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CONTENTS

Chapter 1

THE CONCEPT OF FLANEUR FROM MODERN SOCIETY TO THE NETWORK SOCIETY AND AN APPLICATION EXAMPLE: FLANEUR APP

Tüba KARAHİSAR.....1

Chapter 2

MIGRATION PERCEPTION IN LOCAL ADMINISTRATIONS: A CASE OF ÇANAKKALE MUNICIPALITY

Alper BİLGİLİ & Fatma HIRLAK.....25

Chapter 3

TECHNOLOGICAL PROGRESS AND ECONOMIC GROWTH RELATIONSHIP: THE CASE OF TURKEY WITH ARTIFICIAL NEURAL NETWORKS METHOD

Nazlı SEYHAN & Burak SEYHAN.....39

Chapter 4

FINANCE GEOGRAPHY

Sezen GÜNGÖR & Nihan TOMRİS KÜÇÜN &

Kader EROL & Hatice ER.....59

Chapter 5

THE INFLUENCE OF DOGMATISM ON CONSUMER PREFERENCES IN REGARD TO CONSUMER ETHNOCENTRISM

Ulvi Cenap TOPÇU 71

Chapter 6

THE EFFECT OF SOCIAL MEDIA MARKETING PRACTICES ON GREEN PURCHASING BEHAVIOR

Tuğba YEĞIN 87

Chapter 5

THE INFLUENCE OF DOGMATISM ON CONSUMER PREFERENCES IN REGARD TO CONSUMER ETHNOCENTRISM

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Introduction

Consumption patterns can be associated with several factors like social group norms, identification, feelings towards the homeland, kinship, or belief systems, which may also be credited antecedents of particular consumer preferences. These mind-sets are scholarly investigated from different viewpoints in consumer studies, country-of-origin and consumer ethnocentrism concepts serve theoretical bases concerning rationalization of aforementioned notions. Many scholars attempt to investigate cognitive and behavioural inferences concerning the concepts; nonetheless, consumer ethnocentrism and its relations are not yet decently lighted in the literature.

Solely, Al Ganideh, El Rafae, & Al Ganideh (2011) expounded the relevance of dogmatism and consumer ethnocentrism by statistically demonstrating the antecedent role of the dogmatic character attribute. Recognizing the affinity of two concepts, it is also possible to determine further relations and acquire theoretical conclusions in terms of cognitive and behavioural differences. Within this context, as a contribution to the scholarly efforts, it is aimed to empirically examine the aspects of the relationships between dogmatism and consumer ethnocentrism, domestic product judgment and reluctance to buy foreign products. The paper first describes the concepts and how they are approached. Next, the methodological setup of the survey is clarified. Finally, the results are presented and discussed, and new routes for further research are suggested.

Conceptual Framework

Consumption behaviour without "valid" economical explanation was inferred to be exceptional by early scholars. For example Leibenstein (1950) put together a solid classification of consumption types in which he postulated "rational" base of consumption and excluded "the non-rational" on the trail of classic economists. Categories of consumption determined by him dealt with economic function initially, yet the "non-functional" aspects were eventually addressed. Eventually scholars were to lay stress on "the undiscussed", and further interpretations were to come. Abandoning the early economic approaches led the scholars to implicitly discuss rational explanations of consumer behaviour; with social construction of consumption patterns (Bourdieu, 1984; Baudrillard, 2016), class struggle (Featherstone, 2005, 148), and more recently, biological perspectives as relating consumer choice with natural and sexual selection cues (Miller, 2009).

Japutra and Song (2020: 424) stressed the importance of examining "different psychological drivers (such as fixed and growth mindsets) behind consumer motivations" to understand how consumer behaviours

are influenced. In this paper, dogmatism, a philosophic term referred to a sentiment of mind set is aimed to be associated with country-of-origin related concepts to detect insights into conservationist consumer behaviour. Since the terms may bear slightly different meanings in the literature, in this section, consumer ethnocentrism tendency, domestic product judgment and reluctance to buy foreign products as the factors associated in the study are briefly addressed to clarify how the paper approaches them.

Dogmatic attitudes

Rokeach (1960) explained dogmatism as narrow understanding of things in terms of organization of beliefs and disbeliefs. This leads the individual to decide what is true or false; what is right or wrong. Moreover, the attitudes by these judgments do not need any rational justification; the only justification would be the prevailing belief itself (Christensen, 1994: 69). In this sense, dogmatic view, associated with political beliefs (van Prooijen & Krouwel, 2016), ideologically emerges intolerance towards certain actions. Such precision and intolerance may determine individual's choices; thereby affect preferences in consumer behaviour. Thusly, the consumer makes, or tends to make, concrete choices pursuant to beliefs, values, or premises, since there is no grey area to justify any other option.

In previous studies, Bruning, Kovacic and Oberdick (1985) engaged dogmatic personality trait factor as a predictor in "domestic airline passenger market"; Caruana and Magri (1996) and Al Ganideh *et al*. (2011) related the concept to consumer ethnocentrism as a character attribute which infers a strict understanding of reality. Therefore, dogmatism is regarded as the consumers' assurance of beliefs, information and feelings towards things in life. To measure the phenomena, the dogmatism scale used in Al Ganideh *et al*. (2011) is adopted, which was originally taken from the five items Bruning *et al* (1985) marked to have highest factor loadings of dogmatism construct. Hence, in this study, dogmatic attitude is associated with its impact on conservative consumption intentions.

Consumer Ethnocentrism Tendency

Following Sumner's (1911) ethnocentrism concept, Shimp and Sharma (1987) put forth consumer ethnocentrism concept which implicates individual's tendency to favour own group in terms of economic activities. As the tendency to view the world from the perspective of group solidarity via consumption, the term refers to attesting in-group product favouring instead of foreign product choices. The strength of the rationale of in-group consumption, thus, enriches the bonds and membership to the society, by protecting the economy and performing "the required duty".

Consumer ethnocentrism has the sense of being a good member of the society by supporting the national economy even if domestic products are somewhat less economically favourable than foreign substitutes (Hopkins & Powers, 2007; Lantz & Loeb, 1996). From this point of view, supporting the in-group economy regardless of the "nature" of the transaction sets an example of dogmatic understanding of in-group solidarity. Therefore, dogmatic attitudes reasonably have impact on ethnocentric consumption. In other words, ethnocentric consumers are likely to have the dogmatic belief on the necessity for supporting the national economy by preferring national products over foreign products. Al Ganideh *et al*. (2011) examined consumer ethnocentrism with its alleged relationship with dogmatism. In their study, dogmatism was documented to be highly related with consumer ethnocentrism. Hereby in this research, it is collinearly argued that dogmatic attitudes are positively related to consumer ethnocentrism tendency.

H1. Dogmatism is positively related to consumer ethnocentrism.

Domestic product judgment

Consumers may evaluate products according to origin countries where they are produced or the brand was labelled with (Bernard, Collange, Inagaro, & Zarrouk-Karoui, 2020; Dimitrovic & Vida, 2010; Lopez & Balabanis, 2021). It is also documented that consumers may appreciate products from a specific country or domestic products based on cultural and capital assets of different nations (Asil & Kaya, 2013; Han & Won, 2018; Wang & Chen, 2004). The consumer may have opinions for specific products due to origin country, and likewise their judgment may change the consequences of their opinions on product choices (Shankarmahesh, 2006). The notion of country-of-origin is used to explain such insights in the literature (Lantz & Loeb, 1996), and related to ethnocentric tendencies when domestic product perceptions are investigated, meaning that it is anticipated that ethnocentric tendencies also influence consumer judgment on domestic products.

Ethnocentric consumption tendencies are not always in line with domestic product judgment or further inferences (Topçu, 2014). Perceptions may be determined by product experiences, personal interests, or market specifications. Consumer choices may differ according to various other factors including cultural differences, "country-level factors" (Han & Won, 2018), or perceived "foreign threat" (Jo, 1998). Nevertheless, it is likely for ethnocentric consumers to favour domestic products and have more positive judgments in general. Ethnocentric consumer is likely to justify domestic product choices to protect national economy; promote the

sentiment of protection to all members of the society, and invite them to share the positive judgment which is for the common good. Therefore, a significant positive relationship between consumer ethnocentrism tendency and domestic product judgment is expected.

H2. Consumer ethnocentrism is positively related to domestic product judgment.

Reluctance to buy foreign products

Product choices are influenced by various factors leading the consumer to also develop diverse intentions, intolerance or reluctance towards products by perceived features. Origin country may be an important feature the consumer interacts with, but also consumer may form the distinction differently and being labelled "foreign" may be enough to form the action of the consumer. Due to commitment to protecting the national economy, group solidarity or opposing the other; the consumer may intent to resist purchasing foreign products categorically. Klein, Ettenson, & Morris (1998) refined this intention as "willingness to buy" Japanese goods in their research on the effect of war animosity on Japanese product choices. Based on this, the suggested factor "reluctance to buy foreign products" refers to the extent the consumer avoids foreign product choices, which implies a different set of meaning than purchasing domestic products.

The consumers' desire to stand by national economy is thusly expected to affect consumption choices resistant to foreign goods. Therefore, consumer ethnocentrism tendency is expected to be positively related to reluctance to buy foreign products.

H3. Consumer ethnocentrism is positively related to reluctance to buy foreign products.

Ethnocentric consumer tendencies entail positive judgments on domestic products to rationalize product choices. Either implicitly or explicitly, the consumer may tend to favour domestic products from a nationalistic viewpoint. In this sense, positive national product justification has positive effect on the extent consumer ethnocentrism to induce resistance to purchasing foreign products. Therefore, it is expected to measure mediation of domestic product judgment on the relationship between consumer ethnocentrism and reluctance to buy foreign products; thereby more positive justification of domestic products mean more reluctance to buy foreign products.

H4. Domestic product judgment mediates the relationship between consumer ethnocentrism and reluctance to buy foreign products.

Anderson & Cunningham (1971) reported that lower levels of

dogmatism relates with more favourable attitudes towards foreign products. Even though, Nakip & Gökmen (2017) question the "wisdom" behind avoiding foreign products when mentioning the relationship between dogmatism and consumer ethnocentrism; it may still be argued that when the consumer has the strong sense of right and wrong, this would also induce stronger negative intentions towards foreign goods for ethnocentric consumers. In other words, it is argued that, higher levels of dogmatism cause higher levels of intolerance for purchasing foreign labelled goods. Hence, it is expected that dogmatism is positively related to reluctance to buy foreign products.

H5. Dogmatism is positively related to reluctance to buy foreign products.

Methodology

Survey methodology is used to gather data to test the hypotheses using structural equation modelling (SEM). The survey questionnaire was combined as 5-point Likert form, with choices ranging from "1" for "disagree", "3" for "mildly agree" and "5" for "definitely agree". The items were rewritten in Turkish by adapting dogmatism scale from Al Ganideh *et al*. (2011); adapting a 6-item short version of Shimp & Sharma's (1987) CETSCALE (consumer ethnocentrism tendency scale), product judgment scale and reluctance to buy foreign products scale from Klein *et al*. (1998) (see Appx. 1). The latter was originally named "willingness to buy" scale, and rewritten in context to the study by changing the items as mentioned above. For instance the first item of "reluctance to buy foreign products" factor was changed to "İthal bir ürün satın alsam kendimi suçlu hissederim. [I would feel guilty if I bought an imported product.]" from the original item "I would feel guilty if I bought a Japanese product." in Klein *et al* (1998). It may also be worth to mention that product judgment and reluctance to buy/willing to buy scales had been adapted by the authors from the scales in Darling & Arnold (1988) which longitudinally investigated practical significance of country of origin effects of different product sets in the Finnish market, noting significant aspects of the phenomena.

The questionnaire included demographic questions to check the dispersion of the sample and scrutinize possible inferences of participants' gender, age, occupation and monthly income. The survey was directed online to members of a university in Turkey in 2019 with an invitation note specifying the aim of the study.

Table I: *Demographics*

		Freq.	%
Gender	Female	158	51.1
	Male	151	48.9
Age	25 and less	139	45
	26 to 35	80	25.9
	36 to 45	53	17.2
	46 to 55	32	10.4
	56 and more	5	1.6
Occupation	Academic staff	89	28.8
	Administrative personnel	73	23.6
	Student	147	47.6
Monthly income	Less than 3000 TL	152	49.2
	3000 to 5999 TL	120	38.8
	6000 to 8999 TL	25	8.1
	9000 to 11999 TL	8	2.6
	12000 TL and more	4	1.3
Total	N	309	100

The sample consists of 309 participants who responded the invitation, as presented in **Table I**. The demographic statistics suggest a proper dispersion compared to the total population of the target university.

Table II: *Item loadings*

			Std. Est.	Estimate	S.E.	C.R.	P
judg1	<---	PJ	.849	1.000			
judg2	<---	PJ	.813	.974	.056	17.530	***
judg3	<---	PJ	.759	.846	.054	15.779	***
judg4	<---	PJ	.918	1.058	.049	21.371	***
judg5	<---	PJ	.803	.932	.054	17.196	***
rel1	<---	RtBFP	.790	1.000			
rel2	<---	RtBFP	.792	.908	.063	14.462	***
rel3	<---	RtBFP	.746	1.174	.087	13.500	***
rel4	<---	RtBFP	.729	.933	.071	13.146	***
rel5	<---	RtBFP	.730	1.111	.084	13.155	***
rel6	*<---*	*RtBFP*	*.413*	*.726*	*.104*	*7.008*	***
dog1	*<---*	*Dogm*	.433	1.000			
dog2	<---	Dogm	.682	1.649	.243	6.786	***
dog3	<---	Dogm	.839	1.855	.258	7.179	***
dog4	<---	Dogm	.750	1.594	.228	7.007	***
dog5	<---	Dogm	.598	1.390	.216	6.433	***
etn1	*<---*	*CETa*	*.378*	*1.000*			
etn2	<---	CETa	.689	1.523	.259	5.881	***
etn3	<---	CETa	.740	1.856	.310	5.988	***

			Std. Est.	Estimate	S.E.	C.R.	P
etn4	<---	CETa	.787	2.085	.344	6.057	***
etn5	<---	CETb	.796	1.000			
etn6	<---	CETb	.843	1.061	.097	10.928	***
CETa	<---	CET	.815	1.000			
CETb	<---	CET	.760	1.904	.384	4.965	***

****p<0.001, italics extracted*

Confirmatory Factor Analysis

Confirmatory factor analysis (CFA) was performed and revealed a validity problem for the model concerning consumer ethnocentrism tendency (CET). The analysis forced a second order constructing of the factor: CET was divided into two sub-dimensions as CETa and CETb. After extracting an item loading on dogmatism (dog1), an item loading on CETa (etn1), and an item loading on reluctance to buy foreign products (rel6) due to low factor loadings (see **Table II**), factor analysis was performed once more and model constructs are thereby confirmed. The reliability measures are accepted as: composite reliability CR=0.917 for domestic product judgment, CR=0.871 for reluctance to buy foreign products, CR=0.81 for dogmatism, and CR=0.785 for consumer ethnocentrism tendency (see **Table III**).

Concerning the validity, average variance extracted (AVE) values are measured over the 0.5 threshold and maximum shared variance (MSV) values indicate that the square of the highest correlation coefficient between latent constructs are lower than AVE values which ensures parent factor-item variable correlation accuracy (Hair, Black, Babin, & Anderson, 2010): AVE=0.689 and MSV=0.241 for domestic product judgment, AVE=0.575 and MSV=0.430 for reluctance to buy foreign products, AVE=0.521 and MSV=0.058 for dogmatism, and AVE=0.646 and MSV=0.430 for consumer ethnocentrism tendency (see **Table III**). Model fit values presented in **Table IV** are cmin/df = 1.601 (excellent), CFI = 0.7 (excellent), SRMR = 0.043 (excellent), RMSEA = 0.044 (excellent) and PClose = 0.815 (excellent). Therefore, reliability, validity and model fit values confirm the constructs and enable passing through to path analysis to test the hypotheses.

Table III: *Validity and Reliability Measures*

	CR	AVE	MSV	MaxR(H)	PJ	RtBFP	**Dogm**	**CET**
PJ	0.917	0.689	0.241	0.929	**0.830**			
RtBFP	0.871	0.575	0.430	0.874	0.491***	**0.758**		
Dogm	0.810	0.521	0.058	0.846	0.047	0.019	**0.722**	
CET	0.785	0.646	0.430	0.790	0.408***	0.656***	0.241**	**0.804**

**p<.05, **p<.01, ***p<.001, italics non-significant*

Table IV: *Model Fit Values*

Measure	CMIN	DF	CMIN/DF	CFI	SRMR	RMSEA	PClose
Estimate	230.499	144	1.601	0.970	0.043	0.044	0.815
Interpretation	-	-	Excellent	Excellent	Excellent	Excellent	Excellent

Path Analysis

Path analysis was performed to test the hypotheses, and results are as follows and as presented in **Table V**: Dogmatism is significantly related to CET (β=.241, p<.01), H1 is supported. CET is measured to be related to domestic product judgment (β=.421, p<.01), H2 is supported. The results reveal that CET is also significantly related to reluctance to buy foreign products (β^t=.692, p<.01) and this relationship is partially mediated by domestic product judgment since significant indirect effect is revealed (β^i=.109, p<.01), therefore H3 and H4 are supported. Erratically, the relationship between dogmatism and reluctance to buy foreign products is found significant in direct effects but an unexpected negative relationship is measured (β^d=-.134, p<.05). Moreover, the total effect measured for this relationship is not significant, when the analysis shows positive indirect effect (β^i=.102, p<.05). Consequently, H5 is not supported and the results do not reveal explanation for this relationship, therefore merely necessity of further inquisition emerged.

The analyses were conducted to test possible demographic results, yet no significant result was achieved, conceivably due to inadequate sample size. Therefore, these results are not presented.

Table V: *Path analysis*

			S.E.	**C.R.**	**Std. Direct**	**Std. Total**	**H**
CET	<---	Dogm	.060	3.078	.241**	.241**	H1
PJ	*<---*	*Dogm*	*.072*	*-.836*	*-.054*	*.047*	-
PJ	<---	CET	.124	4.950	.421***	.421**	H2
RtBFP	<---	CET	.127	5.804	.583***	.692**	H3
RtBFP	<---	PJ	.056	4.034	.259***	.259**	H4
RtBFP	*<---*	*Dogm*	.058	-2.227	-.134*	*.019*	*H5*

**p<.05, **p<.01, ***p<.001, italics non-significant*

Conclusion

The paper aimed to investigate influence of dogmatism on conservative product preferences in country of origin contexts. The findings revealed that dogmatic attitude has significant effect on consumer ethnocentrism

tendency (H1), consistent with the literature (Al Ganideh *et al*., 2011; Caruana & Magri, 1996). Thus, dogmatism is inferred as an emerging factor for politically influenced consumption disposition, the consumer ethnocentrism. Therefore, the consumer with strict understanding of how to perceive and relate with the world also has the tendency to have strict belief on conservative economic manners in terms of consumption. Nonetheless, this strictness does not seem to be as effective on behavioural level, since the relationship of dogmatism and reluctance to buy foreign products factors is not found significant (H5). When the consumer with dogmatic characteristics also has the sense of conservatism in consumption, this was found to be effective on cognitive level. Behavioural aspects of such conservatism did not transpire in terms of having intention to avoid purchasing foreign products.

Even though, the effect of consumer ethnocentrism on reluctance to buy foreign products is significant as expected (H3), and dogmatism is a valid factor on consumer ethnocentrism; the results did not reveal that dogmatism have a part on consumer's ethnocentric resistance to foreign products. It is an intriguing finding that when people with dogmatic attitudes are more prone to ideals of economic conservatism in consumption, it does not seem to necessarily concretize in against of foreign goods. Therefore, it is deduced that dogmatism, even when raising ethnocentric tendencies, does not always influence the consumer behaviour in terms of avoiding foreign products. This result supports observed need of separation of cognitive and behavioural inferences of the concepts, as stated in Herche (1992) and Topçu (2014); since due to various factors, such as brand perceptions (Bernard *et al*., 2020), consumers with ethnocentric intentions do not always act accordingly, or not every domestic consumption diligence is composed of ethnocentrism. Mentioning the question of significance of country of origin effects in consumer studies, Han (2020) discusses the impact of perception of brands in terms of brand quality, "globalness", and market characteristics. Also, Lopez and Balabanis (2021) present interrelations of country of origin, country image and brand and product types. It is inferred in this study that being influenced by ethnocentric intentions, consumers also pay regard to different aspects of products, or, the impact of these agents function in cognitive or behavioural levels at the same time and have different impacts on consumer behaviour.

Ethnocentric consumption tendencies are found to be significantly related to favouring domestic products (H2) by judging them more positively, and being prone to avoid foreign products (H4). These findings accord with the literature, as explained by protecting the in-group economy (Mangnale, Potluri, & Degufu, 2011) and practicing the bonds with and membership of the in-group (Shankarmahesh, 2006; Dimitrovic & Vida 2010).

Using all sources of information is essential to procure business success, yet all the factors related are not under management control. Nonetheless, identifying the parameters for foreseeing outcomes of marketing efforts and how to make use of them is important for professionals. This paper sets an example to contribute to scholarly efforts in the consumer behaviour studies, and further aspects would help marketers in determining consumers' behaviours. The findings and conclusions have limited claim for generalization on universal or national level. Due to ease of data gathering, the sample was limited to a university sphere. The results may differ with different sampling, and further research can be conducted by associating the factors to clear the phenomena further. The scholars are kindly invited to examining the concepts with possible different constructs, approaches, methodology, sampling, product types and focusing on cognitive-behavioural inferences.

Appendix 1: Scale items and Turkish versions used in the questionnaire

	Original items considered	Adapted Turkish version used
Dogmatism (Al Ganideh et al., 2011)		
dog1	I am not very insistent in an argument. (R)	İnatçı bir tartışmacı değilimdir. (R)
dog2	I do everything in my power in order not to have to admit defeat.	Tartışmada yenilgiyi kabul etmemek için elimden geleni yaparım.
dog3	People find it difficult to convince me that I am wrong on a point no matter how hard they try.	Bir tartışmada haksız olduğumu kabul ettirmek, ne kadar çaba gösterilirse gösterilsin çok zordur.
dog4	I would get into a long discussion rather than admit that I am wrong.	Hatalı olduğumu kabul etmektense uzun tartışmalara girerim.
dog5	When someone opposes me on an issue, I usually find myself taking an even stronger stand than I did at first.	Birisi bana karşı çıktığında, o konudaki fikirlerim daha da güçlenir.
Consumer ethnocentrism (Klein et al., 2008)		
etn1	We should buy from foreign countries only those products that we cannot obtain with our own country.	Sadece kendi ülkemizde üretemediğimiz ürünleri yabancı ülkelerden satın almalıyız.
etn2	We should purchase products manufactured in China instead of letting other countries get rich off of us.	Başka ülkelerin bize mal satarak zengin olmasına izin vermek yerine yerli ürünler satın almalıyız.
etn3	Chinese products, first, last, and foremost.	Bence en önce, sonra ve her zaman yerli malı ürünler gelir.
etn4	It is not right to purchase foreign products, because it puts Chinese out of work.	Yabancı ürünler satın almamalıyız, çünkü bu yerli ekonomiye zarar verir ve işsizliğe neden olur.
etn5	Chinese consumers who purchase products made in other countries are responsible for putting their fellow Chinese out of work.	Yabancı malları satın alanlar ülkemizdeki işsizlikten sorumludurlar.
etn6	Purchasing foreign-made products is un-Chinese.	Yabancı ürünler satın almak Türklüğe yakışmaz.
Reluctance to buy foreign products (Klein et al., 2008)		
rel1	I would feel guilty if I bought a Japanese product.	İthal bir ürün satın alsam kendimi suçlu hissederim.
rel2	I would never buy a Japanese car.	Asla ithal ürün satın almam.
rel3	Whenever it is possible, I avoid buying Japanese products.	İthal bir ürün satın almaktan mümkün olduğunca kaçınırım.
rel4	Whenever it is possible, I prefer to buy products made in Japan. (R)	Uygun olduğunda ithal ürün satın almayı tercih ederim. (R)
rel5	I do not like the idea of owning Japanese products.	İthal ürünlere sahip olma fikrinden hoşlanmıyorum.
rel6	If two products are equal in quality, but one was from Japan and one was from China, I would pay 10% more for the product from China.	Kalite açısından eşit bir yabancı bir Türk araba varsa, Türk malı olana %10 daha fazla öderim
Domestic product judgment (Klein et al., 2008)		
judg1	Products made in Japan are carefully produced and have fine workmanship.	Yerli ürünler dikkatlice üretilmiş ve iyi işçiliğe sahip ürünlerdir.
judg2	Products made in Japan are generally of a lower quality than similar products available from other countries.(R)	Yerli ürünler genellikle başka ülkelerde üretilmiş benzer ürünlere göre daha düşük kaliteye sahiptir. (R)
judg3	Products made in Japan usually show a very clever use of color and design.	Yerli ürünler genellikle zarif renk ve tasarımlara sahiptir.
judg4	Products made in Japan are usually quite reliable and seem to last the desired length of time.	Yerli ürünler genellikle oldukça güvenilir ve dayanıklıdır.
judg5	Products made in Japan are usually a good value for the money.	Yerli ürünler genellikle verilen parayı hak eder.

(R) Reverse scored items.

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