ethnocentric consumers. Regarding their backgrounds, consumer ethnocentrics exhibited a lower income, education and social class compared to non-ethnocentrics. Moreover, their position about purchasing foreign automobiles was that it hurts the country, the domestic economy and fellow citizens whereas non ethnocentrics held more favorable beliefs, attitudes and intentions toward foreign automobiles.	The use of a single open-ended question to measure consumer ethnocentrism.	Advances in Consumer Research
2	To develop a psychometrically rigorous scale for measuring the new concept of consumer ethnocentrism.	Introduction of the concept of consumer ethnocentrism as "the beliefs held by American consumers about the appropriateness, indeed morality, of purchasing foreign- made products" and the CETSCALE as a tool to measure consumer ethnocentric tendencies in America. The mean CETSCALE scores for Detroit, Carolinas, Denver and Los Angeles were respectively 68.58, 61.28, 57.84 and 56,62. The role of threat exhibits a significant role in accentuating consumer ethnocentric tendencies, the more threatened consumers have higher scores in the CETSCALE. Consumer ethnocentric tendencies can provide information about the use of made-in-America and buy-American for marketing strategies and campaigns.	The concept of consumer ethnocentrism and the CETSCALE are limited to the American society. It is necessary to study whether the CETSCALE scores vary according to demographic and socioeconomic variables.	Journal of Marketing Research
3	To examine the cross-national psychometric properties of the CETSCALE with samples from the US, Japan, France and West Germany.	A strong support for the CETSCALE's reliability and factor structure - dimensionality - was found across the four countries. The nomological validity results are not as strong as the dimensionality ones, but the correlations of the CETSCALE with attitudinal, belief and ranking variables still provide nomological validity. The CETSCALE was found to be a reliable and valid measure across the four countries.	The samples used for the study only included young business students and were of a small size.	Journal of Marketing Research
4	To investigate the impact of product origin on actual purchase decisions. To examine how origin bias influence the marketing mix components. To examine the relationship between consumer ethnocentrism and marketing strategy.	No differences were found in the importance of the marketing mix variables between domestic and imported products, however, these results are moot since none of the regression coefficients was statistically significant. On the other hand, consumer ethnocentrism was found to play a more important role in import buying decision than the marketing mix variables.	"The unit of actual resource measurement for each of the variables was not the same" and there was no control in the study.	International Marketing Review
5	To explain the role and nature of consumer ethnocentrism. To specify the factors that moderate the effect of ethnocentric tendencies on consumers' attitudes toward foreign products. To test the hypothesis using data collected in South Korea.	The mean CETSCALE score was 85.07, which is higher than previous studies carried out in the USA. A negative correlation was found between cultural openness and consumer ethnocentrism; however a positive correlation was found between patriotism, conservatism, collectivism and consumer ethnocentrism. Regarding the demographic factors, a positive correlation between age and consumer ethnocentrism was unsupported but it was proved that women exhibit more ethnocentric tendencies than men do; moreover an expected negative correlation between income and education and consumer ethnocentrism was confirmed. It was also found that the impact of consumer ethnocentric tendencies on attitudes toward foreign products is moderated by product necessity and the perceived threat those products have on consumers themselves or on the national economy. The authors also identify the implications consumer ethnocentric tendencies may have on marketing management: it helps understanding why certain consumers prefer domestic products over foreign ones and it provides information for selecting markets and appropriate marketing strategies. It is important to highlight that this study constitutes a framework for subsequent studies willing to inquire into consumer ethnocentric tendencies and the relationships it has with its antecedents and attitudes toward foreign products.	More antecedents variables should be included in further research such as allocentrism.	Journal of the Academy of Marketing Science

RAE Nº	OBJECTIVES	CONCLUSIONS AND RESULTS	LIMITATIONS	JOURNAL
6	<p>To investigate whether Polish and Russian consumers exhibit ethnocentric tendencies and whether these tendencies vary by country, demographic characteristics and store type.</p> <p>To determine whether the degree of ethnocentrism has an effect on product selection decisions related to country of origin.</p>	<p>The Polish sample exhibited a higher degree of consumer ethnocentric tendencies than the Russian sample, however it did not translate into intentions to buy domestic products for either group.</p> <p>The relationships between consumer ethnocentrism provided mixed results; for the case of Poland, females, older, lower income earners and less educated people scored higher on consumer ethnocentrism while for the case of Russia only education was significant, exhibiting a negative relationship with consumer ethnocentrism. Moreover, it was found that state-owned stores' customers were more consumer ethnocentric than those buying in private stores.</p> <p>Finally, it is suggested that companies entering the Polish or Russian markets should be careful with their advertisements, which should be consistent with the culture and history of each country.</p>	<p>The sample was limited to urban areas.</p>	<p>International Marketing Review</p>
7	<p>To examine the effects of dogmatism and social class variables on consumer ethnocentrism.</p>	<p>Dogmatism and consumer ethnocentrism were found to be positively related; whereas from the social class variables only education and occupation were significant, with education having a negative relation to ethnocentrism and occupation being unrelated to the construct. Regarding the other demographic variables, age was positively related to consumer ethnocentrism while gender and marital status did not have any impact on consumer ethnocentric tendencies.</p>	<p>Possible respondents' reluctance to reveal their true income and ownership of cars and/or summer houses could be a source of error.</p>	<p>Marketing Intelligence & Planning</p>
8	<p>To establish the dimensionality, reliability, and validity of the CETSCALE and its related measures in both Russia and the U.S.</p> <p>To examine mean differences between the U.S. and Russia on the CETSCALE and related measures.</p>	<p>The CETSCALE was found to be unidimensional and reliable, and showed discriminant and nomological validity in the two examined countries.</p> <p>The U.S. sample exhibited a higher score on consumer ethnocentrism and importance of buying domestic than the Russian sample, which exhibited higher scores on beliefs and attitudes toward foreign products.</p> <p>Finally, it is suggested that consumer ethnocentrism may provide information for segmenting markets and designing marketing strategies, so foreign companies targeting ethnocentric consumers should focus their strategy on product quality and features rather than country of origin.</p>	<p>Usage of a student sample.</p>	<p>Journal of International Consumer Marketing</p>
9	<p>To investigate the perceptions of Colombian consumers of local brands versus global brands manufactured in the US.</p> <p>To study what impact consumer ethnocentrism and country of origin effects have on the aforementioned perceptions, before and after information about the product is provided.</p>	<p>Consumer ethnocentric tendencies varied according to income and education; the higher the levels of income and education the less ethnocentric tendencies exhibited. However, age was not found to be a significant factor influencing consumer ethnocentric tendencies.</p> <p>Regarding country of origin effects, age was not important before or after knowing and tasting the products; nevertheless, country of origin effects decreased among middle income consumers but unexpectedly they increased among high income consumers. Moreover, after tasting both brands and receiving information about them, middle age and middle income consumers' intent to buy the foreign product decreased; however, this intent to buy seem to have been influenced by price and quality perceptions.</p>	<p>The study is limited to the city of Bogotá.</p> <p>A variation of prices is suggested to get an insight into the change of buying decisions.</p>	<p>The Journal of Marketing Management</p>
10	<p>To evaluate and contrast consumer ethnocentrism and consumer animosity.</p>	<p>Females, older and belonging to lower socioeconomic status are concerned about their personal finance and the country's economy; they exhibited higher consumer ethnocentric tendencies whereas white consumers holding negative attitudes about Asians showed higher levels of consumer animosity towards Japan. Patriotism and union membership were found to positively influence both constructs. These findings confirm discriminant validity between the two constructs and provide marketers with important information for segmentation and targeting processes.</p>	<p>Only one factor - antecedents - was examined for testing discriminant validity between the constructs; moreover, singles items were used as proxies when measuring consumer ethnocentrism, consumer animosity and attitudes towards Asians.</p>	<p>Journal of International Consumer Marketing</p>

RAE Nº	OBJECTIVES	CONCLUSIONS AND RESULTS	LIMITATIONS	JOURNAL
11	To provide an empirical extension of the consumer ethnocentrism model in the product-sector to the services sector.	<p>A mean CETSCALE score of 4.52 - using a 9-point Likert scale - was obtained. Consumer ethnocentric tendencies toward services were found to be positively related to patriotism, conservatism, collectivism and age and negatively related to cultural openness and education. People working in the services sector are more consumer ethnocentric regarding services; and the perceived necessity of a service acts as a consumers' ethnocentric tendencies moderator. Moreover, there is a positive relationship between social desirability and consumer ethnocentric tendencies.</p> <p>It is suggested that ethnocentrism should be considered for determining the use of a global or national marketing strategy; furthermore, ethnocentrism may also be important for choosing an entry mode, for highly ethnocentric countries licensing, joint ventures or strategic alliances would be more appropriate than local subsidiaries.</p>	The presence of social desirability indicates that the results should be interpreted cautiously.	International Business Review
12	To examine the process underlying consumers' attitudes toward products being imported into their domestic markets.	<p>Fashion consciousness and leadership factors are inversely related to consumer ethnocentrism, whereas family concern and community consciousness are positively related to consumer ethnocentrism. Other lifestyle factors like health consciousness and cost consciousness did not exhibit significant relationships with consumer ethnocentrism.</p> <p>Three consumers clusters were identified: a non ethnocentric cluster - labeled as Liberals/trend setters - compound by educated and high income individuals who evaluate foreign products based on their merits and utilities; and two ethnocentric clusters labeled as Moderates/survivors and Traditionalist/conservatives; they are concerned about prices and cluster three is mostly compound by females.</p> <p>Given that the first cluster is similar to western consumers, marketers targeting this market segment should standardized their marketing strategies and those targeting the second and third clusters should highlight product attributes, benefits, and other aspects.</p>		European Journal of Marketing
13	To assess the reliability and validity of the consumer ethnocentrism construct and the CETSCALE using cross-national samples	The CETSCALE was found to have stable psychometric properties across different countries. The unidimensionality, convergent and discriminant validity were confirmed in all the studied countries. Moreover, social desirability and gender can have a moderating effect on consumer ethnocentrism measures.	The findings should not be directly generalized to countries different of Japan, the U.S. and Sweden, and indirectly generalized to dissimilar countries. Usage of convenience samples.	Journal of Global Marketing
14	To examine the moderating effects of several individual-difference and product category variables on the main effect of a brand's perceived local or nonlocal origin on attitudes toward the brand.	<p>Brands perceived as having a nonlocal country of origin are attitudinally preferred to brands seen as local; this situation increases with the degree of perceived nonlocalness.</p> <p>Country of origin was found to provide information about the degree of foreignness or nonlocalness, which can contribute to attitudinal liking for the brand, specially for those who scored high on susceptibility to normative influence, that also had high admiration toward economically developed countries. This effect was moderated by product familiarity but contrary to hypothesis was not moderated by consumer ethnocentrism.</p>	Future research should include multicountry data.	Journal of Consumer Psychology
15	To provide an extension of the link between ethnocentrism and preferences for products from culturally similar countries by examining consumer attitudes toward foreign manufactured products in product categories in which domestic alternatives are not available.	<p>Ethnocentric consumers are likely to be female, older, less educated and less wealthy than non ethnocentric consumers.</p> <p>It was also found that ethnocentric consumers have a preference for products from culturally similar countries in both cases, when domestic options are available and when there are only foreign alternatives. This indicates that companies from culturally similar countries should emphasize its country of origin. Moreover, companies targeting ethnocentric consumers should highlight their products' attributes and benefits.</p>	Findings cannot be generalised to other product categories. Future research should include non-durable products.	European Journal of Marketing

RAE Nº	OBJECTIVES	CONCLUSIONS AND RESULTS	LIMITATIONS	JOURNAL
16	To validate the CETSCALE as a measure of Spanish consumers' ethnocentric tendencies.	CETSCALE was found to be a reliable, valid and uni-dimensional measure of Spanish consumers' ethnocentric tendencies. Consumers' ethnocentric tendencies provide marketers with useful information for segmentation process and marketing-mix designs, mainly for the communication messages that should be employed and whether the usage of patriotic symbols and country of origin emphasis are appropriate	There is a lack of representativeness in the sample.	European Journal of Marketing
17	To understand how consumer's cross-national individual difference variables - country-of-origin perceptions and consumer ethnocentrism - affect their responses and attitudes toward foreign advertisements.	Consumer ethnocentrism was found to have a negative effect on responses to creative presentations of foreign advertising while country-of-origin had a positive effect on responses to the buying proposal of foreign ads. Based on such findings, the authors suggest four different strategies regarding localization versus standardization: for countries with low consumer ethnocentrism and good country-of-origin perceptions a full standardization strategy should be used, whereas for countries with a high level of ethnocentrism and bad country-of-origin perception a full localization strategy should be used. For highly ethnocentric countries holding a good country-of-origin perception a localized creative presentation and a standardized buying proposal and more suitable and finally, for low ethnocentric countries holding a bad country-of-origin perception a standardized creative presentation and a localized buying proposal should be used.		Journal of International Consumer Marketing
18	To investigate the influence of the country-of-origin cue on evaluation of quality, price perceptions and purchase intentions, when quality and ethnocentrism are manipulated in the presence of brand information.	No support for country of origin effects on quality and price perceptions and purchase intentions was found; however, a very small effect of ethnocentrism on price perceptions and purchase intentions was found. On the other hand, quality was found to be the most important factor influencing quality and price perceptions and purchase intentions.	Usage of student samples.	Journal of Global Marketing
19	To identify the differential effects of patriotism, nationalism and internationalism on consumers' ethnocentric tendencies in Turkey and the Czech Republic	The way demographic variables and patriotism, nationalism and internationalism impacts on consumers' ethnocentric tendencies differs from country to country. For the case of Turkey, females, older people and low income people exhibited more ethnocentric tendencies whereas in the Czech Republic income was the only significant demographic variable and it was found to be positively related with consumers' ethnocentric tendencies. Education is not significant in either sample. Furthermore, patriotism - love for one's country - and nationalism - feelings of superiority - were found to be positively related with consumer ethnocentric tendencies in only one of the two countries, Turkey for the former and the Czech Republic for the latter. Internationalism was not found to have a significant impact on consumers' ethnocentric tendencies. It is suggested that companies entering foreign markets should convince their customers that buying their products will not harm the domestic economy or hurt the nationalistic sentiments.	This study should be replicated in other country settings in order to test the stability of its findings.	Journal of International Business Studies
20	To investigate the structure and validity of the 10 item CETSCALE in Hungary, Czech Republic and Poland.	In general, fit indicators provided mixed and not acceptable results which led to a revised CETSCALE model for each country. The revised model for the Czech Republic included seven items from the 10 item CETSCALE model, whereas it included six and five items for the Poland and Hungary CETSCALE models respectively.	The samples were limited to university students from each country's capital city, which were not representative of the national populations.	International Business Review

RAE Nº	OBJECTIVES	CONCLUSIONS AND RESULTS	LIMITATIONS	JOURNAL
21	To further our understanding of the differences between animosity and consumer ethnocentrism. To examine whether the animosity model can be supported in a context where anger toward a foreign country is not very strong.	Discriminant validity between animosity and ethnocentrism was strongly supported. Consumer ethnocentrism plays an important role when making decisions about domestic versus foreign products, and consumer animosity is relevant when making decisions between two foreign products with one of the country origins being subject of hostility. Moreover, it was proved that the animosity model applies to both, extreme and mild anger contexts. Demographic characteristics were found to influence consumer animosity, older people exhibited more animosity toward Japan and men showed more economic animosity than women. Companies could still enter markets where animosity toward their country is hold if the market segment they target exhibits lower animosity.	The employment of survey research and structured equation modeling may leave open ambiguity about causal direction, further studies should employ experimental techniques to overcome this limitation.	Journal of International Business Studies
22	To examine the product-country perceptions and evaluations of consumers in an advanced developing country - Turkey -.	Ten lifestyles dimensions were found, from which the community-oriented and authority/leadership dimensions exhibited positive and negative correlations to consumer ethnocentrism, respectively. Using the lifestyle dimensions, two clusters or market segments were identified: a highly ethnocentric segment with traditional, religious and low in sophistication consumers, and a low ethnocentric segment who pays more attention to brand name, price, fashion and design, among others. Regarding marketing strategies for the first segment, products and advertising messages modifications could be required whereas for the second segment, little or no modifications would be needed.	Cross-sectional study, the sample came from only one city and evaluations about foreign-country perceptions were evaluated without using a specific product category.	European Journal of Marketing
23	To test the impact of consumer ethnocentrism in Israel. To test the impact of consumer ethnocentrism on actual purchases of a sample of Israeli consumers	A mean CETSCALE score of 2.81 - based of the 7 point Likert scale scores - and a mean average score of 3.87 in the section of attitudes toward local products which suggests that domestic products were mostly rated positively. Consumer ethnocentrism had a significant impact on purchases of local products in six of the ten products assessed, as well as positive attitudes toward local products showed a significant impact on local purchases for five products. However, income, when significant, showed a not expected positive relationship with purchases of domestic products. It is suggested that international companies entering the Israeli market should base their marketing strategies on the product's advantages and attributes. Moreover, it is stated that international companies have the opportunity to reach high income consumers with luxury products given that income did not affect consumer ethnocentric tendencies.	Usage of a convenience sample; the measure of income may have not provided enough variance to test its impact and some respondents may have found it difficult to recall their last ten purchases. Finally, it is suggested that more demographic variables should be included in further research.	Journal of International Consumer Marketing
24	To explore the magnitude of ethnocentrism among Australian consumers and its impact on perceptions of product quality and purchase intentions	CETSCALE was not found to be unidimensional but "a second order factor from the combination of two ethnocentric behaviors: emotional consumer ethnocentrism and rational consumer ethnocentrism". Furthermore, domestic country bias was found to be product specific and there was only a weak relationship between preference for domestic products and consumer ethnocentrism. It also is worth noting that ethnocentric consumers rated domestic assembly as more important than domestic design and that ethnocentric consumers strongly prefer Australian made products.	Usage of a convenience sample.	Journal of International Consumer Marketing
25	To understand American consumers and their ethnocentric tendencies in the post-September 11 climate	Nationalism and internationalism were found to be strong antecedents of consumer ethnocentrism in the United States, with nationalism being positively related and internationalism negatively related; however, patriotism was not a significant predictor. Regarding the demographic variables, older people, females, less-educated people and low income earners exhibited higher consumer ethnocentric tendencies.	Lack of quality samples due to the use of web surveys.	International Journal of Advertising

RAE Nº	OBJECTIVES	CONCLUSIONS AND RESULTS	LIMITATIONS	JOURNAL
26	To examine the relationship between consumer ethnocentrism, domestic country bias, and country-of-origin in the U.K. for different product categories and different countries of origin.	The level of domestic country bias was found to vary across product categories and the home country was not persistently favored. Consumer ethnocentrism was found to be positively related with preferences for home-country-made products and negatively related with preferences for foreign products, although to a lesser extent. Furthermore, the link between consumer ethnocentrism and consumer preferences varies across product categories and specific countries of origin. However, consumer ethnocentrism could only explain a small proportion of consumer preferences variance. Finally, economic competitiveness and cultural distance were not found to affect the links between consumer ethnocentrism and preferences for foreign products.	British consumers may display idiosyncratic preference patterns, which makes necessary a replication of the study in other countries in order to check the stability of the findings. Further studies should include another set of countries which includes less developed countries and other product categories.	Journal of the Academy of Marketing Science
27	To examine the impact of animosity and consumer ethnocentrism, and the availability of both domestic and foreign brands, on consumers' attitudes toward the purchase of foreign products in a country with a high level of foreign trade.	War animosity was found to have positive effects on consumer ethnocentrism and reluctance to buy German products, whereas economic animosity only influenced consumer ethnocentrism in a direct way. Moreover, consumer ethnocentrism also exhibited a positive effect on reluctance to foreign products but exhibited a positive relationship with evaluation of German TVs. Regarding product availability, consumers' evaluations were higher for German cars - no domestic option available - than for German TVs - available domestic option - and the effect of consumer ethnocentrism on foreign product evaluations was moderated by the availability of a domestic brand, these results suggest that consumers seem to evaluate foreign products more favorably when there are no domestic alternatives available. Finally, both education and interest in foreign travel were positively related to evaluations of German products and negatively related to consumer ethnocentrism.	The cross-sectional data and the high level of education and young people in the sample may affect the results.	International Journal of Research in Marketing
28	To assess the reliability and validity of the CETSCALE across three socio-demographic groups - materials management professionals, university students and secondary school students - . To compare the extent of consumer ethnocentric tendencies in India with other studies carried out across the globe. To examine the relationship of consumer ethnocentrism with socio-demographic variables.	The CETSCALE proved its reliability and its divergent and nomological validity. However, it was not found to be uni-dimensional, which indicates that the concept of consumer ethnocentrism as understood in India is not conceptually equivalent to its conception in the USA and the western world; moreover it is understood differently across the three demographic groups studied. These findings led to an initial refining of the CETSCALE for each demographic group. Socio-demographic variables did not explain the consumer ethnocentrism phenomenon in India. Senior secondary students were found as the most consumer ethnocentric group in India with an average CETSCORE of 78.71, which is considerably higher than university students and materials management professionals' CETSCORES which were 52.43 and 55.24 respectively.	The study was carried out in only one part of India and the sampling of materials management professionals was not random.	Vikalpa
29	To investigate what leads French consumers to ethnocentrism and the effects of their ethnocentrism on attitudes toward imports and purchase intentions	Regarding demographic variables, it was found that older consumers, mainly women showed more ethnocentric tendencies than younger consumers; the correlations between ethnocentrism and income and education were not statistically significant. With respect to socio-psychological factors they found that cultural openness is an independent factor from consumer ethnocentrism and does not influence the purchase intentions of French consumers; however patriotism, conservatism and collectivism are positively related with consumer ethnocentrism for French consumers. As for the exporting country's attributes, French consumers exhibited a positive relationship between concerns for political posture and ethnocentrism but they did not for the case of religious concerns. It was also found that ethnocentric consumers are willing to buy foreign products perceived as necessary; cars were judged most necessary followed by computers and televisions. French consumers are not overly ethnocentric but are concerned about the country image, they may be willing to buy foreign products based on their perceptions about the brand and the country of origin and are more likely to buy products from similar countries. In this study they showed preferences toward German cars, American computers and Japanese computers. Finally, it is suggested that international marketers should consider demographics, socio-psychological variables and consumers' opinions about other countries when developing their strategies, mainly those factors that had positive correlation with ethnocentrism. Moreover, their strategies should be identified with France, using socio-psychological factors (e.g. a conservative message)	The study was carried out in only a small French city.	International Business Review

RAE Nº	OBJECTIVES	CONCLUSIONS AND RESULTS	LIMITATIONS	JOURNAL
30	To examine the relationship between cultural orientation and consumer ethnocentrism.	Collectivism, masculinity and uncertainty avoidance exhibited positive links with consumer ethnocentrism whereas long-term orientation exhibited a negative link with it and power distance did not show any significant relationship. It is suggested that foreign companies should target consumers with opposite cultural orientations to those exhibited by ethnocentric consumers. Regarding consumer ethnocentrism effects, it was found that it had negative effects on purchase intentions toward Japanese products and perceived quality of Japanese products.	Low ratio of observations relative to the number of parameters estimated.	Journal of International Consumer Marketing
31	To provide an integrative review of the antecedents and consequences of consumer ethnocentrism (CET).	Four broad categories of antecedents to consumer ethnocentrism were identified: socio-psychological, economic, political and demographic antecedents. Within the socio-psychological antecedents, a positive relationship was found between patriotism, conservatism, collectivism, animosity, materialism, external list of values, salience and dogmatism and consumer ethnocentrism whereas cultural openness, world mindedness and internal lists of values showed a negative relationship with CET. Regarding the economic antecedents, capitalism, stage of economic development, improving national economy and improving personal finance are negatively related to CET. The political antecedents, propaganda, history of oppression, outgroup size and leader manipulation are all positively related to CET. Finally, within the demographic factors, age exhibits a positive relationship with CET; income, education and social class show a negative relationship with CET and gender and race exhibit mixed results. Regarding CET's consequences, negative attitudes towards foreign products and purchase intentions of domestic products are positively related to CET whereas there is a negative relationship between willingness to buy foreign products and support for foreign retail outlets and CET. Moreover, consumer ethnocentrism can affect purchase intentions through mediators such as perceived equity, empathy, perceived cost, responsibility, COO and country evaluation; however, its effects can be increased by perceived economic threat or decreased by cultural similarity and perceived product necessity, which act as CET moderators.		International Marketing Review
32	To examine the concept of consumer ethnocentrism and its impact on product evaluation and preferences among Indonesian consumers.	Contrary to expectations, the Indonesian sample was highly ethnocentric when compared to other countries. Consumers scoring high on ethnocentrism exhibited higher quality perceptions and purchase intentions toward domestic products, while low ethnocentric consumers rated foreign products as of better quality than domestic alternatives and prefer to buy imported products designed and assembled in other countries.	The sample was biased to upper socio-economic groups because of the use of international airlines as the assessed service.	Asia pacific journal of marketing and logistics
33	To examine how preferences for domestic products are related to the social and emotional significance that consumers attach to their home country.	The first study suggests the existence of home country bias across all product categories, on which consumer ethnocentrism and national identification had significant effects; however, they did not in the case of willingness to buy foreign products. The second study provides findings showing positive effects of consumer ethnocentrism and national identification on perceived quality of domestic cars and negative effects on perceived quality of foreign cars - only consumer ethnocentrism -. Such quality perceptions are translated into preferences for domestic goods, which indicates an indirect effect of consumer ethnocentrism and national identification on willingness to buy domestic products.	Use of a student sample in the second study.	Journal of International Business Studies

RAE Nº	OBJECTIVES	CONCLUSIONS AND RESULTS	LIMITATIONS	JOURNAL
34	<p>To evaluate the level of consumer ethnocentrism and its implications on their evaluation of food products.</p> <p>To examine the level at which country of origin effect is activated per consumer cluster of different level of consumer ethnocentrism in a food evaluation context.</p>	<p>A mean CETSCALE score of 3.85 in a 1-7 Likert scale was found, moreover it was found to be uni-dimensional.</p> <p>Two consumer clusters were identified based on their CETSCALE score: an ethnocentric cluster representing 59.8% of the sample and a non ethnocentric cluster. Ethnocentric consumers are mainly older and less educated.</p> <p>Ethnocentrism affects consumers' beliefs and also the way they perceive the quality of both foreign and domestic products, which culminates in the appearance of COO effect. For the case of ethnocentric consumers, the COO effect is activated at the initiatory level of the product evaluation process, however, when the country of origin is given the COO is activated at the product-type level of evaluation. For non ethnocentric consumers, COO effect is part of the product attributes evaluation, indicating that COO does not lead to an overall acceptance or rejection.</p> <p>Finally, it is worth noting that consumer ethnocentrism does not apparently affect the final purchasing behavior, based on the number of purchases of foreign products.</p>	<p>The sample is not representative of the Greek population.</p>	<p>European Journal of Marketing</p>
35	<p>To profile the lifestyles of Peruvian consumers.</p> <p>To describe the ethnocentric tendencies of Peruvian consumers.</p> <p>To describe and understand the market segments that exist in the Peruvian population.</p> <p>To analyze the relationship between ethnocentrism and the socio-demographic characteristics of the Peruvian people.</p> <p>To highlight the implications for marketers who are interested in the Peruvian market.</p>	<p>Two consumers clusters were identified in relationship with consumer ethnocentrism, household decision making, product attribute importance, demographic and socio-economic variables and lifestyle variables. Cluster one mainly includes young, well educated and high income consumers who also exhibit less ethnocentric tendencies than their counterparts from cluster two, and are concerned about brand names, style and product attributes. Consumers from cluster two exhibit more ethnocentric tendencies; they are mostly older, less educated and lower income consumers.</p> <p>Consumers from cluster one are similar to those in developed nations, so marketing strategies targeting that cluster will not require significant modifications. On the other hand, marketers targeting cluster two should modify their products and advertising messages, highlighting the product's attributes and its necessity, since that is a consumer ethnocentrism moderating factor.</p> <p>Finally, it is important to mention that age and education did not have a significant relationship with consumer ethnocentrism, however they did when identifying the two consumers' clusters.</p>	<p>Usage of a convenience sample.</p>	<p>Latin American Business Review</p>
36	<p>To assess a domestic country bias in the German market.</p>	<p>Consumer ethnocentrism effects were found to be product and country specific, confirming Balabanis and Diamantopoulos' (2004) findings. However, contrary to these authors, it was found that competitiveness positively affects preferences for foreign products.</p>	<p>Further replications of the study should be carried out.</p>	<p>International Marketing Review</p>
37	<p>To investigate consumers' ability to classify different brands within a specific product category correctly according to their COO.</p>	<p>Consumers were found to have a limited ability to identify a brand's COO with rates of 18% for domestic brands 29% for foreign brands, this situation was influenced by the use of incongruent brand names by some U.K. manufacturers.</p> <p>Females, older and low ethnocentric consumers were more likely to select the correct COO of the assessed brands whereas country familiarity exhibited a positive relationship with brand COO identification.</p> <p>This study questions the COO effect importance on purchase behavior and decisions, which means that strategies emphasizing COO cues are low effective and that companies should differentiate their brands based on dimensions different to COO.</p>	<p>Non-representative sample and usage of a single product category.</p>	<p>Journal of International Marketing</p>

RAE Nº	OBJECTIVES	CONCLUSIONS AND RESULTS	LIMITATIONS	JOURNAL
38	<p>To assess the structure and reliability of materialism, cosmopolitanism and consumer ethnocentrism and test their interrelationships across different countries.</p> <p>To scrutinize the nomological validity of the aforementioned constructs, focusing on how they function in different countries with respect to a broader framework of demographic antecedents and behavioral outcomes.</p>	<p>Consumer ethnocentrism is a positive predictor for traditional consumption and hedonistic local consumption, however it is negatively or non-significantly related to necessity consumption and hedonistic global consumption. Regarding materialism, it is a positive predictor of both hedonistic local and global consumption, but it is negatively or non-significantly related to traditional consumption and necessity consumption.</p> <p>Moreover, consumer ethnocentrism is negatively linked to communication devices - computers, mobile phones -behaviors whereas cosmopolitanism showed a positive relationship with such behaviors - for this case a global branding strategy is suggested - and along with materialism positively predicted behavior in 22 of the 48 product categories assessed.</p> <p>Finally, it is suggested that international marketers should consider the circumstances that increase traditional culture affiliation and consumer ethnocentrism, the contexts that favor cosmopolitanism and when and where consumption is driven by materialism.</p>	<p>The sample only included young, affluent, educated and English-fluent speaking people.</p>	<p>Journal of International Marketing</p>
39	<p>To introduce an exploratory test and justification for researchers to develop a broader framework for research on cross-border relationships and their dynamics.</p>	<p>The model of satisfaction, trust, value and loyalty did not show a direct relationship between satisfaction and loyalty, suggesting the development of relational - rather than transactional - connections between consumers and foreign service providers.</p> <p>Consumer ethnocentrism was found to have direct negative effects on satisfaction and economic value, however, it was not a moderator of the relationships among the constructs within the model.</p> <p>Beliefs about the foreign industry positively influenced all the constructs in the model and enhanced the relationship between satisfaction and trust, and more importantly neutralized the negative effects of consumer ethnocentrism on satisfaction and value.</p>	<p>A limited number of items per construct.</p> <p>Cross sectional study.</p> <p>Usage of a convenience sample.</p>	<p>Journal of International Marketing</p>
40	<p>To advance our understanding of the boundary conditions of the effects of perceived brand foreignness on brand evaluation.</p>	<p>Both perceived brand foreignness and CBO were found to be positively related for the case of China, which is an emerging market; moreover, the perceived brand foreignness effect on brand value increases with a higher CBO, mainly regarding local brands. Foreign brands had a higher perceived value than their local counterparts.</p> <p>From a managerial point of view, it is suggested that marketers should emphasize on consumers associations with brand origin identification when developing their strategies.</p>	<p>Usage of student samples.</p>	<p>Journal of the Academy of Marketing Science</p>
41	<p>To present empirical evidence on the extent to which socio- psychological variables (ethnocentrism and animosity) and the reputation of firms associated to a country-of-origin (COO) are related to an important relational exchange factor (trust).</p>	<p>This study found that reputation of firms associated to a COO affects trust; consumer animosity positively impacts on consumer ethnocentrism - a low correlation between the constructs must be considered -; a negative influence of a firm's reputation associated to a COO on consumer animosity was not supported; consumer animosity negatively affects trust in foreign companies and that COO familiarity is a moderator of the relationships between reputation of firms linked to a COO, animosity, ethnocentrism and trust.</p> <p>It is suggested for international marketers to build up a good reputation - mainly for those from developing countries - in order to boost trust.</p>	<p>The results cannot be generalized due to the use of a single product category and a single country sample.</p> <p>Other product factors that influence trust and familiarity like price, brand quality, advertising, etc. are not included in the study.</p>	<p>International Business Review</p>

RAE Nº	OBJECTIVES	CONCLUSIONS AND RESULTS	LIMITATIONS	JOURNAL
42	To examine how ethnocentrism and animosity influence consumption of foreign products and travel.	Consumer animosity was found to directly influence tourism and trade relationships whereas consumer ethnocentrism influences visit intention and attitudes toward foreign products through negative perceptions of country and/or product image.	Usage of a student sample.	Journal of Global Marketing
43	To specify the factor that mediates the effect of consumer animosity on attitude towards domestic vis-à-vis imported products. To specify the factor that mediates the effect of allocentrism on consumers' attitude towards domestic vis-à-vis imported products. To examine whether product evaluation between domestic vis-à-vis imported products moderates the relationships between consumer animosity and willingness to purchase as well as between ethnocentrism and consumers' willingness to purchase.	Consumer ethnocentrism is a mediator of consumer animosity towards consumers' willingness to purchase domestic and Japanese products; allocentrism towards friends exhibited a positive relationship with consumer ethnocentrism; moreover, Taiwanese consumers' animosity towards Japan in relation to willingness to purchase depends on their product quality perceptions differences between Japan and Taiwan. Regarding managerial implications, allocentrism may lead to effective marketing strategies, since friends' influences can be used to attract consumers.	The study only used survey research and path analysis.	Asia Pacific Management Review
44	To examine how a group of Chinese consumers who live in a more progressive area of China view both Chinese and foreign-made products.	The sample was found to be low ethnocentric and open to purchase foreign made products. Moreover, COO is not an important cue for the assessed group and consumers are more willing to buy american-made products, unless there is a Chinese option with equal quality, which also indicates a low level of animosity towards the USA. Nevertheless, consumer ethnocentrism and consumer animosity were found to have a significant negative relationship with willingness to buy foreign products and a positive one with consumer animosity towards the USA.	Non representative sample.	Journal of Global Marketing
45	To investigate ethnocentric behavior of Moroccan consumers and the extent to which domestic products might be preferred to foreign products or viceversa.	A mean CETSCALE score of 50.98 using a five point Likert scale. It was found that Moroccans are mostly polycentric and prefer foreign goods; however there are significant differences within themselves related to socio-demographics, product attributes and countries of origin. Age and consumer ethnocentrism are positively related whereas income is negatively related to CET. Occupation, gender and education were not significantly related to CET. Regarding product attributes, it was found that its effects on consumer ethnocentrism vary across product categories; high involvement products such as automobiles have a more influential power on consumers' choice between domestic and foreign brands. Moreover, the more consumers are concerned about prices the more ethnocentric tendencies they exhibit and the more they worry about style the less ethnocentric they are. Finally, country of origin also had a significant effect on Moroccan consumers.	Data were collected in mostly urban areas and only four products were used in the study.	Journal of Global Marketing

RAE Nº	OBJECTIVES	CONCLUSIONS AND RESULTS	LIMITATIONS	JOURNAL
46	To address certain methodological issues in the measurement of consumer ethnocentrism in China that hamper the progress in this area. To elicit the degree of ethnocentrism in incentive-compatible - when it is in their interest to reveal their true preferences through their decisions - choices of representative chinese consumers and relate this to their declared CETSCALE scores.	No important evidence of consumer ethnocentrism in Chinese consumer behavior was found for the three products used - camera, sweets and t-shirts - in this study. Consumer ethnocentrism scores did not predict individual choices of domestic products; consumers were found to mainly make choices based on individual preferences over product characteristics independently from product nationality or consumer ethnocentrism responses. The CETSCALE is seen as a weak predictor of actual consumer behavior, on which companies should be based to develop their marketing strategies.	Results are limited by the range of products assessed and the representativeness of the subjects of target consumers.	Journal of Consumer Behaviour
47	To investigate whether consumer ethnocentrism and consumer animosity affect repurchase intent towards U.S. products and whether this impact is moderated by customer loyalty.	Consumer animosity and consumer ethnocentrism were found to be positively related to each other and significantly affect the willingness to buy U.S. products. Furthermore, both consumer animosity and consumer ethnocentrism were negatively related to customer loyalty and repurchase intent. Nevertheless, customer loyalty was found to be positively related to repurchase intent and moderate the consumer ethnocentrism effects on repurchase intent toward U.S. products.	Findings may be subject to cultural and economic factors and many respondents could have drastic views to the U.S. Because of its support to Armenia.	Emerging Markets Journal
48	To evaluate the glocal cultural identity of the young adult cohort based on three global–local identity beliefs (belief in global citizenship through global brands, nationalism, and consumer ethnocentrism) in the emerging markets of Russia and Brazil.	Two consumers clusters were identified in both countries: the glocally-engaged which exhibit moderate levels of nationalism, global citizenship through global brands and consumer ethnocentrism and who are likely to use both global and local brands as signs of quality and self identity and the national-engaged which express moderate levels of nationalism and low levels of consumer ethnocentrism and global citizenship, who have a lower use of global brands. Furthermore, two more clusters were identified, however only in one of the samples. In the Brazilian sample a globally-engaged cluster was found, which exhibits high levels of nationalism and global citizenship, and low levels of ethnocentrism; consumers from this cluster also reported more purchases of global brands. In the Russian sample an unengaged cluster was identified, which expresses low levels in each of the three measures assessed and seems not to be interested in either patriotic or consumer-related discourses.	Usage of student samples.	International Journal of Research in Marketing
49	To identify if consumers in Sao Paulo have ethnocentric tendencies. To analyze the CETSCALE in a Brazilian context.	A moderately consumer ethnocentrism score was found in this study, with an average score of 61.28 over 119. The lowest socio-economic classes have the highest consumer ethnocentrism score; moreover, older people exhibited higher scores in ethnocentrism. On the other hand, gender was not found to be significant for the case of Brazil.	Usage of convenience samples.	Brazilian Business Review

RAE Nº	OBJECTIVES	CONCLUSIONS AND RESULTS	LIMITATIONS	JOURNAL
50	<p>To examine the role of ethnocentrism and country of origin perceptions on consumer buying behavior for Chilean consumers.</p> <p>To provide marketers with a point of departure for understanding Chilean consumer ethnocentric perceptions.</p>	<p>The model proved to be correct and exhibited a relationship between patriotism, protectionism, and social economic conservatism with foreign products' perception of different countries.</p> <p>All countries received poor qualifications in products' appearance and style; Chinese products are perceived as reliable because of their maintenance service and brand names but also as made of poor materials; Japanese brands are well recognized but they lack reliability and a good maintenance service; European products have the most favorable perceptions in comparison with the assessed countries.</p> <p>A relationship between consumer ethnocentrism and its antecedents - patriotism and cosmopolitanism - with consumer buying behavior was confirmed for the case of Chile; however it is stated that the impact of ethnocentrism on consumer behavior depends on other variables such as consumer characteristics, quality, availability, type of product, among others.</p> <p>Finally they suggest local advertising, assuring consumers that purchasing foreign products will not harm the national economy and encourage a consideration for joint ventures as a way to enter the Chilean market avoiding an eventual resistance towards foreign products.</p>	Usage of a convenience sample.	Journal of Marketing Development and Competitiveness
51	<p>To examine whether transitional economies have maintained consumer ethnocentrism behavior models nearer to their former controlling country or if they more resemble their Western neighbours.</p>	<p>Consumer ethnocentrism models in most transitional economies were found to either bridge the gap between the east and the west or to have approximated their western neighbours. The Czech Republic is a relevant exception, since it exhibited a different CE model to that of Germany - western neighbour - and Russia - its former administering country -.</p>	The sample only included college students.	Transformations in Business and Economics
52	<p>To examine the relationship between consumer ethnocentrism and stage of economic and culture development.</p>	<p>Mean CETSCALE scores for each sample were of 2.68 for Bulgaria, 2.36 for Serbia and 3.01 for Slovenia. This confirms that newly opened countries like Serbia which "look up to the west" are less ethnocentric, whereas Slovenia that is a EU-member and its population hold greater pride for their products and services showed a higher CETSCALE score.</p>	Usage of a student sample.	37th Macromarketing Conference
53	<p>To examine the brand order effect and consumer ethnocentrism on the transfer of partner brand attitudes to international brand alliances.</p>	<p>Results show that the brand order does have an effect on attitudes toward international brand alliances - IBA -, the preceding brand has a stronger effect on IBA attitude regardless of its origin. Furthermore, the native brand attitude has a stronger effect on IBA attitude for ethnocentric consumers; but consumer ethnocentrism only reduces the effect of foreign brand attitude on IBA attitude when foreign brand-specific fit is low, thus the foreign brand's fit to the brand alliance should be enhanced.</p>	Non representative sample and usage of a fictitious brand alliance.	Journal of Business Research

RAE Nº	OBJECTIVES	CONCLUSIONS AND RESULTS	LIMITATIONS	JOURNAL
54	To provide a comprehensive picture of the integrative relationship between consumer ethnocentrism, country of origin, and other important attributes for different product categories in determining consumer preferences for domestic products in an emerging economy market.	<p>Consumers have different perceptions regarding both country of origin and product category. In general terms quality, price and brand are the main factors when evaluating product categories, however, country of origin has more importance for ethnocentric consumers, which are also more concerned about the price, are older and lower income earners.</p> <p>Consumers rated most domestic products more favourably than foreign products, nonetheless, it is worth noting that Western European, American and Japanese products received high scores, whereas neighboring countries like Russia, Latvia, Estonia, among others received lower qualifications.</p> <p>For non-ethnocentric consumers quality and price strategies would work well, and price focused strategies are better for ethnocentric consumers.</p>	Future studies should consider other emerging markets and focus on services.	Journal of International Consumer Marketing
55	To understand whether the influence of consumer ethnocentrism on consumer preference for domestic versus foreign products is product category and country-of-origin dependent.	<p>The United States sample exhibited the highest CETSCALE scores, followed by the Chinese and Korean samples.</p> <p>For both the United States and South Korea, consumer ethnocentrism was positively related to preferences for domestic products across all product categories assessed. Furthermore, as expected the relationships varied across the product categories and different COOs, however, the latter provided mixed results with significant and non-significant relationships. For the Chinese case, consumer ethnocentrism did not show significant influence on preferences for domestic apparel and was negatively correlated to preference for domestic cars, laptops and microwaves, contrary to expectations; "Chinese consumer ethnocentric tendencies did not translate into their preferences for domestic goods".</p> <p>"The results showed that CE was not consistently negatively related to consumers' preferences for foreign products".</p>	The representativeness of the sample should be seen with caution.	Journal of Global Marketing
56	<p>To understand how the recent global financial crisis may have influenced the phenomenon of consumer ethnocentrism in the U.S. and China.</p> <p>To understand how consumers' ethnocentric tendencies vary across cultures.</p>	<p>The influence of the assessed constructs and demographics is country specific. American consumers were found to be more ethnocentric than their Chinese counterparts; for their case, consumer ethnocentrism is positively influenced by nationalism and internationalism, but negatively related to income; moreover males showed more ethnocentric tendencies than women - contrary to literature expectations -; it is suggested that the increase in CET in the U.S. and the change in factor influencing such tendencies might be reconfigured when a country experiences an economic crisis.</p> <p>For the case of China, nationalism - recently driven by political propaganda - also played an important role influencing CET, and patriotism and income exhibited negative relationships with CET.</p> <p>Given that nationalism is the most important factor driving consumer ethnocentric tendencies, international marketers should convey to consumers that they recognize their nation's superiority and aim to provide them with the best products.</p>	A lack of representativeness due to the use of web-samples.	Journal of International Consumer Marketing

RAE Nº	OBJECTIVES	CONCLUSIONS AND RESULTS	LIMITATIONS	JOURNAL
57	<p>To investigate the unique influences of cultural identity on consumer preference and purchase behavior in China.</p> <p>To compare underlying mechanisms between cultural identity and consumer ethnocentrism constructs and their impacts on preference and purchasing bias toward foreign brands.</p> <p>To examine the relationship between consumer preferences and actual purchasing behavior.</p>	<p>A positive relationship between preferences and actual purchasing of domestic products with cultural identity was found; the latter was also negatively related to purchasing of import brands.</p> <p>Regarding consumer ethnocentrism, it was found to be negatively related to preferences for import brands but it was not related to preferences for domestic products; however, it is stated that since consumer ethnocentrism comes from normative and moral concerns and not from the customer's own cognition and feelings, such preferences may not translate into actual behavior.</p> <p>Brand equity was a moderator factor of cultural identity effects on brand preference and purchasing, nevertheless, it did not moderate consumer ethnocentric tendencies.</p> <p>In general terms, cultural identity is a better predictor of preferences and actual purchase behavior than consumer ethnocentrism. Using Chinese cultural elements in advertising and marketing strategies can be an effective for local companies, while multinational companies entering the Chinese market should consider adaptation strategies that include Chinese cultural elements; this strategy was effective for both Nike and Adidas during the Beijing Olympic games.</p>	<p>Responses purchases in the previous year must be interpreted with caution, since it is possible that their actual purchasing behavior reinforce their preference for domestic or import brands. Further studies should include a different set of products and examine whether product categories can moderate cultural identity and consumer ethnocentrism effects.</p>	<p>Journal of Business Research</p>
58	<p>To extend the animosity model by examining the internal motivations of consumer animosity and their effects on willingness to buy.</p>	<p>It was found that animosity can affect willingness to buy when there is an ongoing animosity - the case of Lebanon - and can also affect countries that do not directly offend the country but are aligned with the offending country - United States was subject to animosity because of its alignment with Israel. On the other hand, animosity does not affect willingness to buy when a country is not living an ongoing animosity - Tunisia -.</p> <p>Animosity was found to be associated with "desire to express anger and punish the offender, as well as enhancing the self-image by avoiding association with the offending party".</p> <p>Regarding consumer ethnocentrism, it exhibited a significant negative effect on willingness to buy foreign products in Lebanon but did not in the case of Tunisia.</p>	<p>Use of only two countries from the middle east and data were collected in a time of ongoing animosity.</p>	<p>Journal of International Consumer Marketing</p>
59	<p>To explore whether, in which ways, and to what extent country-of-origin information has some effect on the product-evaluation process in Turkey as a less developed country.</p>	<p>Highly ethnocentric consumers were positively influenced by domestic products in their products evaluations; however, country-of-origin was found to be a stronger predictor of product evaluations than consumer ethnocentrism.</p> <p>Both product involvement and product knowledge were can moderate the relationship between country-of-origin cues and product evaluation.</p>	<p>Observation was a more proper method for data collection in this experiment.</p>	<p>Journal of International Consumer Marketing</p>
60	<p>To examine the moderating effect of country economic development status on the relationship between product country image and two of its antecedents, consumer ethnocentrism and cosmopolitanism.</p>	<p>Cosmopolitanism was found to be positively related to home product country image for consumers from developed countries, but it was not significantly related for consumers from developing countries. However, cosmopolitanism was positively related to foreign product country image for consumers from both developed and developing countries, which indicates that cosmopolitan consumers prefer imported products.</p> <p>Furthermore, consumer ethnocentrism was found to be positively related with home product country image with no significant difference between developed and developing countries; however, high ethnocentric consumers from developing exhibited a more negative image toward foreign goods than their counterparts from developed countries.</p> <p>Finally, in order to cope with consumer ethnocentrism it is suggested that international brands should be clearly positioned as international but remarking their commitment to the local economy and society.</p>	<p>Usage of a non-random sample that is not representative of national populations.</p>	<p>International Business Review</p>

Source: Own construction

APPENDIX C



Figure 3. Word Frequency Query. Own construction using NVivo software.



Figure 4. Word Frequency Query in the CETSCALE category. Own construction using NVivo software.



Figure 5. Word Frequency Query in the Effects and Consequences category.
 Own construction using NVivo software.



Figure 6. Word Frequency Query in Antecedents category. Own construction using NVivo software.



Figure 7. Word Frequency Query in the Services category. Own construction using NVivo software.



Figure 8. Word Frequency Query in the Brand Issues category. Own construction using NVivo software.



Figure 9. Word Frequency Query in the Related Constructs category. Own construction using NVivo software.

APPENDIX D

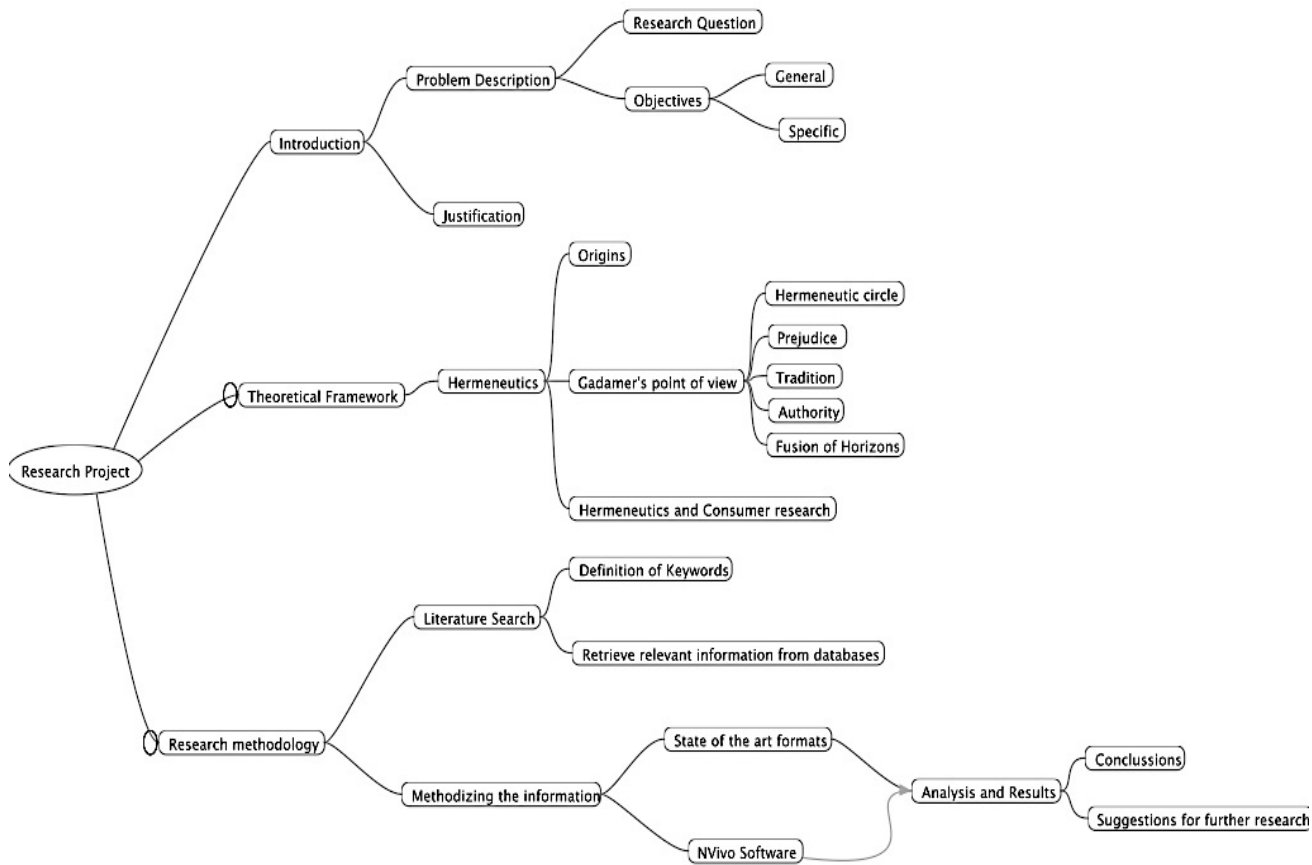


Figure 10. Research Mind Map. Own construction