

Identifying and Measuring Consumer Ethnocentric Tendencies in Bangladesh

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In identifying perceptions and attitudes relevant to consumer acceptance of goods pertaining to different countries, it would be extremely helpful for marketers to have a meaningful and consistent measure that they could apply. This study examines to what extent consumer ethnocentrism as measured by the CETSCALE singularly, as well as in concert with selected demographic and psycho-graphic variables, can predict consumers' evaluation of domestic versus foreign produce. Consumer ethnocentrism is a strong and significant predictor of consumer product evaluations. Including the ethnocentrism variables in a set of demographic and psycho-graphic variables significantly improves the predictive ability of the set. Potential applications of the concept include identification of market segments that react more favorably to domestic or foreign produce, developing effective marketing communication strategies, and supporting location decisions for retail outlet sites. This study examines the psychometrics of the CETSCALE, the extent of consumer ethnocentrism in Bangladesh and the effect of the various demographic characteristics on the ethnocentric tendencies of Bangladeshi customers. Data were collected from different demographic groups by using Likert scale. Analysis of data was done by Factor analysis, ANOVA and Cronbach's Alpha with the help of SPSS software. Results show that Bangladeshi customers are very much ethnocentric on few items of the CETSCALE and the customers' ethnocentric tendencies do not vary across the various demographic aspects. Marketing needs to respond to the criticism of the concept of ethnocentrism in the other social sciences. It needs to explore the relationship of consumer ethnocentrism with consumer animosity and consumer affinity (love-hate relationship with other countries).

Keywords: Consumer Ethnocentrism, CETSCALE, Service Ethnocentrism, Country of origin effect

1. Introduction

Consumer ethnocentrism is defined (Shimp & Sharma, 1987, P. 280) as "the beliefs held by consumers about the appropriateness, indeed morality, of purchasing foreign-made products." Consumers who are ethnocentric believe that purchasing imported products is unpatriotic, causes loss of jobs, and hurts the domestic economy. Consumers who are non-ethnocentric judge foreign products on their merits without consideration of where these products are made. The study of consumer ethnocentrism would be appropriate in a market where fierce competition exists between domestic and foreign-made products. The emerging markets in Bangladesh in South Asia fit that description today. With 150 million people, Bangladesh leads the South Asian region in population. Even with low per capita GDP (purchasing power equivalent) Bangladesh has sizable middle class populations with considerable buying power. This resulted in serious foreign trade

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deficits for Bangladesh, which stood at \$1.4 billion, or 67% of the country's exports, in 1996 (*The World Almanac* 1998). To correct this situation, public policy in Bangladesh has been moving toward promoting growth of domestic industries for the past several years. The consumers of Bangladesh are now being encouraged more than ever to purchase domestically made products. Against the backdrop described above, a measurement of consumer ethnocentrism among the middle-classes in Bangladesh should provide an idea of the extent to which consumers in the country are likely to favor domestically-made products over her foreign competitors. This paper describes such a measurement, where the well-known scale for consumer ethnocentrism developed by Shimp and Sharma (1987), the CETSCALE, is applied in the Bangladeshi environment.

2. Review of Literature

Ethnocentrism or ethnocentricity is the tendency to look at the world primarily from the perspective of one's own culture. This term was coined by William Graham Sumner (1906), a social evolutionist and professor of Political and Social Science at Yale University. He defined it as the viewpoint that "one's own group is the center of everything," against which all other groups are judged. Ethnocentrism often entails the belief that one's own race or ethnic group is the most important and/or that some or all aspects of its culture are superior to those of other groups. Within this ideology, individuals will judge other groups in relation to their own particular ethnic group or culture, especially with concern to language, behavior, customs, and religion. These ethnic distinctions and sub-divisions serve to define each ethnicity's unique cultural identity. Anthropologists such as Franz Boas and Bronislaw Malinowski argued that any human science had to transcend the ethnocentrism of the scientist. Both urged anthropologists to conduct ethnographic fieldwork in order to overcome their ethnocentrism. Boas developed the principle of cultural relativism and Malinowski developed the theory of functionalism as tools for developing non-ethnocentric studies of different societies. The books (i) *The Sexual Life of Savages*, by Malinowski, (ii) *Patterns of Culture* by Ruth Benedict and *Coming of Age in Samoa* by Margaret Mead (two of Boas's students) are classic examples of anti-ethnocentric anthropology.

2.1 Psychological Underpinnings of Ethnocentrism

The psychological underpinning of ethnocentrism appears to be assigning to various cultures higher or lower status or value by the ethnocentric person who then assumes that the culture of higher status or value is intrinsically better than other cultures. The ethnocentric person, when assigning the status or value to various cultures, will automatically assign to their own culture the highest status or value. Ethnocentrism is a natural result of the observation that most people are more comfortable with and prefer the company of people who are like themselves, sharing similar values and behaving in similar ways. It is not unusual for a person to consider what ever they believe is the most appropriate system of belief or how ever they behave is the most appropriate and natural behavior. A person who is born into a particular culture and grows up absorbing the values and behaviors of the culture will develop patterns of thought reflecting the culture as normal. If the person then experiences other cultures that have different values and normal behaviors, the person finds that the thought patterns appropriate to their birth culture and the meanings their birth culture attaches to behaviors are not appropriate for the new

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cultures. However, since a person is accustomed to their birth culture it can be difficult for the person to see the behaviors of people from a different culture from the viewpoint of that culture rather than from their own. The ethnocentric person will see those cultures other than their birth culture as being not only different but also wrong to some degree. The ethnocentric person will resist or refuse the new meanings and new thought patterns since they are seen as being less desirable than those of the birth culture. The ethnocentric person may also adopt a new culture, repudiating their birth culture, considering that the adopted culture is somehow superior to the birth culture. Tribal and familial groups are often seen to dominate in economic settings where transaction costs are high. Examples include the crime syndicates of Russia, Sicily, and the United States, prison gangs, and the diamond trade. A comprehensive look at ethnocentrism from the perspective of evolutionary psychology may be found in the volume edited by Reynolds et al. (1987). Independent of evolutionary psychology, observers such as Shelby Steele have suggested that ethnocentrism is a mainstay of any modern society, and in cases such as the white and black population in the US, programs such as affirmative action serve only to relieve the moral consciences of the white population. People like Steele harbor respect for vocal racists, as they, unlike the rest of the population, are able to reveal their honest feelings regarding race and ethnicity. However, regardless of the supposed honesty of racists, nature benefits from variation. The lack of balance and feedback from other cultures has caused the western world to be plagued with psychological problems and environmental destruction, while other cultures are plagued with disease and starvation. Communication and respect between cultures could possibly eradicate those persistent problems.

2.2 Historical Aspect of Ethnocentrism and Consumer Ethnocentrism (CE)

2.2 .1 Ethnocentrism

The concept of Ethnocentrism had been derived from the discipline of Anthropology, more specifically from the sub-discipline of cultural Anthropology.

Anthropology consists of the study of humanity .It is holistic in two senses: Concerned with all human beings at all times and with all dimensions of humanity. Anthropology is traditionally divided into four sub-disciplines:

- Physical Anthropology
- Cultural Anthropology
- Linguistic Anthropology
- Archaeology

In 1906 Sumner has proposed the concept and incorporated it in the field of sociology. He defines ethnocentrism as the tendency to view one's own group as the center of everything. Highly ethnocentric individuals tend to accept things culturally similar and reject things culturally dissimilar. Ethnocentrism is a universal phenomenon and is rooted deeply in most areas of intergroup relations (Lewis, 1976). Murdock (1931) observed that ethnocentrism is confined not only to tribes and nations but reveals itself in all kinds of social groups, developing into family pride, sectionalism, religious prejudice, racial discrimination, and patriotism. Some authors even argue that ethnocentrism is apart of human nature (Lynn, 1976;

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Mihalyi, 1984; Rushton, 1989). Ethnocentrism functions by helping to secure the survival of groups and their cultures and by increasing a group's solidarity, conformity, cooperation, loyalty, and effectiveness (Catton, 1960; Lynn, 1976; Mihalyi, 1984; Murdock, 1931; Rosenblatt, 1964; Sumner, 1906). More specific properties of ethnocentrism include the tendency to: (1) distinguish various groups; (2) perceive events in terms of the group's own interest (economical, political, and social); (3) see one's own group as the center of the universe and to regard its way of life as superior to all others; (4) be suspicious of and disdain other groups, (5) view one's own group as superior, strong, and honest; (6) and see other groups as inferior, weak and dishonest troublemakers (LeVine & Campbell, 1972)

2.2.2 Consumer Ethnocentrism (CE)

Sufficient research did not take place before 1966 about ethnocentrism. In 1966 Pearson and Zaltman (applied statisticians) first proposed the idea of conceptualization of Ethnocentrism. In 1987 Shimp and Sharma reconceptualized the process by focusing ethnocentric tendency in the customer and thus incorporated the study of ethnocentrism in the field of marketing. The best explanation of the concept is in the words of the originators of the concept (Shimp & Sharma, 1987) as: "We use the term 'consumer ethnocentrism' to represent the beliefs held by American consumers about the appropriateness, indeed morality, of purchasing foreign-made products. From the perspective of ethnocentric consumers, purchasing imported products is wrong because, in their minds, it hurts the domestic economy, causes loss of jobs, and is plainly unpatriotic; products from other countries (i.e., out groups) are objects of contempt to highly ethnocentric consumers. To non-ethnocentric consumers, however, foreign products are objects to be evaluated on their own merits without consideration for where they are made (or perhaps to be evaluated more favorably because they are manufactured outside the United States)." People from the developed and first world countries tend to be less ethnocentric than their counterpart in developing and emerging nations. (Sharma et al 1995; Hamim and Elliot 2006).

Individuals vary in CE and their levels of CE influence attitudes and intentions towards buying foreign goods (Klein, 2002; Orth & Girbasova, 2003). Highly ethnocentric consumers believe that buying foreign products or brands is unpatriotic and tend to favor local products or brands. Even online, CE may relate to consumer reactions to global and local appeals on websites (Singh, Furrer & Ostinelli, 2004). Some researchers, however, question the broad capability of CE to explain consumer favoritism towards local brands and against foreign brands. Baughn and Yaprak (1993) posit that a foreign brand's COO strongly influences local consumers' attitude towards a particular foreign brand. CE may moderate COE, but the research is inconclusive. In a study on the US and Korean consumers, however, Steenkamp, Batra, and Alden (2003) found that the level of CE moderated COE on perceived product quality. Although foreign brands increasingly target the Chinese market, studies investigating how CE relates to Chinese consumers' evaluations of foreign brands are scant or nonexistent. Zhou and Hui (2003) suggest that Chinese consumers have shown a recent tendency away from foreign products and brands in preference for local products and brands due to increasing consumer ethnocentrism and improving local products. Their study, however, did not measure CE and its impact on brand evaluations.

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Consumer ethnocentrism is a phenomenon of the developed world (Okechuku, 1994; La Barre, 1994; Good and Huddleston, 1995; Durvasula, Andrews and Netemeyer, 1997; Vida and Fairhurst, 1999). Consumers from less developed countries have repeatedly shown a marked preference for imported goods (Papadopoulos, Heslop and Beraes, 1990; La Barre, 1994; Agbonifoh and Elimian, 1994; Mohammad *et al.*, 2000). Research that found consumers of developed countries to have no prejudice for home country products is in a minority (Johansson, Douglas and Nonaka, 1985). More recent research efforts tend to focus on the comparison of multiple product categories within single studies, such as automobiles and blenders from both Germany and South Korea (Parameswaran and Pisharodi 1994) or Japanese, Canadian and Mexican stereotypes placed within German and South Korean automobiles (Bluemelhuber, Carter and Lambe 2007). Manrai, Lascu and Manrai (1998) categorized 18 consumer products into groups of convenience goods (alcohol, cheese, chocolate, fruit, meat products, paper products and shampoo) shopping goods (art/entertainment, clothing, fashion design, leather goods, perfume, scarf/tie and shoes) and luxury goods (automobiles, banking/finance, china/crystal and electronics/appliances) in order to investigate the interaction of country of origin and product category on consumer evaluations of these products. Another study carefully selected cars, food, TVs, toiletries, fashion wear, toys, do-it-yourself tools and furniture because these items are typically 21 imported, have domestic versions and are important expenditures for consumers from the United Kingdom (Balabanis and Diamantopoulos 2004). Overall the most popular products of analysis in both single or multiple product studies have been cars, electronic equipment, food, clothing and shoes. Klein, Ettenson and Morris (1998) also utilized general buying measures to differentiate the effects of consumer ethnocentrism and animosity upon the likelihood of future purchases of products from specific foreign countries. In this study, the authors asked respondents to indicate their opinions about products in general from a particular country (e.g., "Whenever possible, I avoid buying products from Japan"). Subsequent research studies have followed suit with this approach by asking consumers about their likelihood to purchase products in general from the disliked country (e.g., Ang *et al.* 2004; Jung *et al.* 2002; Hinck 2004), thus "implicitly assuming a „general“ effect of 22 animosity independent of the specific product category" (Riefler and Diamantopoulos 2007).

A good review of literature has been presented by Good and Huddleston (1995) and Al-Sulaiti and Baker (1998) on this aspect of consumer ethnocentrism. Lately, Vida and Fairhurst (1999) have also examined this aspect. Regarding age, the dominant view is that the older will be more consumer ethnocentric than the younger. Regarding education, there is a near consensus that higher the education level lesser the consumer ethnocentrism. Nijssen, Douglas and Bressers (2002) feel that consumer ethnocentrism is due to lack of knowledge. The results on income are split. Shimp and Sharma (1987) had found those in the lower socio-economic group to be more ethnocentric than those higher up. They attributed this to the fear of losing jobs to foreign competitors. Regarding gender, the dominant view is that women will be more consumer ethnocentric.

3. Objective of the Study

The following objectives were pursued in this research project:

1. To measure consumer ethnocentric tendency of Bangladeshi respondents by using CETSCALE.
2. To identify whether customers' ethnocentric tendencies are different across the different demographic aspects.

4. Methodology of the Study

Sample size used for this study is 70. The sampling technique used is non-probabilistic by nature; more specifically sample was purposively taken to accommodate a certain number of male and female respondents and based on different demographic characteristic. Data were collected from different geographic locations (Dhaka, Chittagong, Noakhali, Laxmipur and Fani) in Bangladesh and were collected by using a self-administered questionnaire. Data regarding ethnocentric tendency of the respondents were collected by using CETSCALE and the respondents had to give their level of the agreement on five-point Likert scale and the data collected were assumed to be interval in nature. Time period of the data collection was from 2nd March, 2010 to 30th April, 2010. Factor analysis and ANOVA is conducted by using SPSS software. Justification for selecting data: Convenient method was followed for selecting data. Since time and budget was limited, that is why, convenient places were considered for this article.

5. Data Analysis

Table 5.1 Brief Demographic Characteristics of the Respondents

Gender	Male		Female			Total
		36		34		
Profession	Student	Service-holder	Business person	Housewife	Others	Total
	22	32	10	4	2	70
Education	SSC or bellow	HSC	Graduate	Masters		Total
	2	10	42	16		70
Age	(15-30)		(30-45)	(45-60)		Total
	38		28	4		70

Table 5.2 Summary of the Ethnocentric Tendency of the Consumers in Bangladesh

Descriptive Statistics

	N	Minimum	Maximum	Sum	Mean	Std. Deviation
V1	70	1.00	5.00	171.00	2.4429	1.30368
V2	70	1.00	5.00	140.00	2.0000	1.17954
V3	70	1.00	5.00	126.00	1.8000	1.05775
V4	70	1.00	5.00	238.00	3.4000	1.26720
V5	70	1.00	5.00	225.00	3.2143	1.35018
V6	70	1.00	5.00	202.00	2.8857	1.30265
V7	70	1.00	5.00	207.00	2.9571	1.39809
V8	70	1.00	5.00	187.00	2.6714	1.15120
V9	70	1.00	5.00	211.00	3.0143	1.44957
V10	70	1.00	5.00	165.00	2.3571	1.16763
V11	70	1.00	5.00	203.00	2.9000	1.28706
V12	70	1.00	5.00	198.00	2.8286	1.28505
V13	70	1.00	5.00	155.00	2.2143	1.00568
V14	70	1.00	5.00	226.00	3.2286	1.34241
V15	70	1.00	5.00	172.00	2.4571	1.29308
V16	70	1.00	5.00	138.00	1.9714	1.17918
V17	70	1.00	5.00	184.00	2.6286	1.19384
Valid N (listwise)	70					

*Name of the items (i.e. v1, v2, v3...v17) is mentioned in the appendix part table no 1.

Mean value of each item above 2.5 denotes the high ethnocentric tendency of the consumers in Bangladesh in those items. In case of item number 4, 5, 6, 7, 8, 9, 11, 12, 14 and 17, Bangladeshi consumers have shown highly ethnocentric tendency.

5.3 Factor Analysis

Bartlett's Test of Sphericity: in this case the null hypothesis related to the appropriateness of the factor analysis has been rejected. So the data collected were found to be appropriate for the Factor Analysis.

Sampling Adequacy: The sample adequacy has been proved by statistical value of KMO (Kaiser-Meyer-Olkin Measure of sampling Adequacy). In the case of the value of KMO is .422, which indicates moderate sampling adequacy for the factor analysis.

Number of factor extracted: They are basically six methods of determining the number of factors to be extracted. The basic method followed here is *eigenvalue grater than one*, but the cumulative percentage of variance technique by combining all the factors was also taken into consideration. The required table is given bellow (SPSS generated output).

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Table 5.3.1 Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.746	16.151	16.151	2.746	16.151	16.151	2.418	14.225	14.225
2	2.473	14.545	30.696	2.473	14.545	30.696	2.152	12.661	26.887
3	2.011	11.831	42.527	2.011	11.831	42.527	1.934	11.376	38.262
4	1.627	9.573	52.100	1.627	9.573	52.100	1.742	10.246	48.509
5	1.432	8.423	60.523	1.432	8.423	60.523	1.525	8.973	57.482
6	1.298	7.635	68.158	1.298	7.635	68.158	1.482	8.715	66.197
7	1.043	6.135	74.294	1.043	6.135	74.294	1.376	8.097	74.294
8	.920	5.413	79.707						
9	.860	5.061	84.768						
10	.664	3.905	88.673						
11	.577	3.397	92.070						
12	.388	2.283	94.353						
13	.323	1.899	96.252						
14	.225	1.321	97.572						
15	.181	1.066	98.638						
16	.128	.754	99.392						
17	.103	.608	100.000						

Extraction Method: Principal Component Analysis.

Here the numbers of the factor extracted were found to be seven, and the cumulative percentage of variance explained by all these seven factors accounts for almost seventy-four percentage (74.29%). The first factor can alone explain 14.23% of the total variability. The second factor can alone explain 12.66% of total variability and the first two factors, in combination, can explain 26.89% of the total variability. The third factor can explain alone 11.38% of the total variability and the first three factors, in combination, can explain 38.26% of the total variability. The fourth factor can alone explain 10.25% of the total variability and the first four factors, in combination, can explain 48.51% of the total variability. The fifth factor can alone explain 8.97% of the total variability and the first five factors, in combine, can explain 57.48% of the total variability. The sixth factor can alone explain 8.72% of the total variability and the first six factors, in combination, can explain 66.20% of the total variability. The seventh factor can alone explain 8.10% of the total variability and the all seven factors, in combination, can explain 74.29% of the total variability. In order to clarify the fact that different teams are related to different dimension (factors), the following rotated component matrix can be explained.

Table 5.3.2 Rotated Component Matrix (a)

	Factors						
	1	2	3	4	5	6	7
V1						.632	
V2		.642					
V3			.872				
V4				.595			
V5							.826
V6	.597						
V7				.880			
V8							.503
V9		-.621					
V10	.646						
V11			.699				
V12	.851						
V13						.833	
V14		.648					
V15		.862					
V16					.869		
V17	.821						

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

a Rotation converged in 10 iterations.
 * values greater than 0.40 were retained.

So the first factor is comprised of item number 6, 10, 12 and 17. The second factor is comprised of the item number 2, 9,14 and 15. the third factor is comprised of the item number 3 and 11. The fourth factor is comprised of the item number 4 and 7. The fifth factor contains item number 16. The sixth factor is comprised of the item number 1 and 13. the seventh factor is comprised of the item number 5 and 8.

5.4 Affects of Demographic Characteristics on Customers’ Ethnocentric Tendencies (by using CETSCALE)

5.4.1 Profession

It was found that responses of Bangladeshi customers do not vary greatly in terms of profession. In the case of one item (item number-13) profession was found to be significantly affecting the respondents’ ethnocentric tendency. In item number 13, housewives are found to be more ethnocentric than other professions; this statement is significant beyond .01 significance level. See the table 1 in the appendix part.

5.4.2 Gender

It was found from the study that responses of Bangladeshi customers do not vary greatly in terms of gender. In the case of one item (item number-15), gender was found to be significantly affecting the respondents’ ethnocentric tendency. In item number 13, male are found to be more ethnocentric than their female counter parts;

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this statement is significant beyond .05 significance level. See the table 2 in the appendix part.

5.4.3 Education

It was found from the study that responses of Bangladeshi customer do not vary greatly in terms of gender. In the case of certain items education was found to be significantly affecting the respondents' ethnocentric tendency. In item number 15, customers who are in masters' level are found to be more ethnocentric than others; this statement is significant beyond .05 significance level. And In item number 17, masters and graduate both customers are found to be more ethnocentric than others; this statement is significant beyond .05 significance level. See the table 3 in the appendix part.

5.4.4 Age

It was found from the study that responses of Bangladeshi customer do not vary greatly in terms of age. In the case of one item, age was found to be significantly affecting the respondents' ethnocentric tendency. In item number 10, customers who are in between 45 to 60 years of age, are found to be more ethnocentric than others. This statement is significant beyond .05 significance level. See the table 4 in the appendix part.

6. Conclusion

Now-a-days people are fully dependent upon foreign goods. This study is significant since it shows the real scenario regarding customers' ethnocentric tendencies in Bangladesh. From the study regarding identification and measuring consumer ethnocentric tendencies in Bangladesh, it is noted in terms of profession that housewives are more ethnocentric than people in other professions. In terms of gender, male customers were found to be more ethnocentric. In terms of qualification, those having masters and above were found to be more ethnocentric than others. So far as age is concerned, customers who are in between 45 to 60 years were found to be more ethnocentric than others. This study will assist marketers to make the right decision.

7. Recommendations

The study has been conducted in few parts of Bangladesh. So it will show better result if the study is conducted in all parts of the country. None of the scales used in this research had been previously tested for validity and reliability. If the probability sampling technique is followed in future the result will be more reliable. In this research, it is not possible to cover minor ethnic groups of Bangladesh that have not shown the actual picture of the ethnocentric tendencies of Bangladeshi consumers. So, further study will be conducted by covering of the minor ethnic groups of the country to measure the actual ethnocentric tendencies of consumers in Bangladesh. Last of all but not the least; marketing literature needs to pay more attention to the criticism of the concept of ethnocentrism.

8. Limitations of the Study

The study was carried in some places of Bangladesh such as Chittagong, Noakhali, Laxmipur, Feni, and Dhaka city comprising mainly of the urban population. A more comprehensive research could be carried out throughout Bangladesh, including the rural population. In addition, this has been the first study in a least developing country (LDC) such as Bangladesh. Similar research in other LDC's would provide a clear picture of functionality of the CETSCALE and reflect the level of consumer ethnocentrism in such countries.

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Appendices

Table 1: Consumer Ethnocentrism Across Professional Group.

N O.	statement	profession	Mean	F	sig
V1	Bangladeshi people should always buy Bangladeshi-made products instead of imports.	Student	2.3000	.662	.621
		Service-Holder	2.7037		
		Business Person	2.5000		
		Housewife	1.7500		
		Others	2.0000		
V2	Only those products that are unavailable in Bangladesh should be imported	Student	1.7333	.841	.504
		Service-Holder	2.1481		
		Business Person	2.5000		
		Housewife	2.0000		
		Others	2.0000		
V3	Buy Bangladeshi-made products. Keep Bangladesh working.	Student	1.6333	2.131	.087
		Service-Holder	1.8519		
		Business Person	2.6250		
		Housewife	1.0000		
		Others	2.0000		
V4	Bangladeshi products, first, last and foremost	Student	3.0667	1.043	.392
		Service-Holder	3.6667		
		Business Person	3.7500		
		Housewife	3.2500		
		Others	4.0000		
V5	Purchasing foreign-made products is un-Bangladeshi.	Student	3.3667	1.188	.324
		Service-Holder	3.3333		
		Business Person	2.2500		
		Housewife	3.2500		
		Others	3.0000		
V6	It is not right to purchase foreign products, because it puts Bangladeshi out of jobs.	Student	3.1333	.795	.533
		Service-Holder	2.8519		
		Business Person	2.5000		
		Housewife	2.2500		
		Others	2.0000		
V7	A real Bangladeshi should always buy Bangladeshi-made products	Student	2.9000	.840	.505
		Service-Holder	3.2222		
		Business Person	2.3750		
		Housewife	2.5000		
		Others	4.0000		
V8	We should purchase products manufactured in Bangladesh instead of letting other countries get rich off us.	Student	2.4667	1.869	.126
		Service-Holder	2.7778		
		Business Person	2.3750		
		Housewife	4.0000		
		Others	3.0000		

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V9	It is always best to purchase Bangladeshi products.	Student	2.7333	.726	.577
		Service-Holder	3.1111		
		Business Person	3.2500		
		Housewife	3.7500		
		Others	4.0000		
V10	There should be very little trading or purchasing of goods from other countries unless out of necessity.	Student	2.2667	.257	.904
		Service-Holder	2.4815		
		Business Person	2.5000		
		Housewife	2.0000		
		Others	2.0000		
V11	Bangladeshies should not buy foreign products, because this hurts Bangladeshi businesses and causes unemployment.	Student	3.0333	1.091	.369
		Service-Holder	2.5926		
		Business Person	3.1250		
		Housewife	3.7500		
		Others	2.0000		
V12	Curbs should be put on all imports.	Student	2.9333	.753	.560
		Service-Holder	2.8519		
		Business Person	2.1250		
		Housewife	3.2500		
		Others	3.0000		
V13	It may cost me in the long-run but I prefer to support Bangladeshi products.	Student	1.7333	4.396	.003
		Service-Holder	2.7407		
		Business Person	2.1250		
		Housewife	2.5000		
		Others	2.0000		
V14	Foreigners should not be allowed to put their products on our markets.	Student	3.2000	.283	.888
		Service-Holder	3.2222		
		Business Person	3.0000		
		Housewife	3.7500		
		Others	4.0000		
V15	Foreign products should be taxed heavily to reduce their entry into Bangladesh.	Student	2.6000	.523	.719
		Service-Holder	2.1852		
		Business Person	2.7500		
		Housewife	2.5000		
		Others	3.0000		
V16	We should buy from foreign countries only those products that we cannot obtain within our own country.	Student	1.6000	1.880	.125
		Service-Holder	2.3704		
		Business Person	1.7500		
		Housewife	2.5000		

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		Others	2.0000		
V1 7	Bangladeshi consumers who purchase products made in other countries are responsible for putting their fellow Bangladeshies out of work.	Student	2.8333	1.816	.136
		Service-Holder	2.7778		
		Business Person	1.8750		
		Housewife	1.7500		
		Others	2.0000		

a=significant at 0.05 b=significant at 0.01

Table 2: Consumer Ethnocentrism across gender.

No	statement	gender	Mean	F	Sig
V1	Bangladeshi people should always buy Bangladeshi-made products instead of imports.	Male	2.5263	.337	.563
		Female	2.3438		
V2	Only those products that are unavailable in Bangladesh should be imported	Male	1.9737	.041	.841
		Female	2.0313		
V3	Buy Bangladeshi-made products. Keep Bangladesh working.	Male	1.9211	1.090	.300
		Female	1.6563		
V4	Bangladeshi products, first, last and foremost	Male	3.5263	.824	.367
		Female	3.2500		
V5	Purchasing foreign-made products is un-Bangladeshi.	Male	3.0526	1.195	.278
		Female	3.4063		
V6	It is not right to purchase foreign products, because it puts Bangladeshi out of jobs.	Male	2.6842	2.018	.160
		Female	3.1250		
V7	A real Bangladeshi should always buy Bangladeshi-made products	Male	3.0000	.077	.782
		Female	2.9063		
V8	We should purchase products manufactured in Bangladesh instead of letting other countries get rich off us.	Male	2.5263	1.327	.253
		Female	2.8438		
V9	It is always best to purchase Bangladeshi products.	Male	3.0526	.057	.811
		Female	2.9688		
V10	There should be very little trading or purchasing of goods from other countries unless out of necessity.	Male	2.2368	.881	.351
		Female	2.5000		
V11	Bangladeshies should not buy foreign products, because this hurts Bangladeshi businesses and causes unemployment.	Male	2.9211	.022	.883
		Female	2.8750		
V12	Curbs should be put on all imports.	Male	2.6053	2.567	.114
		Female	3.0938		
V13	It may cost me in the long-run but I prefer to support Bangladeshi products.	Male	2.3421	1.350	.249
		Female	2.0625		

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V14	Foreigners should not be allowed to put their products on our markets.	Male	3.4474	2.248	.138
		Female	2.9688		
V15	Foreign products should be taxed heavily to reduce their entry into Bangladesh.	Male	2.7368	4.062	.048
		Female	2.1250		
V16	We should buy from foreign countries only those products that we cannot obtain within our own country.	Male	1.8684	.631	.430
		Female	2.0938		
V17	Bangladeshi consumers who purchase products made in other countries are responsible for putting their fellow Bangladeshies out of work.	Male	2.6316	.001	.982
		Female	2.6250		

a=significant at 0.05

b=significant at 0.01

Table 3: Consumer Ethnocentrism across levels of education.

No.	Statement	Education	Mean	F	Sig.
V1	Bangladeshi people should always buy Bangladeshi-made products instead of imports.	SSC or below	2.0000	.093	.964
		HSC	2.4615		
		Graduate	2.4048		
		Masters	2.5714		
V2	Only those products that are unavailable in Bangladesh should be imported	SSC or below	1.0000	.728	.539
		HSC	1.9231		
		Graduate	1.9286		
		Masters	2.3571		
V3	Buy Bangladeshi-made products. Keep Bangladesh working.	SSC or below	1.0000	.272	.845
		HSC	1.9231		
		Graduate	1.8095		
		Masters	1.7143		
V4	Bangladeshi products, first, last and foremost.	SSC or below	4.0000	1.374	.258
		HSC	4.0000		
		Graduate	3.2857		
		Masters	3.1429		
V5	Purchasing foreign-made products is un- Bangladeshi.	SSC or below	2.0000	.321	.810
		HSC	3.1538		
		Graduate	3.2143		
		Masters	3.3571		
V6	It is not right to purchase foreign products, because it puts Bangladeshi out of jobs.	SSC or below	1.0000	2.383	.077
		HSC	2.2308		
		Graduate	3.0238		
		Masters	3.2143		
V7	A real Bangladeshi should always buy Bangladeshi-made products.	SSC or below	1.0000	.680	.567
		HSC	3.0769		

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		Graduate	2.9762		
		Masters	2.9286		
V8	We should purchase products manufactured in Bangladesh instead of letting other countries get rich off us.	SSC or below	3.0000	.190	.903
		HSC	2.4615		
		Graduate	2.7143		
		Masters	2.7143		
V9	It is always best to purchase Bangladeshi products.	SSC or below	4.0000	.213	.887
		HSC	3.1538		
		Graduate	2.9524		
		Masters	3.0000		
V10	There should be very little trading or purchasing of goods from other countries unless out of necessity.	SSC or below	5.0000	2.151	.102
		HSC	2.1538		
		Graduate	2.2857		
		Masters	2.5714		
V11	Bangladeshies should not buy foreign products, because this hurts Bangladeshi businesses and causes unemployment.	SSC or below	1.0000	1.055	.374
		HSC	3.2308		
		Graduate	2.8810		
		Masters	2.7857		
V12	Curbs should be put on all imports.	SSC or below	2.0000	2.635	.057
		HSC	2.0769		
		Graduate	2.9048		
		Masters	3.3571		
V13	It may cost me in the long-run but I prefer to support Bangladeshi products	SSC or below	1.0000	.722	.543
		HSC	2.2308		
		Graduate	2.1667		
		Masters	2.4286		
V14	Foreigners should not be allowed to put their products on our markets.	SSC or below	2.0000	1.564	.206
		HSC	3.5385		
		Graduate	3.0000		
		Masters	3.7143		
V15	Foreign products should be taxed heavily to reduce their entry into Bangladesh.	SSC or below	2.0000	3.243	.027
		HSC	3.0000		
		Graduate	2.0952		
		Masters	3.0714		
V16	We should buy from foreign countries only those products that we cannot obtain within our own country.	SSC or below	2.0000	.080	.971
		HSC	1.8462		
		Graduate	2.0238		
		Masters	1.9286		
V17	Bangladeshi consumers who purchase products made in other countries are responsible for putting their fellow	SSC or below	1.0000	4.015	.011
		HSC	1.7692		

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	Bangladeshies out of work.	Graduate	2.8571		
		Masters	2.8571		

a=significant at 0.05

b=significant at 0.01

Table 4: Consumer Ethnocentrism across age groups.

No	Statement	Age range	Mean	F	Sig.
V1	Bangladeshi people should always buy Bangladeshi-made products instead of imports.	15-30	2.4773	.277	.759
		30-45	2.3333		
		45-60	3.0000		
V2	Only those products that are unavailable in Bangladesh should be imported	15-30	1.9773	.858	.429
		30-45	2.1250		
		45-60	1.0000		
V3	Buy Bangladeshi-made products. Keep Bangladesh working.	15-30	1.6364	2.663	.077
		30-45	2.1667		
		45-60	1.0000		
V4	Bangladeshi products, first, last and foremost.	15-30	3.3864	.226	.798
		30-45	3.3750		
		45-60	4.0000		
V5	Purchasing foreign-made products is un-Bangladeshi.	15-30	3.4773	2.729	.073
		30-45	2.8333		
		45-60	2.0000		
V6	It is not right to purchase foreign products, because it puts Bangladeshi out of jobs.	15-30	3.1136	2.563	.085
		30-45	2.5833		
		45-60	1.5000		
V7	A real Bangladeshi should always buy Bangladeshi-made products.	15-30	3.1136	2.426	.096
		30-45	2.8333		
		45-60	1.0000		
V8	We should purchase products manufactured in Bangladesh instead of letting other countries get rich off us.	15-30	2.7955	.922	.403
		30-45	2.4167		
		45-60	3.0000		
V9	It is always best to purchase Bangladeshi products.	15-30	2.9773	1.085	.344
		30-45	2.9583		
		45-60	4.5000		
V10	There should be very little trading or purchasing of goods from other countries unless out of necessity.	15-30	2.2955	3.743	.029
		30-45	2.2917		
		45-60	4.5000		
V11	Bangladeshies should not buy foreign products, because this hurts Bangladeshi	15-30	3.0455	1.658	.198
		30-45	2.7500		

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	businesses and causes unemployment.	45-60	1.5000		
V12	Curbs should be put on all imports.	15-30	2.8636	.077	.926
		30-45	2.7500		
		45-60	3.0000		
V13	It may cost me in the long-run but I prefer to support Bangladeshi products	15-30	2.1591	.213	.809
		30-45	2.2917		
		45-60	2.5000		
V14	Foreigners should not be allowed to put their products on our markets.	15-30	3.3182	.960	.388
		30-45	3.1667		
		45-60	2.0000		
V15	Foreign products should be taxed heavily to reduce their entry into Bangladesh.	15-30	2.5682	.816	.447
		30-45	2.3333		
		45-60	1.5000		
V16	We should buy from foreign countries only those products that we cannot obtain within our own country.	15-30	1.9545	.012	.988
		30-45	2.0000		
		45-60	2.0000		
V17	Bangladeshi consumers who purchase products made in other countries are responsible for putting their fellow Bangladeshies out of work.	15-30	2.5909	.085	.919
		30-45	2.7083		
		45-60	2.5000		

a=significant at 0.05

b=significant at 0.01