

**A COMPARATIVE ANALYSIS OF CONSUMER  
ETHNOCENTRISM TENDENCIES: AN EMPIRICAL  
STUDY OF TURKISH AND AZERBAIJANI UNIVERSITY  
STUDENTS**

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**Abstracts**

The aim of this study is to present comparative analysis of consumer ethnocentrism tendencies between Turkish and Azerbaijani university students. This study was carried out through the field research. The data was collected through structured questionnaire from Turkish and Azerbaijani students. A total of 700 usable questionnaires were completed in face-to-face interviews in Turkey and Azerbaijan. Consumer ethnocentrism was measured by the well-tested CETSCALE. The data was analyzed by univariate and multivariate statistical analysis techniques. The results show that all hypotheses developed according to the literature are supported except for three hypotheses. According to the statistical test results, Turkish consumers are more ethnocentric than Azerbaijani consumers, while Turkish male consumers are more ethnocentric than females, Azerbaijani female consumers are more ethnocentric than male consumers, and there is no statistically significant difference in terms of other demographic variables. The study has two limitations. First, the research data was collected by convenience sampling method. Second, the study carried out only includes Turkish and Azerbaijani students.

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These findings enrich literature and provide useful marketing intelligence for international marketers targeting Turkey and Azerbaijan, but it is not generalized. This study makes a comparative analysis of two countries which are culturally close. It is evident that this study supports and contributes the existing literature by examining consumer ethnocentrism.

**Keywords** Consumer ethnocentrism tendencies, consumer behaviour, CETSCALE, Turkish, Azerbaijani.

### Introduction

International trade has become a central part of the world economy (Watson and Wright, 2000) and international economic integration has rapidly improved recently (Bastos and Cabral, 2007). Therefore, internationalization of business practices has caused an increase in competition between the multi-national and local enterprises in foreign and domestic markets (Netemeyer, Durvasula and Lichtenstein, 1991). In the competitive environment of the global business arena, success of a company depends on the ability to understand the customer needs and to meet them (Javalgi et al., 2005). Due to easy access international markets, foreign brands ensure that customers in almost all the countries encounter many product options. Thus, marketers attach a great deal of importance to development of measuring instrument which may be useful to assess attitudes and preferences of customers towards domestic and foreign products (Netemeyer, Durvasula and Lichtenstein, 1991). In the last 50 years, it has been said that the view that developed economies are the main triggers of the global economic development will turn into a different form (Klein, Ettenson and Krishnan, 2006). While developed countries form a continuously shrinking part of the world economy, developing and transition economies represent the great future opportunity of the global growth. Today, what the international marketers understand is to research opportunities beyond the developed countries. Due to this change, the global directors' need to understand the attitudes of the consumers in the developing and transition economies towards foreign products has increased (Klein, Ettenson and Krishnan, 2006).

Culture itself and its impact on attitudes, beliefs and behaviours of consumers have been a significant research area. Business and marketing researchers have also been significantly concerned with culture. The researchers of organizational behaviour, business strategy, production and business communication should take all the cultural results into consideration. As an obvious consequence, cross cultural effects constitute the backbone of the international advertisement and consumer behaviour researches. Cultural effects and relationships have penetrated into the spectrum of marketing research for more than 30 years (Straughan and Albers-Miller, 2001).

On the other hand, prevalence experienced in the world trade has increased importance of researches on the COO effect. The COO effect is an important factor which basically influences product assessment of the consumers and final product choices. Consumers generally assess and perceive cars, electronic and fashion products differently according to the countries (Dagger and Raciti, 2011). The COO of a product provides significant clues for the consumers. Bilkey and Nes (1982) is stated that COO has a considerable influence on the quality perceptions of a product. The products produced in different places are not assessed on equal terms with those produced in more developed countries. Consumers tend to support the products produced in their country more than the others produced in foreign countries (Bilkey and Nes, 1982). In addition, consumers prefer to products produced in the countries culturally similar to the domestic country more than products produced in the countries which are not similar (Watson and Wright, 2000). Marketers are obtained some gains with the help of the evaluations of products in terms of production domestic or foreign markets or being domestic or foreign brands. These gains may be influential at different degrees among perception, attitude and personality factors which affect consumer behaviours as external qualification by providing significant clues and symbolic benefits and increasing national feelings when the consumers cannot assess internal qualifications (Akin et al. 2009).

Ethnocentrism is basically a sociological concept which has become a psychological structure regarding personal systems at individual level as well as having a more general-cultural and socio-analytical circle (Yu and Albaum, 2002; Jianlin, Ning and Qi, 2010). The most important factor in formation of ethnocentrism is the existence of a cultural structure. People gain the habit of doing certain things by certain ways through dynamism of acculturation and they develop an

assessment towards the other groups wrongly and incorrectly. Indeed, the concept considers the other groups as unimportant, weak and inferior while it has attitudes reflecting that it considers its own group as superior and qualified. These attitudes become a structure expressing that their own value standards has a universal quality (Altıntaş and Tokol, 2007). Although ethnocentrism is a concept developed initially to tell the difference between the ingroups and outgroups, it has become a psycho-social structure regarding personal system at individual level in addition to more general cultural and socio-analytical framework. The symbols and values of their own ethnic or national group become pride and loyalty whereas the symbols and values of the others might be despised (Shimp and Sharma, 1987).

CE is particularly important to international marketing which is a potential handicap for the companies aiming to penetrate international markets. Generally it is one of the factors which are against internationalism. The subject was analyzed in terms of many aspects such as life style, decrease in domestic alternatives, institutional identity, national identity and nationalism (Altıntaş and Tokol, 2007). The purpose of this study is to comparatively analyze of CE tendencies between Turkish and Azerbaijani university students.

### **Literature Review**

#### **Ethnocentrism as a Sociological and Psychological Phenomenon**

The concept of ethnocentrism represents a universal tendency that the individuals consider their own group as the central of the universe, interpret the other social sciences in terms of their own group and blindly accept those culturally similar to their group while rejecting those culturally different from them. The symbols and values of their own ethnic or national group are considered pride and binding whereas the symbols and values of the other groups are despised (Shimp and Sharma, 1987). The ethnocentrism phenomenon is observed to develop within family pride, regionalism, religious prejudices, racial discrimination and nationalism and root in the group. Other writers suggest that ethnocentrism is a part of human nature (Luque-Martínez et al., 2000).

Intensity, power and extent of CE vary from culture/country to culture/country. It is stated that consumer ethnocentrism influences attitudes of nationalist feelings towards product and purchase intentionality (Kaynak and Kara, 2002). It is highlighted that CE is wrong not only in terms of nationalism but also particularly because of its consequences of job losses and damages to the

economy it is incorrect to purchase imported products (Kaynak and Kara, 2002; Good and Huddleston, 1995; Evanschitzky et. al., 2008). Moreover, CE improves to understand how consumers and industrial buyers compare domestic and foreign product, how their assessment influences various tendencies and mistakes and which causes have effects. Consumers with high level ethnocentrism probably assess domestic products in a biased way with the tendency to adopt positive perspectives and overlook the good sides of the foreign products (Kaynak and Kara, 2002).

As ethnocentric consumers believe that the products produced in their countries are the best, they prefer domestic goods. Moreover, although the quality of the domestic goods is lower than the imported ones they lead the consumers to purchase domestic goods with a moral concern. CE might play an important role when people believe that their personal and national welfare is under threat due to import. In the studies conducted in America and other developed countries, the results supporting the idea that consumers with high level ethnocentrism appreciate domestic goods highly, underrate the imported goods and prefer to purchase domestic goods by feeling moral pressure have been found out (Wang and Chen, 2004). In addition, there are also research results indicating that consumers in the developed countries tend to perceive domestic goods more qualified than imported goods (Wang and Chen, 2004). On the contrary, it has been observed in the studies that the consumers in the developing countries perceive the foreign goods superior when they compare them (particularly products with prestigious COO) with the domestic equivalents (Chrysochoidis, Krystallis and Perreas: 2007).

Prejudice against foreign products includes transfer of obvious economic acts such as purchasing or boycotting the products and ethnocentrism ideas indicating that their own population group is superior to the other groups. CE might as well result in concern owing to harmful effects regarding economic situation that might be caused by import. This concern might cause avoidance to purchase imported products and pressure on the individuals in the society to avoid, too. Therefore, purchasing imported products will become a moral and social problem (Huddleston, Good and Stoel, 2001).

Reardon et al., (2005) suggest that there are many antecedents and consequences that help explaining how and under which conditions CE develops as such the widespread premises causing ethnocentrism include consumer demography, openness to foreign cultures, nationalism,



individualism-collectivism and conservatism. Previous researches point out that product relationship level, perception of product necessity, the level that foreign products pose a threat to economic and personal welfare are the important indicators of ethnocentrism intensity (Reardon et al., 2005). The main antecedents and effects of CE which have been studied are summarized below in Figure 1.

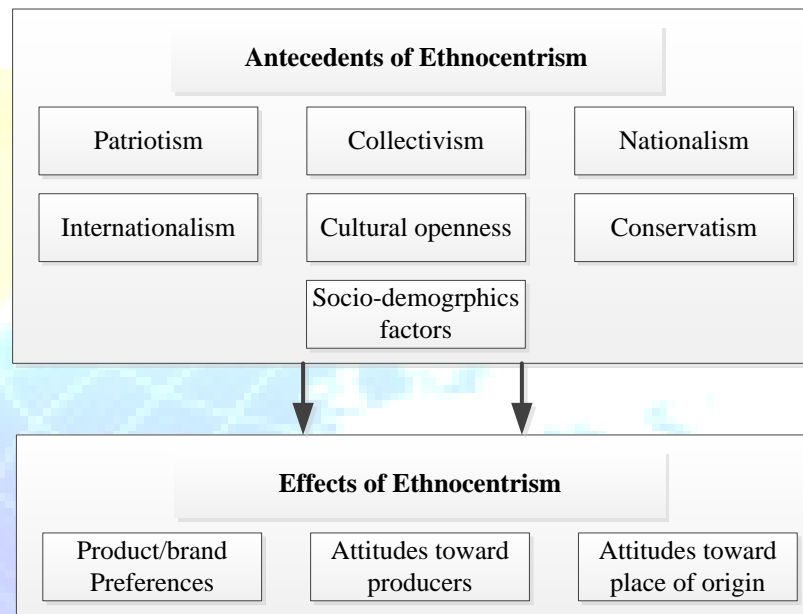


Figure 1. Antecedents and effects of ethnocentrism

Source: Siemieniako et al., 2011.

Six specific features of CE analysed in detail are as follows (Shankarmahesh, 2006);

- General tendency of “togetherness” against a certain attitude,
- It results in perception of concern about their country and the harmful effects of import on themselves and citizens,
- It regards purchase of imported products as unethical as it considers it against nationalism and indifference to job losses,
- It presents an inelastic structure regarding price and other related product features,
- It is assumed to have been socialized in the pre-childhood period like the other behavioural phenomenon,
- The entire consumer ethnocentric tendency in the social system is considered as accumulation of individual tendencies.

Although CE and the COO effect are independent and separate from each other these concepts are often confused (Shankarmahesh, 2006). Herche (1992) explains the difference between these concepts as this example: “a consumer may have a positive idea of the COO effect according to the product class features but he/she does not purchase the product because it is not economic or moral” (Herche, 1992). Three approaches are addressed so as to explain the COO effect. Firstly, in terms of information processing, cognitive approach serves as a clue to give information to the consumers about the COO effect product quality, performance and other important features. The consumers tend to trust clues when they lack information. If the consumers have knowledge through various means (advertisement, product testers), trust in the COO decreases. Secondly, emotional approach is the emotional reaction of the consumers against certain countries. For instance, when a consumer reads news about violation of human rights in a country he/she might avoid purchasing the products of that country. Finally, normative processes which affect the consumer’s choice of domestic products are addressed in terms of the COO tendency. the COO reflects normative pressure a consumer feels so as to purchase domestic products regardless of product/country (Olsen, Granzin and Biswas, 1993).

#### Measuring CET

CET is a phenomenon influencing consumer behaviours and thus, it is very important to the companies carrying on business in the international markets or thinking of internationalization (Ruyter, Birgelen and Wetzels, 1998). Although homogeneity of the world markets has increased, ethnicity and nationalism are still among the most powerful motivators in the modern market (Vida, Dmitrović and Obadia, 2008). CETSCALE researches to measure consumer feelings regarding to what extent purchase of foreign products is not considered nationalistic or moral as it damages domestic economy. Theoretic structure is not product-specific. However, CET is tested neither against actual purchasing behaviour of the consumers nor on the basis of national dimension. Although it started within the scope of American consumers, the concept and measurement point out that it is applicable globally (Herche, 1992). The studies conducted in the developed countries and mostly Western countries (such as the USA, Western Europe and Japan) point out that they are generally proud of their own domestic products and support them more than the foreign products (Klein, Ettenson and Krishnan, 2006).

Shimp and Sharma (1987) designed CETSCALE and conducted nomological validation tests. As a result of the tests, it was found out that there is an estimator of the beliefs, attitudes, purchase intention and preferences of the consumers (Hamin and Elliot, 2006). Internal consistency of CETSCALE was found to be high. Alpha values concerning the four studies conducted were found to be between 0,94 and 0,96. In the analysis carried out with test-retest method, a significant and positive relation at the level of  $r=0,77$  was determined between the applications. All the results point out that CETSCALE is a reliable index as regards CET (Shimp and Sharma, 1987). CETSCALE consists of 17 items. In this scale, high scores show that consumers have tendency to prefer domestic products to foreign products (Javalgi et al., 2005).

#### Relational Analysis of CE

In the studies related to consumer ethnocentrism, that ethnocentric tendencies of the developed, developing countries and countries with similar features or ethnocentric tendencies between cultures were analysed different aspects is seen. The scales, the correlated variables, the research sample and the results are summarized below in the table 1 in order to exemplify these researches.

Table 1. Examples regarding the studies on CE and CET

Author	Concept used	Sample and Environment	Findings
Wong, Polonsky and Garma (2008)	CET	272 Chinese students, China	The three subcomponents of COO and level of CET do not have any effect on perception of product quality and purchase intention.
Rose, Rose and Shoham, (2009),	CE and Consumer hostility	112 Israeli Arabic, 111 Jewish, Israel	The relationship between CE and consumer hostility was found to be positive in both groups.
Rosenbaum and Wong, (2009)	CE	1,719 Vietnamese cons., Vietnam	Ethnocentrism strengthens positive word-of-mouth communication, The consumers with high ethnocentric tendencies are less reactive to the company value driver including product quality, price and facility and give more importance to dealer service quality
Poon,	CE	206 Australian	when the relation between the scores of



Evangelista and Albaum (2010)		cons., Australia	ethnocentrism and preference of the products with Australian brands was analyzed it was determined that there is a relation between preferences of the Australian-born people ( $p < 0,01$ ) and the scores of ethnocentrism.
Saffu, Walker and Mazurek (2010)	CE	209 Student 211 non-stud., Slovak	Both groups consider the products produced in Slovakia more qualified than imported products. they feel the necessity to choose domestic products.
Zolfagharian and Sun, (2010)	CE and COO	38 Americans, 39 Meksicans, 71 American-Meksicans USA	It was verified that single-cultural Americans and Mexicans have higher ethnocentric tendencies than bicultural Mexicans and they are more sensitive to the COO effect.
Erdoğan and Uz Kurt, (2010)	CE	283 Turkish cons., Turkey	Findings concerning the levels of ethnocentric tendencies related to gender, income and level of education comply with the literature. The significant relation between high level of ethnocentric tendency and the perception was determined to be consistent with the literature.
Akram, Merunka and Akram, (2011)	CE Brand Globalism Brand Quality	452 Pakistani cons., Pakistan	The consumers were divided into two groups as consumers with high and low ethnocentrism so as to analyze mediation effect of the consumer ethnocentrism on the basis of median-division examples. In the significant relation analyzed with these two groups, a significant difference between regression estimates of the two groups with high and low ethnocentric tendencies was determined and hypothesis were supported.
Josiassen, Assaf and Karpen (2011)	CE	360 Australian cons., Australia	Old consumers have more ethnocentric tendencies than the young consumers and women more than men, but income on CET was not found to be significant.
Qing, Lobo and	CE	535 Chinese cons.,	Ethnocentrism does not have an effect on

Chongguang (2012)		China	purchase attitudes but life style (risktakers and traditional aspects) has a positive effect on purchase intention for the imported products.
Özçelik and Torlak, (2011)	CE	522 Turkish cons., Turkey	Ethnocentric tendencies make perception of the brand personality of (X) brand jeans as a foreign brand negative and perception of the brand personality of (X) brand jeans as a domestic brand positive.
Liu et al., (2006)	CET	301 Chinese cons., China	The consumers with high level of ethnocentric tendencies have less supportive attitudes and purchase intention. It was also seen that there is a negative relation between CE and bilingual and the COO brand naming strategy.
Ranjbarian, Rojue and Mirzaei (2010)	CE COO	800 Iranian cons., Iran	Consumer ethnocentrism influencing attitudes towards foreign clothes and purchase tendency for domestic clothes vary by the country-of-origin.

## Research Method

### Aim and Method of the Research

This study aims to measure and comparatively analyze consumer ethnocentric tendencies of Turkish and Azerbaijani university students. In addition, the study analyzes the effect of demographic features pertaining to Turkish and Azerbaijani consumers on consumer ethnocentric tendencies. In the study built upon the descriptive research model, the survey method, which ensures systematic data collection and is commonly used, was utilized. In this respect, Turkish and Azerbaijani version of CETSCALE (Shimp and Sharma, 1987), whose validity and reliability in measuring ethnocentric tendencies have been tested, was used. This scale assumes that positive attitude towards domestic products depends on national responsibility and loyalty (Erdoğan and Uz Kurt, 2010). CETSCALE was created as a result of a series of preparation, pre-tests and simplification. By means of the scale, it is possible to measure to what extent the participants tend to support the ideas suggesting that purchasing foreign products is against patriotism and morality and damages economy and leads to unemployment (Ari ve Madran, 2011). CET consist of 17 statements which evaluated on a 5 point likert type scale in

this study. Data was obtained from 400 Turkish and 300 Azerbaijani university students. The students participating in the research were selected through the convenience sampling. CETSCALE has been used on student samples in various countries such as the United States, Japan, Germany and France and non-student samples in Japan, Spain and Sweden (Javalgi et al., 2005).

#### Hypotheses of the Research

CE has important effects on perception towards the products produced in different countries (Huang, Phau and Lin, 2010). Ethnocentrism gives feelings of an individual identity or possession. It is about understanding of acceptability or unacceptability of buying behaviour within the group. CETSCALE is used in two ways as an expressive variable in the experimental designs, where the country-of-origin effects of the product are controlled, and with psychographic and demographic variables of the consumer (Spillan and Harcar, 2012). It is stated that addressing demographic situation while analysing ethnocentric tendencies of consumers is important. In the studies conducted, it was determined that there are significant relations between gender, age, marital status, income, education and culture variables and consumer ethnocentric tendencies (Shimp, Sharma and Shin, 1995; Ranjbarian, Barari and Zabihzade, 2011). Thus it McLain and Stemquist (1991), suggest that the older consumers are more ethnocentric than young consumers. It is stated that age is a main determinant in consumer behaviours. It was also found out that women are more ethnocentric than men and there is a positive relation between low level of education and high level of ethnocentric tendency (Chaudry et al., 2011). Mangnale, Potluri and Degufu (2011) compared ethnocentric tendencies in terms of education, age, income and gender in their studies and it was determined that there was no significant relation with the level of income. According to the results of the research conducted by Ganideh and Tae (2012), among demographic variables such as gender, marital status, income, age and geographical settlement have no effect on CET aside from the geographical settlement. Erdoğan and Uz Kurt (2010) tested the relation between the demographic variables and ethnocentrism and found statistically significant differences according to gender, level of education, age and level of income.

Parallel to previous research on CET, the hypothesis of this research is as follows:

H<sub>1</sub>: There is a significant difference between the levels of ethnocentrism tendencies (low, medium and high) of Turkish and Azerbaijani university students.

H<sub>2</sub>: There is a significant difference among the levels of ethnocentrism tendencies (low, medium and high) of Turkish university students.

H<sub>3</sub>: There is a significant difference among the levels of ethnocentrism tendencies (low, medium and high) of Azerbaijani university students.

H<sub>4</sub>: There is a significant difference between CET's of Turkish and Azerbaijani university students.

H<sub>5</sub>: There is a significant difference among CET's of Turkish university students.

H<sub>6</sub>: There is a significant difference among CET's of Azerbaijani university students.

H<sub>7</sub>: There is a significant difference between in hard and soft of ethnocentrism tendencies of Turkish and Azerbaijani university students.

### Findings of the Research

#### Findings Regarding Demographic Variables and CETSCALE Levels

The measurement is performed at two levels as demographic data and ethnocentric tendencies of the participants. First of all, descriptive statistical analysis related to demographics and ethnocentric tendencies of Turkish and Azerbaijani university students are addressed. Results are obtained by using chi-square independence test. Data obtained as a result of descriptive statistical analysis and chi-square independence test is given below in Table 2.

Table 2. Statistical results of descriptive and chi-square test

Features	n	CETSCALE SKORLARI			$\chi^2$	df.	Sig.
		Low Fr. (%)	Medium Fr. (%)	High Fr. (%)			
<b>Participants</b>							
Turkish	40	8 (2)	216 (53)	186 (45)	89,898	2	0,000*
	0						*
Azerbaijani	30	4 (1)	259 (86)	37 (13)			
	0						
<b>Turkish U.S.</b>							
<b>Gender</b>							
Female	18	4 (2)	105 (57)	77 (41)	3,641	2	0,162
	6						
Male	21	4 (2)	101 (47)	109 (51)			

	4						
<b>Age</b>							
17-19 years	13 4	1 (1)	70 (52)	63 (47)	3,192	4	0,526
20-22 years	20 5	5 (3)	101 (49)	99 (48)			
23-26 years	6 1	2 (3)	35 (58)	24 (39)			
<b>Income</b>							
Less than 750 TL	5 0	1 (2)	29 (58)	20 (40)	2,280	6	0,892
751-1500 TL	19 3	4 (2)	100 (52)	89 (46)			
1501-2250 TL	12 6	2 (2)	64 (51)	60 (47)			
2251> TL	31	1 (3)	13 (42)	17 (55)			
<b>Location</b>							
Metropolitan	9 9	5 (5)	50 (51)	44 (44)	8,486	4	0,075
City centre	14 7	3 (2)	72 (49)	72 (49)			
County/town/other	15 4	-	84 (55)	70 (45)			
<b>Azerbaijani U.S.</b>							
<b>Gender</b>							
Female	19 5	1 (1)	166 (85)	28 (14)	4,760	2	0,093
Male	10 5	3 (3)	93 (89)	09 (9)			
<b>Age</b>							
17-19 years	8 4	2 (2)	85 (90)	07 (8)	4,118	4	0,390
20-22 years	19 3	2 (1)	164 (85)	27 (14)			
23-26 years	1 3	-	38 (84)	7 (16)			
<b>Income</b>							
Less than 750 AZN	14	1 (1)	124 (85)	21 (14)	3,552	6	0,737



	6						
751-1500 AZN	11 8	3 (3)	102 (86)	13 (11)			
1501-2250 AZN	2 6	-	24 (92)	2 (8)			
2251> AZN	1 0	-	9 (90)	1 (10)			
<b>Location</b>							
Metropolitan	18 7	3 (2)	165 (88)	19 (10)	5,960	4	0,202
City centre	5 6	-	50 (89)	6 (11)			
County/town/other	5 7	1 (2)	44 (77)	12 (21)			
"1 USD = 1,78 TL and 1 USD = 0,784 AZN" "p<0,01 and p<0,05"							

As a result of the chi-square independence test performed with the demographic variables, it is determined that the level of ethnocentric tendencies differ in Turkish and Azerbaijani university students. According to this result, H<sub>1</sub> is supported. It is determined that 47% of Turkish participants are at the high level of ethnocentrism whereas 13% of Azerbaijani participants have the high level of ethnocentrism. H<sub>2</sub> and H<sub>3</sub> is not supported. Ethnocentric tendencies of Turkish and Azerbaijani university students do not differ in terms of the demographic variables (low, medium, high). When Table 2 is analyzed, it is seen that ethnocentric tendencies of Turkish university students are at medium and high levels whereas Azerbaijani university students are at the medium level of ethnocentric tendency in terms of demographic features.

CETSCALE scores are calculated as minimum 17\*1=17 and maximum 17\*5=85. The scores of the participants are determined as 0-28 low, 29-57 medium and 58-85 high level of ethnocentric tendency. The scores of the ethnocentric tendencies regarding Turkish and Azerbaijani university students are presented below in table 3.

Table 3. Ethnocentrism scores of respondents

Respondents	N	Scores of CET								t values	Sig.
		Low Scores		Middle Scores		High Scores		General			
		$\bar{x}$	$\sigma$	$\bar{x}$	$\sigma$	$\bar{x}$	$\sigma$	$\bar{x}$	$\sigma$		
Turkish	400	25,50	3,33	49,55	5,91	65,92	5,99	56,68	10,97	-	0,000

Azerbaijani	300	23,50	3,69	44,30	7,02	63,54	7,39	46,39	9,82	13,036	
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In accordance with the result of independent samples t test, there is a significant differences between Turkish and Azerbaijani university students.  $H_4$  is supported. According to this results, it can be say that Turkish university students are more ethnocentric than Azerbaijani university students.

Shimp and Sharma (1987) analyzed 17 items in the scale of CET according to the assessment of the participants. The mean, the standard deviation and data regarding reliability values are given below in Table 4. According to the results in the table,  $H_3$  is supported. According to the 17 items, it is determined that there are significant differences between CETSCALE scores of Turkish and Azerbaijani consumers. The highest mean value of Turkish consumers refers to these statements: “CET1. Turkish people should always buy Turkish products instead of imports”, “CET3. Buy Turkish products, Keep Turkey working”. The highest mean values of Azerbaijani consumers refer to these statements: “CET16. We should buy from foreign countries only those products that we cannot obtain within our own country”, “CET10. There should be very little trading or purchasing of goods from other countries unless out of necessity”.

Table 4. CETSCALE assessment of Turkish and Azerbaijani consumers

Items	Turkish (n=400)		Azerbaijani (n=300)		t values	Sig.
	$\bar{x}$	$\sigma$	$\bar{x}$	$\sigma$		
CET1	4,14	1,13	3,07	1,34	11,217	0,000*
CET2	3,91	1,17	3,09	1,32	8,487	0,000*
CET3	4,10	1,14	3,40	1,16	7,926	0,000*
CET4	3,49	1,17	2,69	1,13	9,056	0,000*
CET5	2,31	1,19	1,80	0,99	6,157	0,000*
CET6	2,50	1,21	1,90	0,96	7,323	0,000*
CET7	2,48	1,20	2,20	1,07	3,254	0,001*
CET8	3,85	1,14	3,05	1,12	9,250	0,000*
CET9	4,05	0,93	3,68	1,14	4,559	0,000*
CET10	3,94	1,00	3,68	1,14	3,149	0,001*
CET11	3,30	1,17	2,54	1,04	9,074	0,000*
CET12	2,68	1,17	2,11	1,04	6,778	0,000*
CET13	3,00	1,12	2,07	1,11	10,956	0,000*
CET14	2,67	1,15	2,22	1,13	5,159	0,000*
CET15	3,45	1,19	2,67	1,16	8,623	0,000*

CET16	3,87	0,96	4,03	1,06	2,133	0,036*
CET17	2,87	1,21	2,14	1,10	8,310	0,000*
Cronbach Alpha ( $\alpha$ ): 0,877 (strongly disagree – strongly agree 5) * $p < 0,01$						

One-Way Anova is utilized to examine the differences CET of Turkish university students in terms of demographics. The result of this analysis is summarized in Table 5.

Table 5. The results of one-way anova for the difference between demographics

Respondants	Variable	Sum of Squares	Df	Mean Square	F
Turkish	Gender	1,798	1	1,798	4,351**
	Age	1,522	2	0,761	1,833ns
	Income	1,262	3	0,421	1,009ns
	Location	0,279	2	0,130	0,311ns
Azerbaijani	Gender	2,912	1	2,912	8,950**
	Age	1,439	2	0,720	2,171ns
	Income	1,319	3	0,440	1,321ns
	location	2,653	2	1,327	4,053**

\*\* = 0,05 ns = not significant

From the Table 5, the research findings show that there is no significant difference CET of Turkish and Azerbaijani university students in terms of demographic aside from gender and location. According to the results,  $H_5$  and  $H_6$  are partially supported. The ethnocentrism levels of Turkish and Azerbaijani consumers are affected by variables of gender and location. As a result of the variance analysis performed, it is determined that Turkish male consumers have more ethnocentric tendencies than Turkish female consumers whereas the women are more ethnocentric than the men in Azerbaijani consumers and those living in as town/district/other locations are more ethnocentric than those living in the metropolitans.

#### Findings of Factor Analysis and Comparisons

Considering 17-items in Shimp and Sharma (1987) scale, CET was analyzed in two dimensions as “hard and soft ethnocentrism” in the studies of Luque-Martínez, Ibáñez-Zapata, Barrio-García, (2000), Chrysochoidis, Krystallis and Perreas, (2007) and Ramayah et al., (2011). The dimension of the hard ethnocentric tendency consists of the items of 5, 6, 7, 8, 11, 12, 14, 15 and 17. The dimension of the soft ethnocentric tendency consists of the items of 1, 2, 3, 4, 9, 10, 13,

16. The exploratory factor analysis is performed so as to conduct an analysis in terms of the dimensions expressed above. The test values obtained as a result of the exploratory factor analysis: Bartlett's test value is 3,180, p value  $p=0,000 < 0,05$  and Kaiser-Meyer-Olkin sampling value is 0,90 and this value is within the acceptance boundary. The two dimensions obtained explain 52% of variance. The reliability values and the factor load regarding factor solutions obtained through the principal component analysis and varimax rotation method are given below in Table 6.

Table 6. The results of exploratory factor analysis

Items	Factor Loadings	
	Hard Ethnocentrism	Soft Ethnocentrism
CET6	0,831	
CET5	0,793	
CET7	0,730	
CET14	0,683	
CET12	0,656	
CET17	0,576	
CET11	0,538	
CET3		0,792
CET1		0,749
CET2		0,699
CET8		0,625
CET4		0,604
CET10		0,517
Explained variance (%)	28,301	23,516
Total explained variance (%)	28,301	51,817
Cronbach Alpha ( $\alpha$ )	0,844	0,792

As a result of the two-dimensional solution, whether or not there is a statistically significant difference regarding hard and soft ethnocentric tendencies in terms of Turkish and Azerbaijani consumers is analyzed by means of t test. The test values obtained are given below in Table 7.

Table 7. The independent samples t test for the difference between Turkish and Azerbaijani

Değişkenler	Katılımcı	$\bar{x}$	$\sigma$	t values	Sig.
Hard Ethnocentrism	Turkish	2,69	0,838	9,407	0,000*
	Azerbaijani	2,13	0,729		
Soft Ethnocentrism	Turkish	3,90	0,770	12,527	0,000*

	Azerbaijani	3,16	0,785		
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From the Table 7, the research finding show that there is significant difference in hard and soft ethnocentrism of Turkish and Azerbaijani university students.

All research results show us that there is a significant difference between the levels of ethnocentrism of Turkish and Azerbaijani students. The results of hypothesis are summarized in Table 5.

Table 8. The results of the hypothesis

Hypothesis		Results
H <sub>1</sub>	There is a significant difference between the levels of ethnocentrism tendencies (low, medium and high) of Turkish and Azerbaijani university students.	Accepted
H <sub>2</sub>	There is a significant difference among the levels of ethnocentrism tendencies (low, medium and high) of Turkish university students.	Rejected
H <sub>3</sub>	There is a significant difference among the levels of ethnocentrism tendencies (low, medium and high) of Azerbaijani university students.	Rejected
H <sub>4</sub>	There is a significant difference between CET's of Turkish and Azerbaijani university students.	Accepted
H <sub>5</sub>	There is a significant difference among CET's of Turkish university students.	Partially accepted (Gender)
H <sub>6</sub>	There is a significant difference among CET's of Azerbaijani university students.	Partially accepted (Gender and location)
H <sub>7</sub>	There is a significant difference between in hard and soft of ethnocentrism tendencies of Turkish and Azerbaijani university students.	Accepted

### Results and Discussion

In today's business world, where international commercial and economic relations are intensive, understanding domestic and foreign markets better is very important as globalization of the markets bring about significant opportunities and threats towards domestic and international markets. Marketers are very interested in how the countries related to the products affect the judgements of product quality and purchase intention (Li et. al. 2012, Teo, Mohamad and Ramayah, 2011). Indeed, in this way the companies can take important decisions as regards internationalization by obtaining data concerning consumer features. Particularly choosing and



managing markets on the basis of market features might provide great benefits for the success of business. Another issue which is paid attention is the consumer ethnocentric tendencies. Global markets, foreign cultures and increasing customer awareness regarding foreign brands have increased importance of studies exploring consumer ethnocentric tendencies. In this scope, the concept of consumer ethnocentrism might help the marketers carry out the effective marketing strategies. The organizations and companies need to analyze the levels of consumer ethnocentrism before they introduce their products into the market in the foreign countries (Ganideh, Refae and Omari, 2012). Ethnocentric tendency of the consumers, which affects buying behaviour of the consumers in the domestic countries as regards buying foreign products, has been settled in certain types of consumers as a psychological symptom. The psychological symptom in question explains why the consumers prefer domestic products even though the foreign products have better quality or are lower-priced (Chang and Cheng, 2011). Consumer ethnocentrism has been analyzed by many researchers in terms of consumer ethnocentrism and consumer hostility, inter-personal effects, consumer ethnocentrism and purchase intention for foreign products, cosmopolitanism, national identity, consumer ethnocentrism and purchase intention for domestic and foreign products, brand loyalty, the country-of-origin effect, life style (Sutikno and Cheng, 2011; Auruskeviciene, Vianelli and Reardon, 2012; Eryiğit ve Kavak, 2011; Mutlu, Çeviker and Çirkin, 2011; Eroğlu and Sarı, 2011; Armağan and Gürsoy, 2011; Küçükemiroğlu, 1999, Erdoğan and Uz Kurt, 2010).

The purpose of this study is to present comparative analysis of consumer ethnocentrism tendencies between Turkish and Azerbaijani university students. The research is conducted in the descriptive research model, based on data collection through structured questionnaire by means of survey method. Turkish and Azerbaijani university students were selected as sample within the scope of the research. Data was obtained from the participants by the convenience sampling method. Univariate and multivariate statistical analysis techniques were used to test the hypotheses developed. In line with this main purpose, ethnocentric tendencies of Turkish consumers and of Azerbaijani consumers were analysed in terms of demographic variables on basis of various demographic findings so as to enrich the study. In the literature, there are many studies in which consumer ethnocentric tendencies and demographic variables are associated and explained. It is stated in these studies that consumer ethnocentric tendencies are affected by

demographic variables (Shimp, Sharma and Shin, 1995; Erdoğan and Uz Kurt, 2010; Ranjbarian, Barari and Zabihzade, 2011). CE is given more importance in the USA, Russia, China and the Central Europe. The results of the research show that generally old people, low-income consumers, well-educated consumers, women and blue-collar workers are possibly defined as ethnocentric consumers (Parts, 2007). Intensity and size of consumer ethnocentrism vary by culture or country (Spillan, Kang and Barat, 2011). The determinants of consumer ethnocentric tendencies are age, gender, level of education, level of income and occupation (Parts, 2007, Nadiri and Tümer, 2010). In line with the data obtained from Turkish and Azerbaijani consumers, the hypotheses and the results of the statistical analysis performed to determine the relation between demographic variables. The findings ( $H_1$ ) show that there are statistically significant differences between the levels of ethnocentric tendencies of Turkish and Azerbaijani consumers. Turkish consumers have more ethnocentric tendencies than Azerbaijani consumers. The levels of ethnocentric tendencies of Turkish and Azerbaijani consumers ( $H_2$ ,  $H_3$ ,  $H_4$ ,  $H_5$  and  $H_6$ ) were associated to the demographic variables, but no significant relations were observed aside from the gender and locations.

Finally, as a result of the factor analysis, two factor solutions were obtained in compliance with the literature. In line with the “hard and soft” ethnocentrism dimensions of these two factor solutions, Turkish and Azerbaijani consumers were compared. It is determined that “hard and soft ethnocentrism” dimensions of Turkish and Azerbaijani consumers ( $H_7$ ) have statistically significant differences.

### **Research Limitations**

This study has some limitations so as to generalize the results. These are (i) use of convenience sampling method, (ii) research conducted on the students, and (iii) direct assessment of ethnocentric tendencies rather than attitudes and purchase intention towards a specific product. Therefore, consumer ethnocentrism might be ensured to be understood better in an enriched way by performing comprehensive analysis on attitudes towards domestic and foreign products in terms of product groups, brands, market sections or product features, life styles and purchase intention.

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### Appendix I. Items of CETSCALE (Shimp and Sharma, 1987)

- CET1. Turkish/Azerbaijani people should always buy Turkish/Azerbaijani products instead of imports.
- CET2. Only those products that are unavailable in Turkey/Azerbaijan should be imported.
- CET3. Buy Turkish/Azerbaijani products, Keep Turkey/Azerbaijan working.
- CET4. Turkish/Azerbaijani products, first, last and foremost.
- CET5. Purchasing foreign-made products is un-Turkish/un-Azerbaijani.
- CET6. It is not right to purchase foreign products, because it puts Turkish/Azerbaijani people out of a job.
- CET7. A real Turk/Azerbaijani should always buy Turkish/Azerbaijani products.
- CET8. We should purchase products manufactured in Turkey/Azerbaijan instead of letting other countries get rich from us.
- CET9. It is always best to purchase Turkish/Azerbaijani products.
- CET10. There should be very little trading or purchasing of goods from other countries unless out of necessity.
- CET11. Turkey/Azerbaijan should not buy foreign products, because this hurts Turkish/Azerbaijani business and causes unemployment.
- CET12. Curbs should be put on all imports.
- CET13. It may cost me in the long run but I prefer to support Turkish/Azerbaijani products.
- CET14. Foreigner should not be allowed to put their products on our markets.
- CET15. Foreign products should be taxed heavily to reduce their entry into Turkey/Azerbaijan.
- CET16. We should buy from foreign countries only those products that we cannot obtain within our own country.
- CET17. Turkish/Azerbaijani consumers who purchase products made in other countries are responsible for putting their fellow Turks/Azerbaijani out of work.