

Discussing “Consumer Ethnocentrism” in Purchasing Decisions: A Bibliometric Study for Graduate Theses in Turkey

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Abstract— The concept of ethnocentrism is a topic that has been studied and continues to be studied in different areas in the literature. In this study, the concept of "ethnocentrism" was examined in the context of graduate thesis studies, which is an academically important indicator, a leading and determining tool, and analyzed in terms of its effect on the consumer purchasing decision process. Considering the conceptual structure and literature of fifty postgraduate theses reached during the analysis process, it was tried to be understood on which problem the research was conducted. While a significant part of the postgraduate studies within the scope of analysis and evaluation consists of master's theses, almost all of these theses were made in the field of business administration. As a result of the research, it has been determined that the concept of ethnocentrism changes based on product, price and origin, is not fully effective in the consumer decision-making process, and varies according to the process.

Keywords— Bibliometric, Consumer Purchase Decision, Ethnocentrism, Consumer Ethnocentrism.

I. INTRODUCTION

The continuous development of globalization creates a noticeable increase in the movement of goods and services across national borders. However, this not only offered opportunities to marketers, but also brought some challenges [1]. In fact, the abolition of borders and the fact that foreign markets have become an open market have led to increasing consumer exposure to products from different countries. Therefore, marketers should try to understand what factors can affect the consumer's attitude towards the consumption of foreign products.

Consumer ethnocentrism is one of the factors that can affect the consumer's decision to purchase domestic or foreign products. It directly affects the consumer's willingness to purchase foreign products [2]. Consumer ethnocentrism “indicates that buyers tend to avoid all imported products for nationalist reasons, regardless of price or quality concerns” [3]. Studies generally show that there is a cause-effect relationship between consumer ethnocentrism and negative attitudes towards foreign products [4]. As a result, the concept of ethnocentrism has a significant importance in international marketing and may pose some obstacles for businesses aiming

to enter “overseas markets” [5].

Ethnocentrism has been a popular concept in disciplines as diverse as anthropology, sociology, psychology, political science, philosophy, education, and religion. With the expansion of the usage area of the concept, the meanings attributed to the concept have also varied over time. It is possible to express the most frequently used meaning of the concept of ethnocentrism as a strong attitude towards the superiority of one's own ethnic and cultural group (without subjecting it to any criticism) [6].

In this context, in the light of the information given, in this study, the concepts of ethnocentrism and consumer ethnocentrism were examined and their effects on consumer purchasing decision were discussed. In this research, this situation has been examined on the basis of postgraduate studies and their results in universities affiliated to the Higher Education Institution in Turkey.

II. CONCEPTUAL FRAMEWORK

A. *Ethnocentrism and Consumer Ethnocentrism*

Ethnocentrism is formed from the combination of the Greek words “ethnos” meaning “nation, race” and “kentron” meaning “centre” [7]. Although there is a widespread belief that the first use of the concept of ethnocentrism was made by the sociologist William G. Sumner in 1906, it is stated that the original use of the concept dates back to earlier. Sociologist Ludwig Gumplowicz used this concept in the second half of the 19th century. Gumplowicz states that at the center of ethnocentrism is an assumption that focuses on his own ethnic group and sees his own group as superior to other groups [8; 6]. Again, before Sumner, many social scientists used this concept. For example, the anthropologist William J. McGee in his ethnographic study “Serial Indians” states that there is a “tribal-centered (or ethnocentric)” way of thinking because they look at “other events as foreign things with reference to their own tribe” [9]. It is possible to say that Sumner popularized this concept and created an impact for further conceptualizations.

Two elements come to the fore comparatively in understanding the concept of ethnocentrism. These; it is the values of the individual's own ethnic group and the values of other (foreign) groups [10]. Ethnocentrism is based on the tendency of the individual to find his own culture superior to the

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cultures of other people. Individuals who show this tendency take into account their own ethnic and cultural group as a basic criterion when dealing with different ethnic and cultural groups [11, 12]. Ethnocentrism by Shimp and Sharma [13]; it is explained as the individual's perceiving the group he/she is in as the center of everything, interpreting other groups over the values of his/her group, and accepting those who are culturally similar to himself without thinking, excluding those in other different ethnic groups [14].

Consumer ethnocentrism is derived from the concept of ethnocentrism [13]. Ethnocentrism was originally introduced more than a century ago by William Graham Sumner in 1906. In general, the concept of ethnocentrism represents "the universal tendency of people to see their own group as the center of the universe, to interpret other social units from their own perspective. It can be explained as rejecting people who are group and culturally different and blindly accepting those who are culturally similar to them [13].

Ethnocentrism entered the field of marketing when it was suggested as one of the potential factors that could influence and shape consumer behavior [15]. Since then, it has been recognized as a human tendency that can influence consumer choices in various purchasing situations [16]. Shimp and Sharma (1987) were the first consumer researchers to apply the concept of ethnocentrism in marketing and consumer behavior research and to coin the term "consumer ethnocentric tendencies" (CET) [13]. Consumer ethnocentrism is defined as "consumers' moral thoughts and beliefs about purchasing foreign-made products". It is accepted that consumer ethnocentrism negatively affects consumers' purchase intentions for foreign products. This means that high ethnocentric trends lead to a negative attitude towards the purchase of imported products. According to Shimp and Sharma (1987), consumers refuse to buy foreign products because they are harmful to the national economy and may cause unemployment directly or indirectly [13].

Similarly, Wetzels et al. [17] acknowledge that ethnocentrism reinforces the factor of loyalty to one's country, leading to consumers' refusal to purchase foreign-made products. Therefore, consumers who display a strong sense of ethnocentrism are at least less interested in the consumption of foreign goods and services, mainly because of a shared belief in the immorality of such behavior and its harmful consequences on the local economy [18]. In general, the level of ethnocentrism is consumer to consumer; within the same country, it can vary from one region to another [13] and even from one country to another [19].

Wang and Chen (2004) state that the observed relationship between ethnocentrism and the desire to buy domestic products is less evident in developing countries [20]. For example, a cross-cultural comparative study conducted by Tsai, Lee, and Song shows that American consumers tend to be more ethnocentric than Chinese and South Korean consumers [21].

III. RESEARCH METHODOLOGY

Purpose of the research

The research is to analyze the effect of consumer ethnocentrism on consumer purchasing behavior in Turkey, based on postgraduate studies on consumer ethnocentrism, in which context the perceptions, solutions and suggestions in the academic field are based. This situation will naturally try to reveal the meaning of the studies being a solution in terms of realism and possibility.

Research Method, Scope and Sample

The thesis studies discussed in the research were examined in the context of conceptual structure, literature and practice, and were examined within the framework of the solution reached and the suggestions presented. By classifying the results obtained; The meaningfulness of postgraduate studies has been tried to be revealed by analyzing the conceptual structure, application response, realism and the suggestions presented.

In order to make sense of the studies, answers were sought to the following questions:

- How are the core problem(s) perceived?
- Reached solution/solutions and suggestion/suggestions

For this purpose, data (all postgraduate theses) were compiled and included in the analysis. A search was conducted with the key concept of "ethnocentrism" from the National Thesis Center of the Council of Higher Education. Although it is aimed to have the same population as the sample, 50 of the 54 postgraduate (Master's and doctorate) thesis studies registered have been reached, and the information about 50 studies is as follows:

TABLE I. Number And Area Of Postgraduate Studies

Years	Thesis		Total	Study Field
	Master	PhD		
1996	1	-	1	Business/Management
2006	1	-	1	Business/Management
2007	1	-	1	Business/Management
2008	-	-	1	Business/Management
2009	1	-	1	Business/Management
2010	4	1	5	Business/ International Business
2011	3	-	3	Business/Management
2012	1	1	2	Business/Management
2013	2	-	2	Business/Management
2014	1	2	3	Business/Management
2015	2	2	4	Business/Management and Tourism
2016	2	1	4	Business/Management
2017	6	-	6	Business/Management
2018	2	-	2	Business/Management
2019	11	2	13	Business/Tourism/ International Business / Clothing Industry
2020	1	3	5	Business/Management
Total	41	13	54	

While an important part of the postgraduate studies within the scope of analysis and evaluation consists of master's theses, almost all of these theses were done in the field of business administration. After the first study was made in 1996, no study was conducted for a long time, but ten years later, in 2006, it was again interested by researchers and a gradual increase in the number of studies was observed. It reached its highest level in

2019. Considering the increase in studies compared to years, it is possible to say that the subject of ethnocentrism is a subject that maintains its popularity and attracts the attention of researchers, and an increase in the number of studies to be done in the coming years can be expected.

Considering the geographical distribution of the researches, it is seen that Istanbul (Marmara University) comes to the fore. This can be explained by the high number of universities in Istanbul. Apart from Istanbul, studies on consumer ethnocentrism have been carried out from universities in various geographical regions of Turkey. The high number of studies conducted at Marmara University may be associated with the emphasis of the academic staff in the relevant department on ethnocentrism.

CETSCALE, a consumer ethnocentrism tendency scale developed by Shimp and Sharma (1987), was used to measure consumer ethnocentrism tendency in most of the studies [13]. In most of the studies reached, field research and statistical analysis were used, and a limited number of qualitative research techniques were used.

IV. ANALYSIS AND EVALUATION

In this study, a comprehensive field research on "consumer ethnocentrism" in Turkey was presented. The problems that the theses studied focus on, and the results and suggestions are the focus of our study on consumer ethnocentrism and purchasing decision in the academic context.

When Table 2 is examined, it is seen that the researches conducted in a chronological order, the country/city of the research and the number of samples, the main research subject and the findings are included. When we look at the table, it is seen that various classifications can be made while interpreting it.

It is seen that the researches made are directly related to consumer ethnocentrism and purchasing behavior. Comparative results were obtained by adding various variables and different dimensions to some studies. These; culture, generation gap (X-Y), country of origin, city/country comparison, hedonism, currency exchange, brand size, globalization, cosmopolitanism, financial literacy etc. consists of various variables. Looking at the findings, each variable added to the relationship between consumer ethnocentrism and purchasing behavior revealed different results. For example, research on consumer ethnocentrism on X and Y generations by Haberoğlu [22] and Alparslan [23] revealed different results. Haberoğlu stated that there is a difference between the ethnocentrism levels of the participants according to the generations they are in, and Alparslan stated that the ethnocentric tendency levels of the consumers in the X generation are higher than the consumers in the Y generation. Both studies interpreted gender as an important factor.

The application of the researches in different sectors is important for this study in order to make a general assessment in terms of understanding and interpreting the concept of ethnocentrism. Automobile, mobile phone, cosmetics, coffee,

toys, tourism, accommodation, fast food etc. The emergence of different results in studies conducted in different sectors reveals that ethnocentrism is a variable concept. In the research conducted in the cosmetics sector [24], it was seen that consumer ethnocentrism was effective on the tendency to buy domestic products, while in the research conducted on mobile phones [25], the ethnocentrism tendencies of Turks and Kyrgyz were low. When other studies are examined, it is seen that similar results have been obtained. From sector to sector, the consumer ethnocentrism trend may be high or low.

In the results obtained, the city/country where the research was conducted and its current socio-cultural structure appear as another important factor. The researches were generally carried out in the cities where the theses were conducted. The cities of Istanbul, Ankara and Erzurum stand out. The researches conducted by Kalbakhani and Özdemir in Erzurum showed different results even though they were in the same city [10, 26]. It is useful to consider the time difference.

In a significant part of the studies, we see that the variables of age, gender and educational status are important factors affecting consumer ethnocentrism. Regardless of the sector or country, these three variables can affect consumer ethnocentrism positively or negatively. According to Kalbakhani's findings, the effect of consumer ethnocentrism on purchase intention increases as the age of consumers increases, however, the effect of consumer ethnocentrism on purchase intention decreases as the education level of consumers increases.

V. CONCLUSION AND EVALUATION

In today's world where competition is very intense, companies have to keep up with constant changes and developments. In order to achieve success in such an environment, businesses need to know their consumers in their target markets very well and understand their behavior. As a matter of fact, this is not an easy thing at all, because consumer behavior and decision-making process exhibit a complex structure that is influenced by many factors. In this context, consumer ethnocentrism emerges as an important feature that affects the perceptions, attitudes, decisions and even behaviors of individuals. Consumers' evaluations of domestic and foreign products differ depending on the degree of consumer ethnocentrism. When the literature findings are examined, it is concluded that highly ethnocentric individuals see the country of origin information as a much more important clue in evaluating products when compared to price. After this feature, consumers emerge as negative attitudes and behaviors towards foreign products in order to protect the domestic economy and workforce.

Despite this importance of consumer ethnocentrism, when we look at the marketing literature, it is seen that the concept has just started to attract attention. It is thought that the number of studies on the subject is low. However, considering that consumer ethnocentrism entered the marketing literature in the early 1980s, it is seen that the subject was approached from different perspectives with studies conducted in different

countries during this time. In other words, the number of studies on this concept, which has a history of 40 years, cannot be underestimated considering the time frame. Continuing research with different content points out the importance of the subject.

Consumer ethnocentrism ceases to be a disadvantage for foreign companies when it is acted carefully and consciously, and it comes to the fore as an advantage that will increase success for domestic companies. At this point, marketing activities and efforts gain importance. When foreign businesses have an idea about the level of ethnocentrism in the market in which they will operate, they can prevent this situation with successful marketing strategies. Both placing the origin of the product on the product in a less visible way and marketing the product in environments such as the internet where consumers will not pay attention to the origin of the product are examples of activities that can be done to overcome the negative effects of consumer ethnocentrism. Domestic companies, on the other hand, can benefit from the ethnocentric tendencies of consumers, especially with messages in their promotional activities. The important point here is to fine-tune the amount of ethnocentric elements to be included in the messages. Otherwise, this situation causes consumers to form a reaction against them rather than influencing them in favor of domestic products.

It is very important to know the reasons of consumer behavior for companies that want to know their consumers in their target markets better and fully satisfy their wants and needs. However, knowing this is not easy and requires constant and meticulous marketing research. Consumers may have to choose between domestic and foreign products for reasons such as price compatibility, superiority in quality, trust in the brand, stereotypes about foreign countries or consumer ethnocentrism. Knowing or determining which of these choices was made because of these reasons gains importance in terms of marketing strategies to be developed.

Determining the ethnocentrism level of consumers is important in estimating their attitudes and behaviors towards foreign and domestic products, and in developing appropriate marketing mix and strategies, as well as in terms of market segmentation according to the level of ethnocentrism. As a matter of fact, ethnocentric and non-ethnocentric consumers exhibit different behavior patterns, have different thoughts and value judgments, different wishes and needs.

TABLE II: Highlights Of Studies Conducted Under The Title Of "Ethnocentrism" In The National Thesis Center

The Author and Research Year	City- Sample	Research Subject	Results
Güven-1996	-	Manager recruitment policies in multinational enterprises: Ethnocentrism, Polycentrism, Geocentrism, Regiocentrism (applicability and recommendations)	The thesis could not be accessed.
Aysuna-2006	İstanbul-400	To determine the level of consumer ethnocentrism tendencies of consumers and to examine the relationship of consumer ethnocentrism with demographic characteristics.	Consumer ethnocentrism emerges as an important feature that affects individuals' perceptions, attitudes, decisions and even behaviors.
Arı-2007	Adana-103	The role of consumer ethnocentrism and country of origin influence in purchasing decisions	It was found that administrative staff and academicians among university members showed more ethnocentric tendencies than students.
Ellialtı-2009	İstanbul-148	The effect of product characteristics, relative product quality and consumer ethnocentrism on the tendency to purchase domestic products: an application in the cosmetics industry.	It has been revealed that the variables of relative product quality and consumer ethnocentrism have an effect on the tendency to purchase domestic products.
Sarıçam-2010	Ankara-400	A research on the relationship between perceptions of foreign brands and the concept of consumer ethnocentrism in Turkey (Toy industry)	As a result of the research, it was determined that the participants had a moderate ethnocentric tendency.
Kapıkıran- 2010	Mersin-420	Evaluation of the effects of consumer ethnocentrism, brand image and country of origin on consumers' attitudes towards domestic and foreign products: A study in Mersin.	Contrary to what is often emphasized in the literature, it has been revealed that consumer ethnocentrism is not a determining factor over consumer preferences.
Asil- 2010	633	Examining the relationship between values, consumer ethnocentrism, and domestic/foreign branded product preference	It has been revealed that Turkish consumers show a moderate consumer ethnocentrism tendency.
Altuğ Turgut- 2010	İstanbul-384	The effect of consumer ethnocentrism on purchasing behavior: an application in the service sector (Coffee Consumption)	The ethnocentric tendencies of Turkish consumers were found to be moderate.
Yavuzer- 2010	İstanbul-203	The effect of consumer ethnocentrism on Y-generation purchasing tendencies and consumer decision-making styles: An empirical study on Turkish university students.	It revealed that the price-oriented consumer decision-making style is closely related to the ethnocentric prejudices of young Turkish customers.

Esen-2011	Antala-400	The effect of customer satisfaction and ethnocentrism on customer satisfaction levels in accommodation establishments (Alanya district example)	In the examinations made, elements related to ethnocentrism were found that could provide satisfaction and desired by domestic and foreign guests.
Cengizz-2011	Adana-İzmir-Yunanistan-774	A cross-cultural study on consumer ethnocentrism and country image: The case of Turkey and Greece	In the study, the interaction with the other country and its effect on product purchases are determined.
Tuzcuoğlu-2012	Turkey -Russia-444	The importance of consumer ethnocentrism and country of origin effect on consumer purchase intention: A comparative study on the automobile industry in Turkey and Russia.	Consumers in Turkey tend to consume more domestic products than consumers in Russia, and they approach foreign products with prejudice.
Kalbakhani-2013	Erzurum- 412	Investigation of the effects of lifestyle and consumer ethnocentrism on purchase intention: An application in Erzurum	There was no significant effect of lifestyle on purchase intention. However, consumer ethnocentrism positively affects purchase intention. On the other hand, according to the results, the effect of consumer ethnocentrism on purchase intention increases as the age of the consumers increases. On the other hand, as the education level of consumers increases, the effect of consumer ethnocentrism on purchase intention decreases.
Kızıltaş-2014	İstanbul-173	A study to determine the effect of acculturation on consumer ethnocentrism.	It has been determined that there is a significant relationship between separation from acculturation strategies and marginalization and consumer ethnocentrism.
Uyar-2014	Kayseri-322	Consumer ethnocentrism and brand name evaluations: An application in Kayseri.	It has been revealed that consumers tend to moderate consumer ethnocentrism.
Alparslan-2015	İstanbul-1000	A comparative analysis with CETSCALE scale on ethnocentrism and X & Y generation consumers in the purchasing decision process	It is possible to state that the ethnocentric tendency levels of the consumers in the X generation are higher than the consumers in the Y generation. When the X and Y generation consumers are evaluated in terms of grouping the ethnocentric tendency levels, it has been determined that the consumers in both generations are "medium" ethnocentric.
Türkmen-2015	İstanbul-708	Determining the effect of consumer ethnocentrism and destination personality on domestic tourists' package tour purchase intentions.	In general, it has been revealed that Turkish tourists are moderately ethnocentric.
Varol- 2015	Turkey - 576	The effect of consumer ethnocentrism on foreign retailer selection in the Turkish FMCG retail sector.	While the economic hostility of England among the participants was higher than that of France, according to the country of origin, confirming the previous result, the image of the country of origin of France was higher and exhibited a more

			positive situation than England.
Taşkent- 2016	Germany- 976	The role of consumer ethnocentrism in the effect of sports sponsorship on purchase intention and brand value: Turkish airlines example	The moderating role of consumer ethnocentrism in the relationship between sports sponsorship factors and purchase intention could not be determined. It has been observed that German consumers establish a rational relationship between the price they will pay in their purchasing decisions and the benefits they will obtain, and they act away from the ethnocentric approach in this evaluation and decision process.
Kaya- 2017	İstanbul-201	The effect of ethnocentrism, materialism and religiosity on the intention to purchase national and international clothing brands.	It has been revealed that ethnocentrism (ethnocentrism) has an effect on purchase intention. It has been revealed that materialism's "living away from vanity" dimension has a negative effect on purchase intention, while religiosity has no effect on purchase intention.
Yiltay- 2017	Turkey and Poland-866	Consumer ethnocentrism: an examination of purchasing behaviors in terms of ethnocentric tendencies according to the difference between countries	The ethnocentric tendencies of Turkish consumers resulted 2.3% higher than the ethnocentric tendencies of consumers in Poland. Also; It has been concluded that the gender of demographic variables is not a determining factor in consumer ethnocentrism for both countries, while age and education status are effective in the ethnocentric tendencies of consumers in both countries.
Haberoğlu-2018	Antalya-536	The effect of ethnocentrism on touristic product preference: A comparative analysis with the CETSCALE scale on the baby boom, X and Y generation consumers.	There was a difference between the levels of ethnocentrism according to the generations of the participants. In addition, age generations, marital status, gender and education levels of the participants make a difference in their ethnocentrism levels.
Onberş-2018	Turkey -515	The effect of consumer cosmopolitanism and ethnocentrism on country of origin information seeking behavior in product evaluation.	While no significant difference was found between consumer cosmopolitanism and the behavior of searching for country of origin information in product evaluation, it was concluded that there was a significant difference between consumer ethnocentrism and the behavior of searching for country of origin information in product evaluation.
Sulaimanova-2019	Turkey - Kyrgyzstan -650	Brand personality, consumer ethnocentrism and the effect of country of origin on purchase intention: A study on Turkey and Kyrgyzstan (Mobile phone)	It has been observed that there is no high level of ethnocentrism in the attitudes of Turkish and Kyrgyz consumers towards foreign products, therefore they show a moderate approach to the use of foreign products.
Cansoy-2019	İstanbul-311	The relationship between financial literacy, consumer ethnocentrism and the tendency to buy domestic goods	No relationship was found between financial literacy and consumer ethnocentrism, but a significant relationship was found between financial literacy and the tendency to buy domestic goods.

Yousif-2019	Turkey -Sudan-400	Impact of consumer ethnocentrism and country of origin effect on perceived brand equity and purchase intention: Comparison of Turkey and Sudan	The country of origin has an indirect relationship to purchase intention through product characteristics. Finally, ethnocentrism has a negative impact on perceived product quality and purchase intention.
Coşkun-2019	İstanbul-İzmir-Muğla- 488	The relationship between hedonic and utilitarian consumption behaviors and consumer ethnocentrism: a research for generations	Individuals with high hedonic consumption behavior show low utilitarian consumption behavior and low consumer ethnocentrism (vice versa).
Özdemir-2019	Erzurum-599	The impact of Hofstede's cultural dimensions on consumer ethnocentrism	A positive and significant relationship was found between the long-term orientation dimension and consumer ethnocentrism. This result is not similar to the literature.
Baimukhanova-2019	Astana ve Almati-220	The effect of ethnocentrism on the perceived service quality of domestic and foreign fast-food restaurants: A study in Kazakhstan.	Participants with lower ethnocentrism levels evaluated McDonald's restaurants better in terms of service quality, while participants with higher ethnocentrism levels evaluated the service quality of Zheka's Döner House restaurant higher.
Gökçe-2019	Turkey-603	Consumer ethnocentrism and foreign exchange investment preferences	A negative but weak relationship was found between the ethnocentric tendency levels of individuals and their foreign exchange investment preferences. In addition, it was found that there are significant differences between the ethnocentric tendency levels and foreign exchange investment preferences of consumers in terms of demographic characteristics.
Ünalın-2020	Türkiye- 1881	Brand globality clues, country image, ethnocentrism and the effect of cosmopolitanism on the preference of Turkish brands trying to become a global brand	It has been concluded that perceived brand prestige, perceived brand quality and emotional country image affect purchase intention, but cognitive country image and consumer ethnocentrism do not affect both Turkish and foreign consumers. The effect of perceived brand globality on purchase intention is only for Turkish consumers; The effect of product country image and consumer cosmopolitanism was seen only in foreign consumers.
Kaplan-2020	Ankara-629	Consumer ethnocentrism and production country effect: An example from Ankara province universities	Consumer ethnocentrism and production country effect: An example from Ankara province
Kulaksız-2020	Rize-365	Satisfaction and ethnocentrism levels of consumers towards American brands	It has been determined that students are highly satisfied with American brands and exhibit low ethnocentrism towards these brands. As the age of the participants increases, the level of satisfaction with American brands decreases. As the income level decreases, the level of ethnocentrism increases.

Note: All the studies listed in Table 2 were taken from the National Thesis Center of the Turkish Higher Education Council.

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