

# ETHNOCENTRISM AND ITS INFLUENCE ON INTENTION TO PURCHASE DOMESTIC PRODUCTS: A STUDY ON THAI CONSUMERS IN THE CENTRAL BUSINESS DISTRICT OF BANGKOK

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## Abstract

The purpose of this study was to study ethnocentrism and its influence on intention to purchase domestic products of consumers in the central business district of Bangkok. A total of 400 respondents, aged 25-60 years old in Bangkok's central business district area (CBD); early Sukhumvit, Phayathai, Ratchada, Silom, Sathorn, and Lumpini were asked to answer a self-administered questionnaire via convenient sampling technique. The results showed that consumer ethnocentrism has an influence on intention to purchase domestic products. However, only two out of seven of socio-psychological factors were found to have influence on ethnocentrism; collectivism and xenophobia. The rest, including demographic factors, have no influence on consumer ethnocentrism.

**Keywords:** Consumer Ethnocentrism, Intention to Purchase, Domestic Products, Central Business District Area of Bangkok, CETSCALE

## บทคัดย่อ

วัตถุประสงค์ของการศึกษาคั้งนี้เป็นไปเพื่อศึกษาอิทธิพลของอัตตนิยมชาติพันธุ์ของผู้บริโภคที่มีต่อความตั้งใจที่จะซื้อสินค้าในประเทศ ของผู้บริโภคในย่านธุรกิจหลักของกรุงเทพมหานคร จากกลุ่มตัวอย่างทั้งหมด 400 คน อายุระหว่าง 25-60 ปี ในย่านธุรกิจของกรุงเทพมหานคร ได้แก่ สุขุมวิทตอนต้น พญาไท รัชดา สีลม สาทร์ และลุมพินี โดยผู้ตอบทำการตอบแบบสอบถามด้วยตนเองผ่านการสุ่มตัวอย่างแบบสะดวก ผลการศึกษาพบว่าอัตตนิยมชาติพันธุ์ของผู้บริโภคมีอิทธิพลต่อความตั้งใจที่จะซื้อสินค้าในประเทศ อย่างไรก็ตาม จากปัจจัยทั้งหมด 7 ปัจจัย มีเพียง 2 ปัจจัยเท่านั้นที่มีอิทธิพลต่ออัตตนิยมชาติพันธุ์ของผู้บริโภค คือ ส่วนรวมนิยม และ ความกลัวชาวต่างชาติ ส่วนปัจจัยอื่น ๆ รวมถึงปัจจัยด้านประชากรศาสตร์ ไม่มีอิทธิพลต่ออัตตนิยมชาติพันธุ์ของผู้บริโภค

**คำสำคัญ:** อัตตนิยมชาติพันธุ์ของผู้บริโภค, ความตั้งใจซื้อสินค้า, สินค้าในประเทศ, ย่านธุรกิจของกรุงเทพมหานคร, CETSCALE

## INTRODUCTION

In this era marked by globalization, marketing managers are challenged by the world situation in which there are many business opportunities provided by the demand for both international and domestic products. Nowadays, consumers are presented with a wider range of foreign products from different countries. With all of the advances in communication media, such as television and the internet as well as increased travel between countries, consumers are increasingly in touch with

cultures, ways of living, and consumable goods. This has broadened the reach of large international brands such as Pepsi or Adidas. It has been the case that there are consumers who view imported products favorably and as indicators of worldliness or status, while at the same time, others view imports with distaste and are much more inclined to purchase domestically produced goods. These sorts of negative perceptions can stem from several different factors such as ethnicity, culture, animosity, or xenophobia. Researchers in international marketing have questioned whether consumers in

various countries prefer domestic products and whether they are opposed to foreign products or not.

For the reasons cited above, marketers have focused their attention on finding out about and understanding more clearly about the variables influencing the selection and evaluation of imported and domestic products by consumers. Therefore, the factors that connect consumers of a particular home nation to international companies have become a point of particular interest amongst the business and academic communities (Kaynak & Kara, 2002; Shankarmahesh, 2006; Cleveland et al., 2009). The ethnocentricity of consumers acts as a significant influence on their intention to purchase imported or domestically produced products. Academics in the field of international consumer marketing and managers have emphasized the role that globalization is playing in the world economy and the decisions that consumers make (Saeed, 1994). This paper, therefore, seeks to investigate the influence of socio-psychological factors; cultural openness, patriotism, conservatism, collectivism, animosity, cosmopolitanism, and xenophobia on consumer ethnocentrism. In addition, it examines the differences in demographic factors; age, gender, income, educational level and consumer ethnocentrism. Finally, it investigates the influence of ethnocentrism on Thai consumers' intention to purchase domestic products.

### **Consumer Ethnocentrism**

Consumer ethnocentrism is the perception or intention to purchase products from the home-based nation and from countries that are similar or different from it (Kaynak & Kara, 2002). Consumers possessing high ethnocentrism will question whether it is appropriate to prefer foreign-made products over domestic ones because they feel that buying foreign products could harm the economy of their own country. There have been studies on consumer ethnocentrism as one of the specific concepts in the study of marketing and consumer behavior. Consumer ethnocentrism is viewed as a form of economic expression related to the beliefs of consumers about the suitability or immorality of buying foreign-made products (Shimp & Sharma, 1987). Consumers with high ethnocentrism will always think that local products or local brands are better in quality compared to foreign

products (Kasper, 1999). Cultural familiarity between two or more countries is also one of the vital characteristics of consumer ethnocentric purchasing behavior (Watson & Wright, 2000).

It is important to study about consumer ethnocentrism because as stated by Huddleston et al. (2001), consumer ethnocentrism is conveyed in the form of economic behavior which is expressed through buy or boycotts. Ethnocentric consumers purchasing behavior is based on the fear that foreign-made products possibly damage the national economy and finance. It comprises social and moral extents when consumers avoid or prevent others from purchasing imported products due to the financial concerns mentioned above (Myers, 1995; Ozsomer & Cavusgil, 1991).

Shimp and Sharma (1987) elaborated on consumer ethnocentrism arguing that it causes consumers to differentiate between products of the home country in the form of in-group and products imported from foreign countries as out-group; later, these consumers will try to avoid buying imported products for nationalistic reasons. Some researchers have studied the relationship between buying behavior and consumer ethnocentrism and found a positive relationship. McIntyre and Meric (1994) argued that consumers with high ethnocentrism are expected to give significance to the place of production of products and are in favor of local products compared to consumers who have less ethnocentrism. However, when it comes to products that are necessary in daily usage, consumers tend to be less ethnocentric (Sharma, 1995).

In contrast, a study by Kucukemiroglu (1999) shows that consumers who are low in ethnocentrism have a tendency to have more positive feelings for imported products and are likely to purchase them more than highly ethnocentric consumers. Ethnocentric consumers have a perception that to buy imported goods is wrong and improper because such an action will result in losses to the local economy; they evaluate products based on their own judgments of price, product quality and other attributes (Shimp & Sharma, 1987).

## **LITERATURE REVIEW**

### **Socio-psychological Factors as an Antecedent of Consumer Ethnocentrism**

### **Cultural Openness**

Sharma (1995) explained cultural openness as a will to interrelate or connect with people from different cultures and learn some of their cultural uniqueness. Cultural openness on the part of a consumer implies an acceptance of foreign cultures and people. In highly homogeneous societies in language, race, and religion, such as Korea or Japan, ethnicity plays an important role in the identification of self and is the foundation of discrimination of difference. However, individuals who have an opportunity to interact with people from different cultures tend to be less loyal to the primary culture of their societies, regions, or countries. It is, therefore, proposed that:

*H1: There is an influence of cultural openness on consumer ethnocentrism.*

### **Patriotism**

Sharma (1995) defined patriotism as affection for, and loyalty, respect and dedication to one's country, including positive mentality related with national symbols and an interest and concern for national issues. Patriotism is also the feeling of protection against out-groups. For the reason that they love and are loyal to their own country, patriotic consumers show strong intentions to purchase home-based products and weak intentions to purchase imported goods (Han 1988). Consequently, they express higher ethnocentrism than unpatriotic consumers (Sharma, Shimp & Shin 1995; Balabanis & Diamantopoulos 2004). For example, India has a rich culture and heritage; people perceive their country as very special and distinct from others, they are proud of their nation and these feelings make them ethnocentric (Deb & Chaudhuri, 2012). This is supported by the findings of Huddleston et al. (2001) who explained that patriotic and nationalistic feelings lead to ethnocentrism. It is, therefore, proposed that:

*H2: There is an influence of patriotism on consumer ethnocentrism.*

### **Conservatism**

Conservatism is an attachment to society's traditions, norms, and values that have survived through time, from generation to generation, and seldom allow for any changes (Sharma et al., 1995). Braithwaite (1998) identified the component factors of conservatism; they are personal religion, security through order, and humanistic fears. There

is a study which verified the connection between conservative attitudes, behavior and the national tradition conducted by Karasawa (2002). Due to the fact that the conservative construct is strongly rooted as the base of a society and its values (Grant, 2000), conservatism can be expressed through punishment, anti-hedonism, religious intolerance, and persistence on strict rules in the form of continuous actions in spite of opposition to it (Wilson & Patterson, 1968). Such characteristics are related to consumer ethnocentrism; conservative people prefer nation-based goods and are likely to judge imported goods negatively. It is, therefore, proposed that:

*H3: There is an influence of conservatism on consumer ethnocentrism.*

### **Collectivism**

Collectivism, one of the expressive forms of consumer ethnocentrism, according to Hofstede (1980), is the set of beliefs that individuals hold towards how they interact with other people in their own group or society. It is a basic belief of each person on how they treat their own group or give importance to others in the group, how they prioritize the goals of the group before their own, or how they feel towards living together in unity. Collectivism is a society which comprises of individuals who have been strongly engaged with that community since they were born and continuously hold that engagement, creating beliefs and feelings of 'in-group'. It is, therefore, proposed that:

*H4: There is an influence of collectivism on consumer ethnocentrism.*

### **Animosity**

Consumer animosity is introduced in marketing literature to help marketers understand more about the factors that influence consumers' perception of foreign goods. Klein (1998) was the first to explain the relationship between states and consumers' buying behavior as the association between the willingness to buy products from companies which are based in or linked with a country that people have a positive or negative feelings towards. He provides an explanation of animosity as the feeling of hate that remains connected to the past or ongoing events in terms of political conflict, military, diplomatic or financial situations between their own country and another, which will later influence consumers' intention to purchase behavior in

the international marketplace and trade between the countries. It is, therefore, proposed that:

*H5: There is an influence of animosity on consumer ethnocentrism.*

### **Cosmopolitanism**

Cosmopolitanism is a consumer orientation in which people perceive the world as their marketplace where they seek products, and experiences originating from other cultures which are different from their own (Cannon & Yaprak, 2002). Similar to cultural openness, studies have shown that world-mindedness is also inversely related to consumer ethnocentrism (Balabanis, Diamantopoulos, Mueller & Melewar, 2001; Rawwas, Rajendran & Wuehrer, 1996). Some theorists (Tadmor & Tetlock, 2006; Arnett, 2002) are certain that a rising number of individuals who are connected to universal culture will lead to a rising number of cosmopolitan consumers in the future. This combination is a development of global culture responding to multinational identity (Craig & Douglas, 2006). An awareness of openness to the world and to cultural differences is rising (Skrbis, 2004). It is, therefore, proposed that:

*H6: There is an influence of cosmopolitanism on consumer ethnocentrism.*

### **Xenophobia**

The concept of xenocentrism has been used to investigate attitudes toward foreign products by some researchers and now has caught the attention of modern marketers. Xenophobia which is defined as a fear of or negative attitude toward individuals or groups of individuals is different from xenocentrism. The latter could be based on reality or, sometimes, is a personal imagined feeling (Hjerm, 1998). Xenophobia is one of the practical traits that helps maintain the integrity of a group, starting from a small unit in a social group to a whole society (Van der Denen, 1985). It is, therefore, proposed that:

*H7: There is an influence of xenophobia on consumer ethnocentrism.*

## **Demographic Factors**

### **The role of age and consumer ethnocentrism**

In general, there is affirmation that there is a positive relationship between age and consumer ethnocentrism. This positive relation between age

and consumer ethnocentric tendencies is based on an increased cosmopolitan lifestyle over the recent years, as well as socio-cultural influences on behavior patterns among the younger population. It is, therefore, proposed that:

*H8: There is a different level of consumer ethnocentrism among different age groups.*

### **The role of gender and consumer ethnocentrism**

Gender has also yielded mixed results similar to age; research on consumer ethnocentrism has proposed that women are higher in ethnocentricity than men. The findings regarding gender as an antecedent of consumer ethnocentrism revealed that the consequences of masculinity and femininity on the domestic-made label vary. Some researchers might report that women prefer imported goods more than men (Caruana, 1996). Mittal and Tsiros (1995) suggested that men give lower scores for imported goods in terms of their value compared to women. Balabanis et.al. (2002), Cutura (2006), Othman et.al. (2008), Ramsaran-Fowdar (2010), Josiassen et.al., (2011), Sutikno & Cheng (2011) also indicated that women's ethnocentrism is higher than men's. It is, therefore, proposed that:

*H9: There is a different level of consumer ethnocentrism between gender.*

### **The role of income and consumer ethnocentrism**

Various studies show mixed results when it comes to the issue of income and consumer ethnocentrism. People with higher income tend to experience other cultures through travel and foreign-product purchases and thus, are likely to be more cosmopolitan or at least to have a greater openness to foreign products (Bruning, 1997). Tan and Farley (1987) found a positive relationship between consumer ethnocentrism and income; they concluded this based on an investigation of Singaporean consumers. It is, therefore, proposed that:

*H10: There is a different level of consumer ethnocentrism among different income groups.*

### **The role of education and consumer ethnocentrism**

Since education and income are highly correlated, they have a similar effect on consumer behavior. The general rationale of the relationship between education and consumer ethnocentrism is that more educated people are less likely to be

ethnocentric and tend to be less conservative (Ray, 1990). Less educated consumers have a stronger sense of awareness of belonging, are less open to others, and tend to preserve the economies of their countries. It is, therefore, proposed that:

*H11: There is a different level of consumer ethnocentrism among different level of education.*

## Consumer Ethnocentrism and Purchase Intention

### Purchase intention

Purchase intention is the buyer's forecast of which product they will buy. The higher the purchase intention, the higher is the consumer's willingness to buy a product (Schiffman & Kanuk, 2000). Behavioral intention is a result of attitude and subjective norms (Gotschi et al., 2010). It includes the positive and negative behavior that consumers have towards a particular brand or company (Bush, 2004). The consumer's intention to purchase domestic products is used as the dependent variable in the current study. Shimp and Sharma (1987) argued that ethnocentrism is consumers' preference to buy nation-made products; ethnocentric consumers always consider that pur-

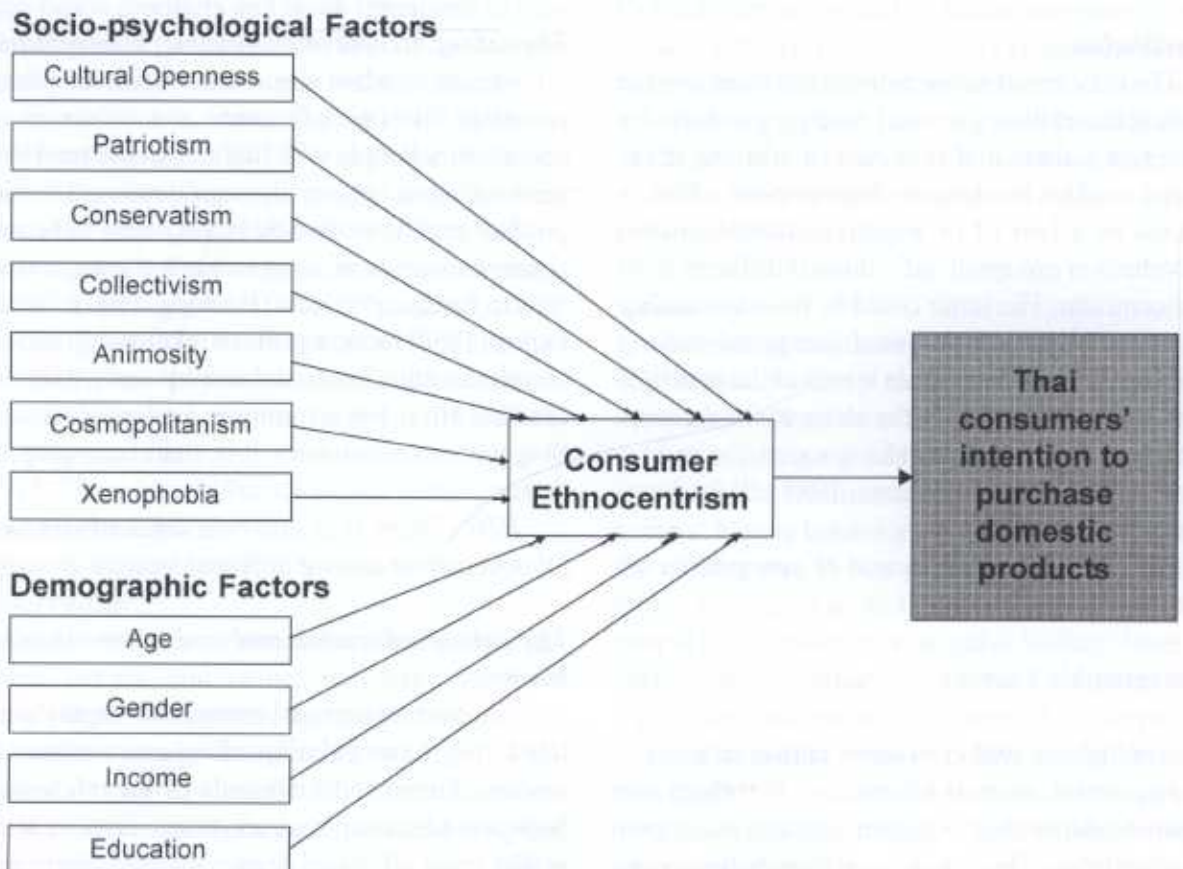
chasing domestic goods is more appropriate when compared to imported goods. Also, in terms of quality judgment, they perceive imported products as being of lower quality. Therefore, this leads consumers to a low level of intention to buy imported goods. It is, therefore, proposed that:

*H12: There is an influence of consumer ethnocentrism on Thai consumers' intention to purchase domestic products.*

## CONCEPTUAL FRAMEWORK

The conceptual framework consists of factors influencing consumer ethnocentrism as follows: cultural openness, patriotism, conservatism, collectivism, animosity, cosmopolitanism, and xenophobia. Moreover, demographic factors; age, gender, income, and education level, are also examined as to their influence on consumer ethnocentrism. Furthermore, the study examines whether ethnocentrism influences consumers' intention to purchase domestic products or not. Figure 1 below illustrates the framework for the current study.

Figure 1: Conceptual Framework



## RESEARCH METHODOLOGY

### Population and Sample

A total of 400 respondents, aged 25-60 years old, in Bangkok's central business district (CBD); early Sukhumvit, Phayathai, Ratchada, Silom, Sathorn, and Lumpini were asked to answer a self-administered questionnaire via convenient sampling technique. The reason for selecting this group of people as the target population is because these people can generate income by themselves, are considered mature adults and are more likely to purchase based on their own decision. They are also likely to have adequate information about both domestic and imported products.

### Research Instrument

A self-administered questionnaire was used to gather the information and data from the respondents. The development of the questionnaire is based on the literature review and previous studies. It is comprised of two screening questions and four sections. Part 1: The socio-psychological antecedents of consumer ethnocentrism. Part 2: Respondents are asked to complete a ten-item CETSCALE to assess their beliefs about consumer ethnocentrism. Part 3: This part attempts to measure the level of the consumers' intention to purchase domestic products. For each question, a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree) was used. Finally, in part 4 questions on personal data, such as age, gender, income, and educational level are collected from the respondents.

## RESULTS

The demographic data of this study comprise four sections that categorize and provide information about age, gender, income, and educational levels of the given sample. SPSS software was used to analyze the descriptive data for frequency. According to the collection of the data from 400 respondents in the survey, there are 67.3% female respondents. The highest percentage of age group is between 25 and 30 years old which accounts for 32.8% of the total respondents. For income level, the majority of respondents have an income of

30,000-40,000 Baht accounting for 17.8%. For educational level, the majority of respondents' educational level is Bachelor's degree consisting of 275 respondents from the total, accounting for 68.8% of respondents.

The SEM results (Table 1) shows the significant influence of socio-psychological factors on consumer ethnocentrism for only two antecedents out of the seven factors; collectivism and xenophobia, the first path coefficient is 0.75, S.E. = 0.075, C.R. = 2.850,  $p = 0.004$  and the latter, xenophobia path coefficient is at 0.414, S.E. = 0.045, C.R. = 6.757,  $p = 0.001$ . The other antecedents; cultural openness, patriotism, conservatism, cosmopolitanism, and animosity, showed no significant influence on consumer ethnocentrism.

The result from the analysis of variance (ANOVA) showed that there is no significant difference in consumer ethnocentrism based on demographic factors (Table 2). The difference of age

**Table 1: Summary of Fit Statistics for Structural Equation Modeling**

Statistics	The Square multiple correlations (R <sup>2</sup> )	Indices score
Measures of Absolute Fit	$\chi^2/df$	2.387
	RMSEA	0.059
	GFI	0.767
Measures of Incremental Fit	NFI	0.75
	TLI	0.823
	RFI	0.73
	IFI	0.838
	CFI	0.836
The Square multiple correlations (R <sup>2</sup> )	Purchase Intention	0.242

**Table 2: Summary of Independent and Dependent Variables**

	Groups	p-value
Independent Variables: socio-psychological factors	Cultural Openness	0.267
	Patriotism	0.880
	Conservatism	0.868
	Collectivism	<b>0.004**</b>
	Animosity	0.102
	Cosmopolitanism	0.082
	Xenophobia	<b>0.001***</b>
Independent Variables: demographic factors	Age	0.220
	Gender	0.313
	Income	0.592
	Educational Level	0.103
Dependent Variable	Purchase Intention	<b>0.001***</b>

Note: \*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

and consumer ethnocentrism is not supported ( $p = 0.220$ , hence, the age level does not make a significant difference to the overall degree of consumer ethnocentrism. Gender is also not significant ( $p = 0.313$ , so there is no significant difference in consumer ethnocentrism among the different age groups of Thai consumers. Income and educational level are also not significant with  $p = 0.592$  and  $0.103$ . Thus, there is no significant difference in age, gender, income, educational level and of consumer ethnocentrism.

The SEM result shows that consumer ethnocentrism and the intention to purchase has a significant relationship at path coefficient = 0.492, S.E. = 0.062, C.R. = 8.402,  $p = 0.001$ . Therefore, consumer ethnocentrism influences the intention to purchase domestic products in this research context.

## DISCUSSION AND CONCLUSION

The results of the present research concur with the findings of extant research. An important point underpinning this research is that consumer ethnocentrism has an influence on Thai consumers' intention to purchase domestic products. Collectivism and xenophobia were also found to have influence on consumer ethnocentrism. The association between these factors is supportive of the fact that ethnocentric tendency does exist among Thai consumers. Consequently, domestic firms and marketers can generate consumer ethnocentrism as a marketing tool for their target segments through branding strategies.

The findings of this research also support the conclusions of previous literature. Collectivism and xenophobia were influencers of consumer ethnocentrism. In compliance with previous literature, a study from Deb and Chaudhuri (2012), on accessing the ethnocentric tendencies of different age cohorts in an emerging market, showed that collectivism was found to relate positively to consumer ethnocentrism. Nazari et al. (2012) who studied the relationship between consumers ethnocentrism of service marketing in Iran found that ethnocentric tendency is positively related to collectivism. Supporting evidence was also observed in the studies by Nishina (1990) and Sharma (1995) who found a positive connection between consumer ethnocentrism and collectivism. One reason behind

this finding is that Thai people are still very engaged with their families, friends, and society. Therefore, Thai people "from birth onwards are integrated into strong, cohesive in-groups, which throughout people's lifetime, continue to protect them in exchange for unquestioning loyalty" (Hofstede, 2001, p. 225). To give up individual benefits for the group, collectivistic consumers will be ethnocentric toward domestic products in order to protect the economies of the home country. From the 400 respondents who completed the survey questionnaire, it was found that xenophobia has an influence on ethnocentrism. In compliance with previous literature, a study by Altintas and Toko1 (2007) on cultural openness and consumer ethnocentrism of Turkish consumers showed that xenophobia was the most significant variable to have an influence on consumer ethnocentrism. This relationship can be taken as an indicator of prejudiced attitudes toward foreigners that may affect the reactions of consumers. In contrast, the results of the present research do not concur with that of Kavak et al. (2004) which proposed that xenophobia is influenced by the social and economic relations between countries.

The findings of this research revealed that all demographic factors have no significant influence on consumer ethnocentrism in the Thai context. Demographic factors are generally important in decision making when consumers purchase. However, based on the findings, age, gender, income, and educational have no influence on consumer ethnocentrism. The findings are consistent with some researchers such as Balabanis et.al, (2002) who showed that there is no meaningful relationship between age and consumer ethnocentrism. Gender has also yielded mixed results similar to age; research on consumer ethnocentrism has proposed that women are higher in ethnocentricity than men. However, this research result shows no significant relationship between these two variables. This study also supports the argument that there is no difference in income level and consumer ethnocentrism which concurs with previous literature which showed that ethnocentrism is negatively correlated to both income and education (e.g. Watson & Wright, 2000).

Finally, this research shows that consumer ethnocentrism has an influence on Thai consumers' intention to purchase domestic products. The present study is consistent with previous findings.

Previous literature has shown that consumer ethnocentrism has a positive influence on the intention to purchase domestic products, such as Klein et al. (1998), Herche (1992), and Shoham and Brencic (2003). Based on these findings from various researchers, and the current study, it can be concluded that there is an influence of consumer ethnocentrism on intention to purchase domestic products.

## RECOMMENDATIONS

To endorse consumer ethnocentrism, marketers should promote “Thai brands, for Thai people”. Hence, domestic firms can leverage the concept of consumer ethnocentrism to target a place in consumer’s minds. Furthermore, it is recommended that Thai firms develop a strong brand vision and core brand values based on the collectivism and ethnocentrism of target consumers. This can be achieved through promoting cultural values and traditions, and including them in the core branding values and brand mantra, to build a ‘proud’ feeling among Thai consumers to make them perceive that when purchasing this product or brand, it means they support the country in terms of economic and emotional attachments. Especially in collectivist societies, the focus of advertising should be upon status, symbolism, prestige and also on family or in-group benefits (de Mooij, 2004), because collectivist consumers are likely to focus on family and in-group. The brand mantra can then be used as a powerful communication tool to generate the perceived localness of the brand.

Domestic firms or brands are recommended to use endorsement symbols or mottos given by the government or developed to promote local products. Additionally, these logos should be displayed on the package, in the visual merchandising of modern retail outlets and in each promotional message.

## LIMITATIONS AND FURTHER RESEARCH

This study is limited by the fact that it deals only with generalized products. General products are tested so the findings are not a representation of specific brands. This research does not consider the effect of products assembled in other countries. The researcher conducted this study only at

a certain period of time, from 1-30 April 2014. Consumer ethnocentrism might vary from time to time as it is affected by the political situation, which is not possible to control in the study. Thus, the result cannot be used as representing all periods of time. Although the sample size is large, it might not fully permit generalization of the findings because this study was conducted only in Bangkok central business district area: Silom, Sathorn, Lumpini, early Sukhumvit, Phyathai, and Ratchada. Therefore, the result cannot be generalized for other cities or regions in Thailand.

Further research should be conducted in other major cities such as Chiang Mai, Hat Yai, Nakhon Ratchasima, Khon Khaen, Phuket, Pattaya, Udon Thaini, and Songkla, as different parts of Thailand could display different ethnocentrism tendencies. In addition, online surveys may be an alternative for researchers to reach customers in other geographic areas with less cost.

There are many other antecedents of consumer ethnocentrism, such as the political environment (e.g. government propaganda), the economic environment (e.g. better or lower economic level), socio-psychological antecedents (e.g. dogmatism, nationalism, materialism), demographic factors (e.g. social class) that were not included in this study. These variables can be studied in the future, to determine their influence on or relationship with consumer ethnocentrism. Finally, future researchers can extend this study to countries in the ASEAN region as these countries will begin their economic cooperation in 2015 under the Asean Economic Community or AEC.

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