

Consumer Ethnocentrism, National Identification, and Cosmopolitanism

Donata Vianelli, James Reardon and Simone Guercini

Abstract

In a context of reduced consumption and an increasing presence of foreign products, this study examines asymmetric relationships in the consumer ethnocentrism (Ce) construct, analyzing the formation of attitudes toward the purchase of domestic versus foreign-made products as behavioural outcomes of Ce and the marginal impact of cosmopolitanism and national identification as its antecedents. Although relationships among these constructs have been well established in the literature, previous research has not specifically examined their marginal impact. Overall, the results confirm that the explanatory power of Ce and its sources are not symmetric. The Ce construct seems more capable of explaining consumers' positive bias toward home products than a negative bias against foreign products. Similarly, the results suggest the role of cosmopolitanism in decreasing Ce, but its predictive capacity is weak compared with the sentiment of national identification. The findings provide a deep understanding of the Ce construct, introducing the concept of «asymmetric ethnocentrism» and suggesting a modification of Shimp and Sharma's original definition of Ce. The findings also highlight the notion that the opposite of national identity is not the cosmopolitan orientation and suggest further investigation of the xenophile phenomenon as a new antecedent of Ce.

Keywords: consumer ethnocentrism, national identity, cosmopolitanism, consumer behavior, xenophile.

Donata Vianelli (corresponding author), Deams – Department of Economics, Management, Mathematics and Statistics, University of Trieste, Italy, Piazzale Europa, 1, 34127 Trieste, Italy, Tel: +39 040 5587915, Fax: +39 040 5587033, Email: donata.vianelli@units.it.

James Reardon, University of Northern Colorado, Monfort College of Business, Campus Box 128, Greeley, Co 80639, Usa, Email: James.Reardon@unco.edu.

Simone Guercini, University of Florence, Dipartimento di Scienze Aziendali, via delle Pandette 9, edificio D6 50100 Firenze, Italy, simone.guercini@unifi.it.

1. Introduction

In a context of reduced consumption and an increasing presence of less expensive foreign products, the debate over the moral obligation to buy national products rather than imported products comes up frequently in national discourse because such behaviour boosts sales of local products and, consequently, reduces job loss. Vida and Reardon (2008) suggest that during times of economic instability, affective mechanisms such as consumer ethnocentrism (Ce) become a relevant influence on consumer behaviour. Specifically, Ce should increase when the economic situation worsens because choosing foreign products can negatively affect an already hurting domestic industry (Shimp and Sharma 1987; Ueltschy 1998; Giraldi 2013).

This feeling of national identity, which companies often support and encourage with intense communication campaigns, is frequently subsumed in a complex behavioural context in which an inexorable globalization process leads to a sentiment of cultural pluralism and hybridization (Craig and Douglas 2006), which unburdens the consumption experience to benefit from foreign products. In terms of consumer choice, these conflicting sentiments may translate into a preference for certain domestic products and, at the same time, an appreciation for imported products – the latter being accepted more readily by people who have a strong cosmopolitan sentiment (Yoon *et al.* 1996) and, vice versa, refuted by people who espouse a strong feeling of national identity (Vida *et al.* 2008).

Because of the complexity of these two forces (i.e., local and global), specific themes of critical importance emerge: the Ce phenomena, the consciousness of national identification, and the cosmopolitan orientation of consumers. The Ce construct represents the consumer belief «about the appropriateness, indeed morality, of purchasing foreign-made products» (Shimp and Sharma 1987, p. 280). National identification reflects «how strongly individuals in a given nation identify with religious, historical, cultural, and social aspects of their national identity» (Keillor *et al.* 1996, p. 59). Cosmopolitanism represents the willingness to «entail relationships to a plurality of cultures understood as distinctive entities» (Hannerz 1990, p. 239).

The primary motivator of the current research is the knowledge that *a)* though relationships among these constructs are well established in the literature and *b)* though previous studies point out some elements of complexity in the relationship between Ce, its outcomes and antecedents (Balabanis and Diamantopoulos 2004; Beck 2008; Cannon and Yaprak 2002; Riefler and Diamantopoulos 2009; Thompson and Tambyah 1999),

the marketing literature to date does not verify whether *a*) the marginal impact of ethnocentric attitudes on domestic versus foreign product purchase behaviour and *b*) the marginal impact of national identification and cosmopolitanism on Ce are symmetric. Given the increasing complexity of global versus local forces, the current analysis addresses this gap in literature. Thus, the purpose of this study is as follows:

- To examine whether consumers' ethnocentric attitudes have a stronger or weaker marginal impact on domestic versus foreign product purchase behaviour; and
- To compare the marginal impact of national identification versus cosmopolitanism on Ce.

2. Literature review and hypotheses development

2.1. Consumer ethnocentrism (Ce)

The American sociologist and anthropologist Sumner (1906, p. 13) first introduced the term «ethnocentrism», defining it as «the view of things in which one's own group is the centre of everything, and all others are scaled and rated with reference to it». Shimp (1984) and Shimp and Sharma (1987) introduce the term Ce in the marketing literature to conceptualize consumers' beliefs «about the appropriateness, indeed morality, of purchasing foreign-made products» (Shimp and Sharma 1987, p. 280).

Shimp and Sharma (1987) give life to a sophisticated and solid approach for analyzing Ce issues. They develop and validate the Cetscale, which measures consumers' ethnocentric tendencies. Following Shimp and Sharma's (1987) contribution, several studies began examining the antecedents, outcomes, mediators, and moderators of the ethnocentrism phenomena (Pecotich and Rosenthal 2001; Shankarmahesh 2006). Not only is the analysis of Ce necessary for providing a deeper understanding of culture and its numerous manifestations (Craig and Douglas 2006), but it will become increasingly relevant and complex in view of the evolution of the ethnic composition of nation states (Vida *et al.* 2008; Watchravesringkan 2011).

The literature suggests several socio-psychological, economic, political, and demographic variables acting positively or negatively as antecedents of ethnocentrism, such as cultural openness (conceptually parallel to cosmopolitanism), patriotism, conservatism, collectivism/individualism, demographics, income level, education, world mindedness,

nationalism, and national identity (Sharma *et al.* 1995; Ueltschy 1998; Cleveland *et al.* 2009; Rawwas *et al.* 1996; Vida *et al.* 2008).

Though recent research points out that the influence of ethnocentricity on consumer preference varies among different product categories, perceived product necessity and cost, *Coo* and cultural similarity (Balabanis and Diamantopoulos 2004; Herche 1994; Kaynak and Kara 2002; Reardon *et al.* 2005; Sharma *et al.* 1995; Watson and Wright 2000; Auruskeviciene *et al.* 2012), the positive effect of *Ce* on domestic purchase behaviour and the negative effect of *Ce* on foreign purchase behaviour have been widely confirmed by the literature (Shimp and Sharma 1987; Granzin and Olsen 1998; Suh and Kwon 2002).

Nevertheless, the hypothesized links becomes more complex in a context of economic instability, in which consumers can respond in several different ways. Consumers may view this condition as a siege and develop a «fortress mentality», resulting in a strong *Ce* effect both in favour of domestic goods and against foreign goods. Another alternative, especially in the context of increased globalization, is a backlash against foreign goods – essentially a limited boycott. Perhaps a more positivist approach would emerge in which consumers concentrate on buying domestic, without the backlash or negative effects on foreign products. For example, Balabanis and Diamantopoulos (2004) find support for a positive link between *Ce* and preference for domestic products and, conversely, a negative relationship between *Ce* and preference for foreign products, but their findings indicate that *Ce* is a stronger predictor of the former relationship than of the latter one. The preceding arguments suggest that in conditions of globalization and economic crisis, the relative size of the effect of *Ce* on domestic versus foreign product purchases requires further investigation. Recall Shimp and Sharma's (1987, p. 280 [*italics added*]) original definition of ethnocentrism, which places the emphasis on foreign-made products: «the appropriateness, indeed morality, of purchasing *foreign-made* products». Yet Balabanis and Diamantopoulos (2004) argue that the marginal effect of ethnocentrism may be a more predominant motivation in the purchase of *domestic* products than foreign ones. Due to the lack of empirical examinations that measure both simultaneously, the relative effect and perhaps even Shimp and Sharma's (1987) original definition require re-examination. Thus, Hypotheses 1a and 1b offer the following opposing predictions.

H1a: Ce has a stronger marginal impact on domestic than on foreign purchase behaviour.

H1b: Ce has a weaker marginal impact on domestic than on foreign purchase behaviour.

2.2. National identification and cosmopolitanism

Among the possible sources of Ce tendencies, national identification and cosmopolitanism are of great interest in times of economical instability. Because these variables are strongly connected to the two opposite forces of localization (national identification) (Keillor *et al.* 1996) and globalization (cosmopolitanism) (Hannerz 1990), the current study develops hypotheses to investigate the marginal impact of national identification versus cosmopolitanism on Ce.

Keillor *et al.* (1996, p. 58) define national identity as «the set of meanings owned by a given culture that sets it apart from other cultures». People reveal a strong national identity when they identify with religious, historical, cultural, and social aspects of their country, all of which embody a strong sense of national uniqueness (Keillor *et al.* 1996). Keillor and Hult (1999) suggest that consumers' sensitivity toward their national heritage and cultural homogeneity does not necessarily result in being particularly ethnocentric in their interactions in the marketplace. Nevertheless, Vida *et al.* (2008) find that national identity is a significant predictor of Ce. The sentiment of national identification can lead to giving cultural significance to experiences (Arnold and Walendorf 1994; Thelen and Honeycutt 2004), which may also be experienced in purchase behaviour. For these reasons, to avoid boycotting in some countries, foreign companies need to put less emphasis on the «made in» dimension and re-localize the brand to appear more local (Aish *et al.* 2012).

The cosmopolitan orientation is the willingness to «entail relationships to a plurality of cultures understood as distinctive entities» (Hannerz 1990, p. 239). In Western thought, the idea of cosmopolitanism first comes up with the Sophists and, not long after, with minor Socratic philosophers. The Sophists Hippias and Antiphon (end of the fifth-century B.C.) essentially support the concept of cosmopolitanism when they abandon the prejudiced and unresolved distinctions between the Greeks and barbarians, recognizing that beyond the differences between their cultures, human beings share the same essence that makes them part of a single common unit: the universe and the cosmos. In minor Socratism, the image of the wise person emerges as a «world citizen». The philosopher Aristippus of Cyrene, who, while speaking with Socrates, expresses this particularly well, making the following affirmation about himself (Senofonte, II, 1, 11): [...] *I am a foreigner everywhere.*

Despite its ancient origins, cosmopolitanism continues to reveal itself as a complex construct. The term frequently describes almost any

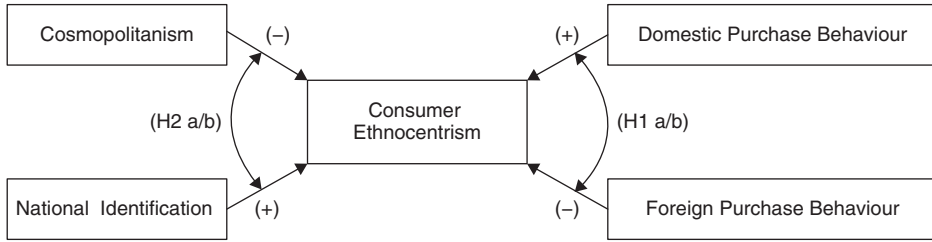


FIG. 1. Conceptual model.

person who moves about in the world (Hannerz 1990; Skribis *et al.* 2004; Thompson and Tambyah 1999). Cosmopolitan consumers actively appreciate and consume cultural differences (Caldwell *et al.* 2006; Thompson and Tambyah 1999; Yoon *et al.* 1996) and empathize with symbols and practices that originate in other countries (Skribis *et al.* 2004), while not necessarily leaving their own country (Douglas and Craig 2006).

Consumer reaction to the simultaneous forces of globalization and economic crisis can range dramatically (Cleveland *et al.* 2009), affecting the relative strength of the antecedent effects of cosmopolitanism and national identification. Despite clear agreement on the willingness of cosmopolitan people «to engage with the Other» (Hannerz 1990, p. 239), Cannon and Yaprak (2002) recognize the paradox between the emergence of a global culture and the survival of local values, and relationships that have empowered the sense of belonging to the local context. Thompson and Tambyah (1999) also identify this conflicting cosmopolitan identity and Beck (2008, 801) argues that «it is thus possible to have both wings and roots to develop meaningful affiliations without renouncing one's origin». Thus, they consider the potential existence of a cosmopolitan attitude in which consumer behaviour toward foreign cultures does not necessarily imply the transcendence of local culture.

Hypotheses 2a and 2b offer opposing predictions, thus providing an opportunity for an in-depth analysis of the marginal impact of cosmopolitanism and nationalism on Ce.

H2a: National identity has a stronger marginal impact on Ce than cosmopolitanism.

H2b: National identity has a weaker marginal impact on Ce than cosmopolitanism.

Figure 1 illustrates the various hypotheses that this section discusses.

3. Methodology

3.1. Data Collection

The current research uses a sample of 407 respondents from North Italy to test the framework in Figure 1 and the corresponding hypotheses. Respondents were between 18 and 26 years old. This sample choice is appropriate for the current study because young respondents have *a*) relative homogeneity of extraneous influences (Burgess and Steenkamp 2006; Coulter *et al.* 2005; Strizhakova *et al.* 2008), *b*) relatively high exposure to global commerce (Gidley 2002; Kjeldgaard and Askegaard 2006), and *c*) relatively high exposure to multiple languages/cultures. Data were collected by means of a self-completed questionnaire that respondents completed.

The questionnaire was not investigating ethnocentrism with regard to a specific product. In fact ethnocentrism is measured at a *Gestalt* level, as opposed to a more industry/product or country specific levels, due to the purpose of the paper. Typically, ethnocentrism is measured at a country level in the literature related to animosity and at an industry or product specific level when focusing on specific segments. As within this paper, more holistic tendencies toward general ethnocentrism are more typical in the literature where broader models of behaviour are examined.

Given the purpose of this study, Italy provides an ideal country context in which to study the antecedents and outcomes of Ce under economic crises and globalization. In recent years, the Italian market has faced major environmental problems, such as economic crises (Bosio *et al.* 2011), increasing international competition, and socio-political changes. However, while other developed countries have experienced general economic stabilization, Italy remains in a phase of economic stagnation, resulting in further negative impact on consumption (Organisation for Economic Co-operation and Development 2012). Nevertheless, economic instability combines with the process of globalization and growing cultural openness toward foreign markets (Ministero per i Beni e le Attività Culturali 2009; Nascimbeni 1998), which has brought with it an increase in foreign products in the Italian market (Faini *et al.* 2001). Thus, the conditions of economic crisis and globalization are concurrently present in this economy.

3.2. Measures

Construct measures for this research were derived from existing literature (see Tab. 1) (Granzin and Olsen 1998; Keillor *et al.* 1996; Shimp

TAB. 1. *Operational measures*

Construct/Items	Composite Reliability	Ave
National Identification (NatId) (Adapted from Keillor <i>et al.</i> 1996).		
1. Being an Italian citizen means a lot to me.	0.90	0.74
2. I am proud to be an Italian citizen.		
3. When a foreign person praises Italy, it feels like a personal compliment.		
4. I feel strong ties with Italy.		
Cosmopolitanism (Cosmo) (Adapted from Yoon <i>et al.</i> 1996).		
1. I like immersing myself in different cultural environments.	0.82	0.61
2. I like having contact with people from different cultures.		
3. I would enjoy travelling to foreign countries for an extended period of time.		
4. Getting information and news from around the world is important to me.		
Ethnocentricity (Cet Scale) (Adapted from Shimp and Sharma 1987).		
1. Only those products that are unavailable in Italy should be imported.	0.87	0.60
2. Italian products, first, last and foremost.		
3. A real Italian citizen should always buy Italy-made products.		
4. Italian citizens should not buy foreign products, because this hurts the Italy's business and causes unemployment.		
5. It may cost me in the long-run, but I prefer to support Italian products.		
6. Italian consumers who purchase products made in other countries are responsible for putting their fellow Italian citizens out of work.		
Domestic Purchase Behaviour (BuyDom) (Adapted from Granzin and Olsen 1998)		
1. I try to buy mostly domestic brands.	0.89	0.76
2. I take time to look at labels in order to knowingly buy more domestic brands.		
3. I shop at retail stores that make a special effort to offer domestic brands.		
Foreign Purchase Behaviour (BuyFor) (Adapted from Granzin and Olsen 1998)		
1. I like the idea of owning foreign products.	0.78	0.62
2. My quality of life would improve if more imported goods were available.		
3. I find imported goods more desirable than domestically produced products.		

and Sharma 1987; Yoon *et al.* 1996). Previous research has proven all measures to be psychometrically sound in cross-cultural contexts. For example, researchers have used and validated the Cetscale in various

cross-cultural contexts (e.g., Lindquist *et al.* 2001; Luthy 2007; Saffu and Walker 2005; Saffu and Walker 2006). The current study uses the six-item version of the original scale to measure ethnocentrism, as well as seven-point Likert-type scales (1 = «strongly disagree» to 7 = «strongly agree») for the individual scales to measure the five constructs.

Measures were developed and validated in accordance Churchill's (1979) suggestions. A sample of items was adapted from previous studies. The measures were purified/pretested in the United States (N = 247), China (N = 118), and Belgium (N = 86) using a convenience sample. Exploratory factor, reliability, and invariance analysis were used to determine the final scales.

The translation and cross-cultural adaptation of the research stimuli and questionnaire (scale items) was in line with the recommended procedure for conducting international consumer research (Craig and Douglas 1999; Douglas and Craig 2006).

Reliability of the scales was established using composite reliability (see Tab. 1). All reliability values are «respectable or better» – that is, greater than .70 (DeVellis 2003). The scales were examined with confirmatory factor analysis (Cfa) using Lisrel 8 (Joreskog and Sorbom 1993). The results indicate an acceptable fit of the Cfa model (root mean square error of approximation [Rmse] = 0.077). The factor-loading degree represented by the standardized coefficient associated with each item was estimated to examine the convergent validity of constructs.

Discriminant validity was tested by setting the individual paths of the Phi matrix to one and comparing the resultant model against the original (Gerbing and Anderson 1988), using the D-squared statistic (Joreskog and Sorbom 1993). The D-squared statistics were all highly significant, indicating high unidimensionality and discriminant validity. In addition, the average variance extracted (Ave) exceeded the shared variance, which ranged from 0.0025 to 0.3969 (Fornell and Larcker 1981). Convergent validity was tested by examining the factor loadings. The estimated factor-loading measures are bounded within the range between 0.53 and 0.94 and all are significant with *t*-values ranging from 10.93 to 22.68, indicating acceptable convergent validity (Bagozzi 1981; Hair *et al.* 1998). In addition, the Ave values exceeded 0.50 for all three constructs (Fornell and Larcker 1981).

3.3. Hypotheses testing

The hypotheses were tested by examining the individual structural paths of the model. Figure 2 shows the estimation and *t*-test results of

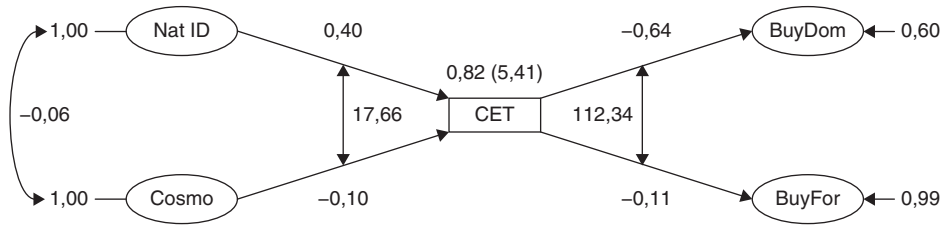


FIG. 2. Estimation of the hypotheses and *t*-tests.

TAB. 2. Structural parameter estimates and goodness-of-fit indices

Hypotheses	Linkage	Estimate	<i>t/p</i> -value	Result
H1a/b:	Cet → BuyDom > or < Cet → BuyFor	D-squared = 112.34	<i>p</i> < .001	H1a Supported
H2a/b	Natid → Cet > or < Cosmo → Cet	D-squared = 17.66	<i>p</i> < .001	H2a Supported
	Cet → BuyDom (+)	0.64	8.65/ <i>p</i> < .001	
	Cet → BuyFor (-)	-0.11	1.94/ <i>p</i> = .027	
	Natid → Cet (+)	0.40	6.55/ <i>p</i> < .001	
	Cosmo → Cet (-)	-0.10	1.84/ <i>p</i> = .034	

Rmse = 0.077 Chi-square = 549.17 Rfi = 0.91 Cfi = 0.95 Nfi = 0.92.

the structural equation modelling. Results of the structural parameter estimates and goodness-of-fit indices appear in Table 2.

The overall fit of the model is acceptable. The chi-square statistic is significant. The other performance measures suggest that the proposed model describes the data well within acceptable limits. The Rmse is below the 0.08 cut-off values that Browne and Cudeck (1992) suggest. In addition, the comparative fit index is above the commonly recommended 0.90 limit (Lichtenstein *et al.* 1993).

Consumers' ethnocentric attitudes are positively related to their domestic product purchase behaviour (+0.64) and negatively related to their foreign product purchase behaviour (-0.11). These results support Hypothesis 1a, suggesting that Ce has a much greater marginal effect on purchasing domestic goods as opposed to foreign goods.

National identification has a positive effect on Ce (+0.40) and cosmopolitanism has a negative effect on Ce (-0.11). It is apparent that the antecedents to ethnocentric attitudes are significantly different in marginal effects: national identification has a much greater impact on Ce than cosmopolitanism, thus validating H2a.

4. Discussion and conclusions

4.1. Theoretical implications and future research

Consumers' ethnocentric attitudes have a positive effect on their domestic purchase behaviour and, vice versa, a negative effect on their foreign purchase behaviour, but in a context of economic instability and globalization, the predictive strength of ethnocentrism reveals a clear asymmetry. Specifically, ethnocentric attitudes have a much greater marginal effect on purchasing domestic goods as opposed to foreign goods. It seems that besides the typical ethnocentric consumer with a «symmetric» attitude – that is, one who is positive toward local products and negative toward imported products – a complex relationship of Ce exists and provides evidence of asymmetric ethnocentrism. These findings strengthen Klein *et al.* (1998) and Balabanis and Diamantopoulos's (2004) results. Specifically, the current findings support their thesis that Ce constructs appear to be more capable of explaining consumers' positive bias toward home products than their negative bias against foreign products, pointing out the weaknesses of ethnocentrism in providing specific insights into consumer aversion toward a foreign country. The asymmetry that emerges in the current research points to the notion that the cultural pluralism and hybridization that Craig and Douglas (2006) report also affect consumer behaviour. Thus, in the current (and rather peculiar) context of economic crisis and globalization, ethnocentric tendencies can predict the purchase of local goods, but they do not create an insurmountable bias against imported products.

The above results become even more significant in light of the impact of national identity and cosmopolitanism on Ce. Specifically, national identification has a positive effect on ethnocentricity, while cosmopolitanism is negatively correlated. Nevertheless the predictive role of national identification on ethnocentrism confirms Vida *et al.*'s (2008) results, highlighting the existence of a consumer who seems to convey the sentiment of national identity in the belief that the purchase of imported products is unacceptable if locally made products are available. The findings also seem to acknowledge role of cosmopolitanism in decreasing Ce, but its predictive capacity is weak compared with the sentiment of national identity (Hypothesis 2a). Although Sharma *et al.*'s (1995) and Cleveland *et al.*'s (2009) results are corroborated in the current context as well, the cosmopolitanism paradox that others point out (Beck 2008; Cannon and Yaprak 2002; Thompson and Tambyah 1999) arises in all its strength. Strictly speaking, the desire to be open to other cultures and to include diversity in the individual experience can coex-

ist with the sense of belonging to the local context. This phenomenon may explain why the findings reveal a much greater impact of national identification on Ce than cosmopolitanism. Nevertheless, this model has been tested on the young population. Future studies should use other segments, possibly even analyzing ethnocentric tendencies and their antecedents in relation to age and other socio-demographic variables.

Some valuable implications follow from this research to add to the academic debate on Ce. The first implication is the recognition of asymmetric ethnocentrism, along with symmetric ethnocentrism. This tendency is reflected in the coexistence of rather than the contraposition of local and global (i.e., domestic versus foreign) in the ethnocentric construct, and the asymmetric influence of Ce on buying domestic versus imported products further substantiates this phenomenon. The results suggest that the growing complexity of the predictive strength of ethnocentrism on consumer behaviour, increasingly merging a strong local sentiment with the desire to «consume» foreign cultural experiences, should, in turn, affect Shimp and Sharma's (1987) original definition of Ce. Specifically, Shimp and Sharma's definition of Ce emphasizes consumers' perception of the «appropriateness» and «morality» of buying *foreign-made* products, but the results of the current research suggest that Ce more accurately refers to consumer's belief in the appropriateness and morality of purchasing *domestic* products. From an etymologic perspective, this suggestion also aligns with the meaning of ethnocentrism, which comes from the ancient Greek word ἔθνος, which means «nation», «people», or «race».

Another relevant implication for marketing theory is the role of cosmopolitanism as an antecedent of ethnocentrism. Although the results confirm the negative effect of cosmopolitanism on Ce, its lower impact than that of national identification holds different theoretical implications. First, the results strengthen the recent thesis in the literature that recognizes the existence of a paradox that merges the desire to experience foreign culture without necessarily renouncing local values (Cannon and Yaprak 2002; Thompson and Tambyah 1999). Thus, the findings confirm the need for a new scale to measure the consumer cosmopolitanism construct, as Riefler and Diamantopoulos (2009) suggest.

A second relevant theoretical implication is that the opposite of national identity is not the cosmopolitanism orientation but perhaps rather the xenophile phenomenon, which does not include any local-global paradox and can be clearly distinguished from the concept of cosmopolitanism: The analysis of the xenophile impact on ethnocentrism and its relationship with the cosmopolitan orientation and the national identification tendency might be a worthwhile task for further research. The marketing literature needs to measure the xenophile ten-

dency and clearly distinguish such a tendency from the concept of cosmopolitanism in the Ce construct.

4.2. Managerial implications

The results of this study address some practical implications for marketing executives. A positive and useful insight for foreign companies that want to enter a foreign market is that in the specific cultural context considered herein, ethnocentric tendencies can predict the purchase of local goods, but they do not create an insurmountable barrier against imported products. Thus, in an ethnocentric context, the development of marketing strategies carefully adapted to the needs of the local market can contribute to reducing some negative perceptions. Conversely, local managers should be aware that the recognition of a high level of ethnocentrism in their target segments does not completely eliminate the risk of preferring imported products. Thus, as is often the case in practice, companies should focus on «buy local» strategies rather than attempting to demarket foreign goods.

Particular attention should focus on the development of a communication strategy to «cosmopolitanize» consumers. Rather than preferring only imported products, cosmopolitan people want to include diversity in their own experience. A purchase experience that offers the «wings» toward global markets while strengthening the «roots» in a local context might be the best way to target this segment.

References

- AISH E.A., MCKECHNIE S., ABOSAG I., HASSAN S. (2012). The Mystique of Macro-Boycotting Behaviour: A Conceptual Framework. *International Journal of Consumer Studies*, published online, pp. 1-7.
- ARNOLD E.J., WALLENDORF M. (1994). Market-Orientated Ethnography: Interpretation Building and Marketing Strategy Formulation. *Journal of Marketing Research*, Vol. 31, pp. 484-504.
- AURUSKEVICIENE V., VIANELLI D., REARDON J. (2012). Comparison of Consumer Ethnocentrism Behavioral Patterns in Transitional Economies. *Transformations in Business & Economics*, Vol. 11, No. 2 (26), pp. 20-35.
- BAGOZZI R.P. (1981). Evaluating structural equation models with unobservable variables and measurement error: A comment. *Journal of Marketing Research*, Vol. 18, pp. 375-381.
- BALABANIS G., DIAMANTOPOULOS A. (2004). Domestic Country Bias, Country-of-Origin Effects, and Consumer Ethnocentrism: A Multidimensional Un-

- folding Approach. *Journal of the Academy of Marketing Science*, Vol. 32, pp. 80-95.
- BECK U. (2008). Reframing Power in the Globalized World. *Organization Studies*, Vol. 29, pp. 793-804.
- BOSIO C.A., LOZZA E, NOVELLO D. (2011). La crisi dal punto di vista del consumatore. *Micro & Macro Marketing*, No. 1, pp. 51-72.
- BROWNE M.W., CUDECK R. (1992). Alternative Ways in Assessing Model Fit. *Sociological Methods and Research*, Vol. 21, pp. 230-258.
- BURGESS S., STEENKAMP J.-B. (2006). Marketing Renaissance: How Research in Emerging Markets Advances Marketing Science and Practice. *International Journal of Research in Marketing*, Vol. 23, pp. 337-356.
- BURSI T., BALBONI B., GRAPPI S., MARTINELLI E., VIGNOLA M. (2012). Italy's Country Image and the Role of Ethnocentrism in Spanish and Chinese Consumers' Perceptions. In Bertoli G., Resciniti R. (eds.), *International Marketing and the country of origin effect. The global impact of made in Italy*. Cheltenham: E. Elgar, pp. 45-64.
- CALDWELL M., BLACKWELL K., TULLOCH K. (2006). Cosmopolitanism as a Consumer Orientation: Replicating and Extending Prior Research. *Qualitative Market Research*, Vol. 9, pp. 126-139.
- CANNON H.M., YAPRAK A. (2002). Will the Real-World Citizen Please Stand up! Many Facets of Cosmopolitan Consumer Behaviour. *Journal of International Marketing*, Vol. 10, pp. 30-52.
- CHURCHILL G.A. JR. (1979). A Paradigm for Developing Better Measures of Marketing Constructs. *Journal of Marketing Research*, Vol. 16, pp. 64-73.
- CLEVELAND M., LAROCHE M., PAPADOPOULOS N. (2009). Cosmopolitanism, Consumer Ethnocentrism, and Materialism: An Eight-Country Study of Antecedents and Outcomes. *Journal of International Marketing*, Vol. 17, pp. 116-146.
- COULTER R., PRICE L., FEICK L., MICU C. (2005). The Evolution of Consumer Knowledge and Sources of Information: Hungary in Transition. *Journal of the Academy of Marketing Science*, Vol. 33, pp. 604-619.
- CRAIG C.S., DOUGLAS S.P. (1999). *International Marketing Research*. John Wiley & Sons: West Sussex, UK.
- CRAIG C.S., DOUGLAS S.P. (2006). Beyond National Culture: Implications of Cultural Dynamics for Consumer Research. *International Marketing Review*, Vol. 23, pp. 322-342.
- DOUGLAS S.P., CRAIG S.C. (2006). On Improving the Conceptual Foundations of International Marketing Research. *Journal of International Marketing*, Vol. 14, pp. 1-22.
- FAINI R., FALZONI A.M., GALEOTTI M., HELG R., TURRINI A. (2001). *Importing Jobs and exporting Firms? On the Wage and Employment Implications of Italy's Trade and Foreign Direct Investment Flows*, available at: <http://ideas.repec.org/p/wpa/wuwipit/0103001.html> (accessed November 24, 2011).
- FORNELL C., LARCKER D. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *Journal of Marketing Research*, Vol. 18, pp. 39-50.

- GERBING D., ANDERSON J. (1988). An Updated Paradigm for Scale Development Incorporating Unidimensionality and Its Assessment. *Journal of Marketing Research*, Vol. 25, pp. 186-192.
- GIDLEY J. (2002). *Global Youth Culture: A Transdisciplinary Perspective*. In Gidley J., Inayatullah S. (eds.), *Youth Futures: Comparative Research and Transformative Visions* (3-18). Praeger Publishers: Santa Barbara, Ca.
- GIRALDI A. (2013). Why Do Consumers not Buy? The Role of Consumer Animosity among Italian Individuals. *Micro & Macro Marketing*, No. 2, pp. 221-234.
- GRANZIN K.L., OLSEN J.E. (1998). Americans' Choice of Domestic over Foreign Products: A Matter of Helping Behavior? *Journal of Business Research*, Vol. 43, pp. 39-54.
- HAIR J.F., ANDERSON R.E., TATHAM R.L., BLACK W.C. (1998). *Multivariate Data Analysis*. New York: Prentice Hall.
- HANNERZ U. (1990). Cosmopolitans and Locals in World Culture. *Theory, Culture and Society*, Vol. 7, pp. 237-251.
- HERCHE J. (1994). Ethnocentric Tendencies, Marketing Strategies and Import Purchase Behavior. *International Marketing Review*, Vol. 11, pp. 4-16.
- HUDDLESTON P., GOOD L.K., STOEL L. (2000). Consumer Ethnocentrism, Product Necessity and Quality Perceptions of Russian Consumers. *International Review of Retail, Distribution and Consumer Research*, Vol. 10, No. 2, pp. 167-181.
- JORESKOG K., SORBOM D. (1993). *Lisrel 8: Structural Equation Modeling with the Simplis Command Language*. Scientific Software: Chicago.
- KAYNAK E., KARA A. (2002). Consumer Perceptions of Foreign Products: An Analysis of Product-Country Images and Ethnocentrism. *European Journal of Marketing*, Vol. 36, pp. 928-949.
- KEILLOR B.D., HULT G.T.M. (1999). A Five-Country Study of National Identity Implications for International Marketing Research and Practice. *International Marketing Review*, Vol. 16, pp. 65-84.
- KEILLOR B.D., HULT G.T.M., ERFFMEYER R.C., BARBAKUS E. (1996). NatId: The Development and Application of a National Identity Measure for Use in International Marketing. *Journal of International Marketing*, Vol. 4, pp. 57-73.
- KJELDGAARD D., ASKEEGARD S. (2006). The Globalization of Youth Culture: The Global Youth Segment as Structures of Common Differences. *Journal of Consumer Research*, Vol. 33, pp. 231-247.
- KLEIN J.G., ETTENSON R., MORRIS M.D. (1998). The Animosity Model of Foreign Product Purchase: An Empirical Test in the People's Republic of China. *Journal of Marketing*, Vol. 62, pp. 89-100.
- LICHTENSTEIN D., RIDGWAY N., NETEMEYER R. (1993). Price Perceptions and Consumer Shopping Behavior: A Field Study. *Journal of Marketing Research*, Vol. 30, pp. 234-245.
- LINDQUIST J.D., VIDA I., PLANK R., FAIRHURST A. (2001). The Modified Cetscale: Validity Tests in the Czech Republic, Hungary and Poland. *International Business Review*, Vol. 10, pp. 505-516.

- LUTHY M.R. (2007). Conducting International Consumer Ethnocentrism Surveys. *Journal of International Business Research*, Vol. 6, pp. 33-42.
- MINISTERO PER I BENI E LE ATTIVITÀ CULTURALI (2009). *Cultura e turismo: l'allarme degli enti locali*, March 5, available at www.beniculturali.gov.it/sala/dettaglio-comunicato.asp (accessed August 29, 2011).
- NASCIMBENI G. (1998). Sexgate e impeachment: il trionfo dell'eterofilia. *Corriere della Sera*, Dec. 31, p. 17.
- ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT (2012). *Oecd Economic Outlook*. No. 90 (November).
- PECOTICH A., ROSENTHAL M. (2001). Country of Origin, Quality, Brand and Consumer Ethnocentrism. *Journal of Global Marketing*, Vol. 15, pp. 31-60.
- RAWWAS M.Y.A., RAJENDRAN K.N., WUEHRER G.A. (1996). The Influence of Worldmindedness and Nationalism on Consumer Evaluation of Domestic and Foreign Products. *International Marketing Review*, Vol. 13, pp. 20-38.
- REARDON J., MILLER C., VIDA I., KIM I. (2005). The Effects of Ethnocentrism and Economic Development on the Formation of Brand and ad Attitudes in Transitional Economies. *European Journal of Marketing*, Vol. 39, pp. 737-754.
- RIEFLER P., DIAMANTOPOULOS A. (2009). Consumer Cosmopolitanism: Review and Replication of the Cymyc scale. *Journal of Business Research*, Vol. 62, pp. 407-419.
- ROVATI G. (1992). Political Localism and National Identity in Italy: The Case of Regional Leagues. *Innovation in Social Sciences Research*, Vol. 5, pp. 69-76.
- SAFFU K., WALKER J.H. (2005). An Assessment of the Consumer Ethnocentric Scale (Cetscale) in an Advanced and Transitional Country: The Case of Canada and Russia. *International Journal of Management*, Vol. 22, pp. 556-571.
- SAFFU K., WALKER J.H. (2006). An Assessment of the Cetscale in a Developing Country: The Ghana Case. *Journal of African Business*, Vol. 7, pp. 167-181.
- SENOFONTE (1989). *Memorabili*. In Santoni A., trans. Milano: Bur Biblioteca Univ. Rizzoli.
- SHANKARMAHESH M.N. (2006). Consumer Ethnocentrism: An Integrative Review of Its Antecedents and Consequences. *International Marketing Review*, Vol. 23, pp. 146-172.
- SHARMA S., SHIMP T.A., SHIN J. (1995). Consumer Ethnocentrism: A Test of Antecedents and Moderators. *Journal of Academy of Marketing Science*, Vol. 23, pp. 26-37.
- SHIMP T.A. (1984). Consumer Ethnocentrism: The Concept and a Preliminary Empirical Test. In Kinnear T.C. (ed.), *Advances in Consumer Research*. Provo, Ut: Association for Consumer Research, Vol. 11, pp. 285-290.
- SHIMP T.A., SHARMA S. (1987). Consumer Ethnocentrism: Construction and Validation of the Cetscale. *Journal of Marketing Research*, Vol. 24, pp. 280-289.

- STRIZHAKOVA Y., COUNTER R., PRICE L. (2008). The Meanings of branded Products: A Cross-National Scale Development and Meaning Assessment. *International Journal of Research in Marketing*, Vol. 25, pp. 82-93.
- SUH T., KWON I.G. (2002). Globalization and Reluctant Buyers. *International Marketing Review*, Vol. 19, pp. 663-680.
- SUMNER W.G. (1906). *Folkways: The Sociological Importance of Usages, Manners, Customs, Mores, and Morals*. New York: Ginn and Co.
- THELEN S.T., HONEYCUTT E.D. JR. (2004). Assessing National Identity in Russia between Generations Using the National Identity Scale. *Journal of International Marketing*, Vol. 12, pp. 58-81.
- THOMPSON C.J., TAMBYAH S.K. (1999). Trying to Be Cosmopolitan. *Journal of Consumer Research*, Vol. 26, pp. 214-241.
- UELTSCHY L.C. (1998). Brand Perceptions as Influenced by Consumer Ethnocentrism and Country-of-Origin Effects. *Journal of Marketing Management*, Vol. 8, pp. 12-23.
- VIDA I., REARDON J. (2008). Domestic Consumption: Rational, Affective or Normative Choice? *Journal of Consumer Marketing*, Vol. 25, pp. 34-44.
- VIDA I., DMITROVIĆ T., OBADIA C. (2008). The Role of Ethnic Affiliation in Consumer Ethnocentrism. *European Journal of Marketing*, Vol. 42, pp. 327-343.
- WATCHRAVESRINGKAN K. (2011). Exploring Antecedents and Consequences of Consumer Ethnocentrism: Evidence from Asian Immigrants in the Us. *International Journal of Consumer Studies*, Vol. 35, pp. 383-390.
- WATSON J.J., WRIGHT K. (2000). Consumer Ethnocentrism and Attitudes Toward Domestic and Foreign Products. *European Journal of Marketing*, Vol. 34, pp. 1149-1166.
- YOON S.-J., CANNON H.M., YAPRAK A. (1996). Evaluating the Cymyc Cosmopolitanism Scale on Korean consumers. *Advances in International Marketing*, Vol. 7, pp. 211-232.