

An Empirical Survey of Consumer Ethnocentrism in Kazakhstan and the Preference of Consumers on Imported Products

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Abstract

The reality of globalization declines the frontiers for cross border international trade and investments as well as functions as a means to converge the consumer needs and expectations on a global base. The convergence of the expectations of consumers is considerably beneficial for international businesses in their international marketing activities. However, this issue does not realize in every country or regional market. Yet, consumer ethnocentrism is a profound obstacle for international businesses which emphasis nationalistic sentiments, pride and the rejection of any product or idea that is made in another country without any rationale reasoning. Thus, this study is aimed at researching the subject of consumer ethnocentrism in the Central Asian Turkish Republic of Kazakhstan. The results indicate that there is not a strong relation between ethnocentric perceptions and product necessity in Kazakhstan. Also, sub-dimensions of ethnocentrism have different correlation levels with each imported products. In addition, religious and moral values are not effective factors in explaining the variation in imported products.

Keywords

International marketing, international business, consumer ethnocentrism, CETSCALE, Kazakhstan

JEL Classification: D11, F23, M10, M19, M30, M31.

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1. Introduction

Globalization is the increasing convergence and connectedness of countries and their economies and thus declining borders all over the globe resulting from considerable developments in information, communication (IT) and transportation technologies. Therefore, on the one end of the spectrum, the great developments in the IT and transportation facilities lead to the dissolution of economic and national borders as well as aiming at the creation of analogous and homogenous consumer tendencies in entire world markets. This development serves to the enhancement of the operations of multinational and international companies as well as improving their capitalist merits. However, on the other edge of the spectrum, consumers in different parts of the world observe the remarkable expansion of the global interests of multinational and international companies as well as the merits of capitalism conspicuously. This reasoning sometimes motivates people to resist global powers which could exploit indigenous opportunities (Cleveland et al., 2009; Hamelin et al., 2011; Puzakova et al., 2010).

Furthermore, it could be asserted that globalization may not have the same influence in every part and market of the world, especially on consumer attitudes. The 21st century indicates a tendency towards the converging references of consumers and business methods to predict them in order to define the appropriate penetration method to new host markets, either with standardization or differentiation. Yet, it is fundamental to determine the attitudes and behavior of consumers whether they are similar to close markets and cultures. The rationale behind this view is to dominate consumer oriented global marketing strategy in order to better operate in various host markets. Therefore, the basic device to achieve the global success in international business and marketing operations is to adjust local consumer attitudes, beliefs, values and preferences with the global marketing strategy of the firm. Yet, it becomes vital to research and comprehend the psychographic characteristics of consumers as well as grasping the economic and demographic parameters. Thus, it is substantial to make the choice between standardization of products on the global scale, tailoring the products according to local prerequisites or handling the local prejudices thoroughly. Segmentation of markets according to political, financial, commercial and economic variables is common and easier. However, what if individual attributes matter more than the generally used variables? There are numerous commonalities as well as differentiations

in cultural aspects and norms (Cleveland et al., 2009; Hamelin et al., 2011; Puzakova et al., 2010; Shoham, Brencic, 2003).

None of the countries in the world is capable of manufacturing all the products that they need by their selves. Consumers are subject to a great variety of products from all around the world. So, states are supposed to decline tariff and non-tariff barriers and open their borders to international trade in order to get a piece of international commercial and investment activities. On the other hand, it is imperative to be sweepingly careful not to be exploited by foreign companies within this process. With respect to the activities of international businesses, it is indispensable to understand the mindset and consumer behavior towards consuming local or foreign product as well as policy implications regarding to protectionism or openness. Yet, the individual attributes of consumers matter at this point. Some consumers act with an ethnocentric point of view that is “one’s own group and vales are at the center of everything” and everything is assessed in accordance. Each group of consumers cultivates its own values and pride and disregards the other attributes and merits in the world, no matter how prevalent they are. Additionally, on the other end of the sight, there are non-ethnocentric consumers who are akin to evaluate the products only with their attributes, quality, price and country of origin (Cleveland et al., 2009; Hamelin et al., 2011; Chan et al., 2010; Puzakova et al., 2010; Shoham, Brencic, 2003; Watchravesringkan, 2011; Thelen et al., 2009).

Kazakhstan is a considerable and developing market, as well as it is substantial to analyze the consumer behavior in this country. Since ethnocentrism is one of the vital indicators in understanding any market before segmenting the consumers, this empirical study will create a rare opportunity for all global firms to understand the behavioral structure of consumers in Kazakhstan. Therefore, the aim of this paper is to test the consumer ethnocentrism (CE) in the utilization of basic necessary products (product necessity (PN)) in Kazakhstan and unleash the ethnocentric tendencies of the consumers in order to make sufficient contribution to the literature in international business and marketing. Moreover, correlation and multi-regression analysis were used to understand the punctual and detailed correlation among ethnocentric factors as well as for each item of product necessity, which is consisted of ten different products.

2. Literature on Consumer Ethnocentrism

Globalization is a means to spread the universal ideals and merits of international business all over the world especially, to converge consumer preferences as to create similar markets. However, this does not always materialize as the intended reality. The national, ethnic and individual sentiments cause reactions to the influence of globalization. Therefore, one could state that globalization does not always harmonize the national, ethnic and individual sentiments of target consumers (Cleveland et al., 2009; Hamelin et al., 2011; Puzakova et al., 2010).

Consumer ethnocentrism is a global reality of the 21st century. Consumers who have strong patriotic sentiments and/or lack of the necessary information on imported products may tend to act in an ethnocentric way. Such information deficiency and national sentiments towards foreign originated products bring about negative impacts on purchasing decisions. In this instance, the attitude held by consumers dictate them that buying imported products is wrong, is against one's patriotic sentiments and damages economic development as a result of declining employment and production facilities. Determining consumer ethnocentrism in a market is vital for international businesses in order to understand how consumers compare local products with foreign products. This would also help international businesses to find out the market specific variables to re-segment each market according to ethnocentric tendencies. Yet, it is also possible to determine the polycentric consumers who make their choices by taking into consideration the price, quality and possible utility of the product (Hamelin et al., 2011; Cleveland et al., 2009; Parker et al., 2011; Kipnis et al., 2012; Huddleston et al., 2000; Cumberland et al., 2010; Huddleston et al., 2000).

Ethnocentrism was first defined by William Graham Sumner in his literary work *Folkways*. Sumner (1906,13) defined ethnocentrism as:

“the view of things in which one's own group is the center of everything and all others are scaled and related with reference to it. Each group nourishes its own pride and vanity, boasts itself superior, exalts its own divinities, and looks with contempt on outsiders.”

Ethnocentric consumers enjoy such a tendency that they defy merits and symbols which are not similar to theirs and the components of their culture represent national pride. Therefore, consumer ethnocentrism is a sociologi-

cal factor that distinguishes one community from others (Lee et al., 2003). Consumer ethnocentrism was comprehensively defined by Shimp and Sharma (1987, 280) in their study as:

“the universal proclivity of people to view their own group as the center of the universe, to interpret other social units from the perspective of their own group, and to reject persons who are culturally dissimilar while blindly accepting those who are culturally like themselves.”

Consumers who present ethnocentric tendency consider animosity, appropriateness, morality and purchasing suspicion against imported products. Such consumers focus on the effect of country of origin and enjoy an inclination to buy products that are produced in one’s own country. Thus, consumer ethnocentrism is to have conviction and beliefs on the appropriateness and morality of buying imported goods and services. So, as to sum up the consumer ethnocentric tendencies, consumers who have ethnocentric sentiments (Balabanis, et al., 2002; Ramayah et al., 2011; Hamelin et al., 2011; Cleveland et al., 2009; John et al., 2011; Parker et al., 2011; Bahae, Pisani, 2009; Huddleston et al., 2000; Cumberland et al., 2010);

- have a mighty sense of national pride and patriotism,
- feel that purchasing imported products is a means to harm national economy,
- unfamiliar with the foreign brands and products,
- generally have no proximity to dissimilar cultures,
- do not have tendency towards collecting information on the price, quality and utility of the imported products and thus sometimes reject imported products without a rationale belief,
- possess strong inclination to prefer domestically manufactured goods and services.

A great deal of consumers in the world possesses powerful feelings to highlight their culture, religion, values, attitudes and beliefs over other cultures. Therefore, this ethnocentric point of view also reflects on the choices of consumers to make purchases of local or foreign products. This also means to uphold everything related to one’s culture to be at the center of the universe

and refuse every product imported, sometimes also with disregarding the brand, quality, utility offered and the price of the item as well. They also reject any factors, which are dissimilar to their culture. That's why consumer ethnocentrism does not only accept imported products as a threat against economic and national wellbeing, but also a menace against one's culture, religion and traditions. They are even prone to make economic and financial sacrifices by choosing local products and disregarding imported products. The utility that an ethnocentric consumer enjoys is to have a psychological satisfaction and gain by preferring locally made products over foreign made products. By all means, such consumers also disregard global openness as well. Furthermore, there are consequences associated and affecting the preferences of consumers while making ethnocentric choices. These are the consumers' purchase intention; tendency to purchase local or foreign made products; disregard to foreign brands, no matter what the price and quality they have; and upholding one's culture over others and possessing patriotic sentiments sweepingly. Also, the patriotic feelings possessed by ethnocentric consumers could even be associated with dogmatism too, since rejecting foreign made products do not generally depends on wise rationale. However, there is also generally a consistency between rejecting a foreign made product and patriotic thoughts, emotions and actions. The ethnocentric consumer would feel discontent when there is a dissonance among its patriotic emotions (Cleveland et al., 2009; Shoham, Brencic, 2003; Puzakova et al., 2010; Ramayan et al., 2011; Balabanis et al., 2002; Bahae, Pisani, 2009; Huddleston et al., 2000; Cumberland et al., 2010).

Consumer ethnocentrism is a general and comprehensive attitude, bias and sometimes animosity towards foreign products. Consumer ethnocentrism is to make economic sacrifices by opting for locally manufactured products against foreign manufactured ones. Patriotic and nationalistic sentiments are quite strong. An ethnocentric consumer considers purchasing a foreign made product as a menace towards its culture, tradition, development of economy, inappropriate and immoral as well as rejects anything foreign affiliated without a rational reasoning. Reasons could even depend on military, political, religious and historic events too. Eventually, for an ethnocentric consumer, purchasing a foreign made product is wrong, morally unacceptable, hurts national pride and can adversely impact on the economic development of a country (Chan et al., 2009; de Moura Engracia Giraldi, Ikeda, 2009; Sohail,

Sahin, 2010; Puzakova et al., 2010; Hamelin et al., 2011; Cleveland et al., 2009; John et al., 2011).

3. Consumer Ethnocentrism Scale (CETSCALE)

The consumer ethnocentrism scale (CETSCALE) is an unmatched one which assesses consumers' tendency towards ethnocentrism. It was created to better comprehend, designate and foresee consumers' behavioral tendencies towards foreign made products. This facilitates the evaluation of consumers' preferences between local and imported products (Hamelin et al., 2011; Lee et al., 2003; Watchravesringkan, 2011).

Shimp and Sharma (1987) developed and validated the CETSCALE to determine the product-oriented tendency of consumers as well as inclinations to prefer foreign made and local made products and their basic reasoning. They developed a 17-item instrument to measure the implicit reasoning of American consumers towards purchasing foreign made products. Furthermore, a series of validity tests designated that consumer ethnocentrism is deterministic in influencing the beliefs, attitudes, intentions and purchase decisions of consumers regarding to local or foreign made products (Pereira et al., 2002; Hamelin et al., 2011; Watchravesringkan, 2011; Pereira et al., 2002; Lee et al., 2003; Kipnis et al., 2012).

Consumer ethnocentrism focuses on the individual characteristics of consumers and their intentions, preferences, attitudes that affect their purchasing behavior. Even though, this scale was developed and applied in the USA, it has been later applied and validated in various other studies made on different consumer groups (Pereira et al., 2002; Lee et al. 2003; Puzakova et al., 2010). In their studies Puzakova et al. (2010), Pereira et al. (2002), Lee et al.(2003), John et al. (2011), Kipnis et al. (2012) and Hamelin et al. (2011) used, tested and validated the CETSCALE.

The 17-item CETSCALE denotes the tendency of consumer preference towards domestic products and avoidance of foreign made products. The value of the scores defined by consumers designate the magnitude of ethnocentrism. Consumers who enjoy intense ethnocentric beliefs are more akin to assess foreign made products negatively. Those who enjoy a lower level of ethnocentrism would be indifferent or score positively on foreign made products. To sum up, it is aimed at evaluating the importance of buying local products

by nationals of a country and their attitude towards foreign products, the general attitude towards the purchasing propensity for foreign products as well as consumer belief on the quality, characteristics, functionality and price of a foreign made products with the CETSCALE (Hamelin et al., 2011; Watchravesringkan, 2011; Pereira et al., 2002; Lee et al., 2003; John et al., 2011; kipnis et al., 2012).

4. Methodology, Model, Hypothesis and Limitations of the Study

Kazakhstan is a heterogonous country. The total population of Kazakhstan, according to the CIA World Fact Book¹, is 17.5 million in 2013. 63% is Kazakh, 24% is Russian and the rest 13% is from 15 different nationalities and ethnicities. Most of Kazakhs are concentrated in South Kazakhstan especially in the cities of Taraz (330.000), Chimkent (629.600), Turkistan (142.899) and Kizilorda (157.899). The common formula $n = \frac{MpqZ^2}{(N-1)E + (pq)Z^2}$ is used to estimate the sample size. Therefore, the sample size was 503 persons. Preferring stratified sampling methods 131 people from Taraz, 252 people from Chimkent, 55 people from Turkistan and 65 people from Kizilorda were selected to answer the questionnaire.

In order to uncover the ethnocentric structure of a new market like Kazakhstan more precisely, CETSCALE was widened from 17 items to 46 items. Explanatory Factor Analysis was used to reduce these statements into meaningful and reasonable factors. Yet, seven factors extracted from this analysis which are presented below:

To test the impact of ethnocentric tendencies on consumption of some basic necessary products (product necessity) (PN), ten products that are heavily imported were selected. Such as medicine (Med), stationery (Sta), fruit juice (Jui), biscuits (Bis), furniture (Fur), clothing (Clo), shoes (Sho), automobile (Aut), television (Tel), and cosmetics (Cos). These products are chosen since they are the widest category of imported consumer products in Kazakhstan. Three types of statistical analysis were used consecutively in order to understand the degree of causality between the ethnocentric factors and the basic needs. First, the structural equity analysis was applied to prove the total causality among seven ethnocentric factors and product necessity. Then, correlation and multi-regression analysis were used to understand the punctual and detailed correlation among ethnocentric factors and for each item of ten different product necessities.

Table 1: The Name of the Ethnocentric Factors and Their Abbreviations

Name of the Factor	Abbreviations	Numbers of the Statements
Nationalistic Values	NaVa	10
Religious Values	ReVa	4
Patriotic Values	PaVa	13
Patriotic pride	PaPr	6
Openness to Other Cultures	OpCu	7
Preferring Domestic Products	PrDo	3
Moral values	MoVa	3
Total		46

The study has built upon a model shown below. According to this model, there is meaningful multi-relation between sub-dimensions of ethnocentrism and different product necessity.

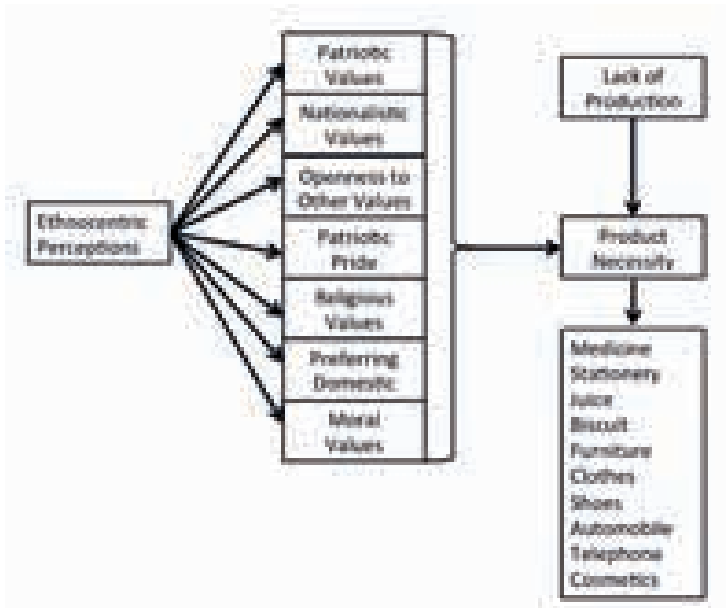


Figure 1. Multi relation Between Ethnocentrism Perception and Product Necessity

Four hypothesis are extracted from this model:

H₁: Sub-dimensions of the ethnocentric perception have different correlation levels with each product necessity.

H₂: Since the production sector has not developed adequately in Kazakhstan, the ethnocentric dimensions do not explain most of the variation in product necessity.

H₃: As a sub-dimension of ethnocentrism, patriotism is more effective than nationalism in consuming imported products.

H₄: Religious and moral values are not important ethnocentric perceptions in consuming imported products yet.

It is difficult to generalize the results of the analysis and conclusions to all the consumers in Kazakhstan. But at least, the conclusion can cover the Kazakh origin people who live in South Kazakhstan.

5. Findings

Within the analysis of data extracted from the study, first the Explanatory Factor Analysis (EFA) was used. Later, One Order Confirmatory Factor Analysis (CFA) was applied in order to confirm the dimensions determined by EFA as well as test the validity and reliability of both of the estimation models. EFA aims at defining the fundamental structure in a data matrix and determine each and every one of the dimensions that make up this matrix (Hair et al., 1998: 90). Yet, CFA is a multi-variable method to test a predetermined correlation (Hair et al., 1998: 579). A researcher can define a model that claim a significant feature, organize factors and thus test the validity and conformity of the data for the models (Hoyle, 1995: 180). The research was conducted by using SPSS 15.0, CFA, EFA and AMOS 6.0.

5.1. Individual Factor Analysis

Kaiser Meyer Olkin (KMO), a measure of sampling adequacy, was taken into consideration before evaluating EFA results. KMO values are 0.930 for Ethnocentrism scale and 0.931 for Necessity scale. The KMO values are well over 0.50. This indicates that the sample is adequate enough for factor analysis. Moreover, the Barlett's Sphericity, a measure to test the variable adequacy for factor analysis, was found $\chi^2=15025,728$ and $p<0.001$ for Ethnocentrism

scale and $\chi^2=2721,207$ and $p<0.001$ for Necessity scale (see Table 1). Barlett's Sphercicity values which define the correlation among variables for each scale, are high and indicate significant correlation among variables at $p=0.000$ significance level. This result signifies the adequacy of variables for EFA.

Maximum likelihood factor analysis (MLFA) and oblimin rotation factor analysis (ORFA) were applied in EFA. In order to find the most adequate solution, factors are supposed to have eigen values over 1 and factor loads over 0.50. When Table 2 is regarded, it is obvious that the eigen values of the entire dimensions in both of the scales are over 1 and their factor loads are above 0.50. According to these results, one can state that both of the scales measure a precise structure.

Table 2: Ethnocentrism and Necessity Scale Explanatory Factor Analysis Results

<i>Ethnocentrism Scale</i>			<i>Product Necessity (PN) Scale</i>		
Factors	Item No	Factor Load	Factors	Item No	Factor Load
<i>NaVa</i> ($\alpha= 0.93, VE = 30,896$)			<i>PaPr</i> ($\alpha= 0.87, VE = 4,32$)		
	V.08	0,583		V.58	-0,598
	V.09	0,689		V.59	-0,621
	V.10	0,737		V.60	-0,633
	V.11	0,670		V.61	-0,719
	V.12	0,665		V.62	-0,714
	V.13	0,806		V.63	-0,706
	V.14	0,712	<i>OpCu</i> ($\alpha= 0.85, VE =3,33$)		
	V.15	0,753		V.01	0,757
	V.16	0,655		V.02	0,724
	V.17	0,687		V.03	0,523
<i>ReVa</i> ($\alpha= 0.84, VE = 11,55$)				V.04	0,635
	V.39	0,653		V.05	0,601
	V.40	0,651		V.06	0,697
	V.41	0,650		V.07	0,504
	V.42	0,692	<i>PrDo</i> ($\alpha= 0.885, VE =2,722$)		
<i>PaVa</i> ($\alpha= 0.94, VE = 9,51$)				V.20	0,571
	V.24	0,585		V.21	0,646
	V.25	0,676		V.22	0,653

V.26	0,702	MoVa ($\alpha= 0.83, VE =2,20$)	
V.27	0,578	V.53	-0,631
V.28	0,608	V.55	-0,684
V.29	0,512	V.56	-0,666
V.30	0,733		
V.31	0,807		
V.32	0,585		
V.33	0,839		
V.34	0,756		
V.35	0,515		
V.36	0,724		
N = 496		N = 496	
KMO = 0.930		KMO = 0.931	
Bartlett's Sph. $\chi^2= 15025,728$; $p = 0.000$		Bartlett's Sph. $c^2= 2721,207$; $p = 0.000$	
Total Extracted Variance = %64.83		Total Extracted Variance = %64.83	
Factor Loads ≥ 0.50		Factor Loads ≥ 0.50	

5.2. Confirmatory Factor Analysis

CFA, which is used to confirm the factors or dimension defined in EFA as well as test the reliability and dependability of the scale and calculate values, indicate the statistical significance of the proposed model. All the values signified by CFA were calculated after making all the necessary modifications proposed by AMOS 6.0 program. The figures are presented in Table 3.

Table 3: The Perfect Fit Indexes Related to the Evaluation Models

Fit Criterion	Perfect Fit	Acceptable Fit	Ethnocentrism Proposed Model	Product Necessity Proposed Model
<i>RMSEA</i>	$0 < RMSEA < 0.05$	$0.05 \leq RMSEA \leq 0.1$	0.033	0.027
<i>NFI</i>	$0.95 \leq NFI \leq 1$	$0.90 \leq NFI \leq 0.95$.916	.990
<i>CFI</i>	$0.97 \leq CFI \leq 1$	$0.95 \leq CFI \leq 0.97$.968	.997

<i>GFI</i>	$0.95 \leq GFI \leq 1$	$0.90 \leq GFI \leq 0.95$.900	.989
<i>AGFI</i>	$0.90 \leq AGFI \leq 1$	$0.85 \leq AGFI \leq 0.9$.873	.970
χ^2/df	$0 < \chi^2/df < 3$		1309.808/853=1,836	27.197/20=1.360

The value statistically testing the adequacy of the model and data analysis proposed in CFA is the χ^2 (Schumacker and Lomax, 2004: 82). The χ^2 value tests whether the covariance matrix related to the sample population is equal to the covariance applied in the model. If the null hypothesis is true, it attains a solution with the minimum χ^2 value. The low value of the χ^2 is only acceptable with being greater than 0.005 at the p significance level. Yet, these values are sensitive to sample size and since it is possible to reach high χ^2 values in multi-element samples, it is more suitable to use the χ^2/df value that is corrected by the degree of freedom (df) (Bagozzi, 1981: 380). Since, the χ^2 value acquired for the mentioned sample (N=440) is high for both of the models, the χ^2 value which is corrected by the degree of freedom is taken into consideration. The value of χ^2/df is supposed to be between 0-3. It is 1.836 for the Ethnocentrism scale and 1.360 for the Necessity scale. Therefore, both of the models are statistically significant.

Besides, in order to define a model that is acquired from CFA and structural equality modeling, a single statistical significance test is not sufficient and it is necessary to make assessment in accordance with various criterions (Schermelleh-Engel et al., 2003: 31). Thus, the other statistical significance tests (perfect fit indexes) and frequency limits are presented in Table 2. The perfect fit evaluates the conformity of the observed input matrix (covariance or correlation) which is estimated from the proposed model(s) or the consistency of the model with the empirical data (Hair et al., 1998: 610-611; Schermelleh-Engel et al., 2003: 31). The RMSEA, NFI, CFI, GFI, AGFI perfect fit indexes in both of the models are acceptable and within the frequency of perfect fit (see Table 3). Therefore, both of the models are consistent with the empirical data used in the analysis. In other words, both of the models are statistically significant.

5.3. Construct Reliability and Variance Extracted

After statistically testing the models constituted for Ethnocentrism and Necessity scales, as it is in the EFA, the construct reliability and variance extracted are supposed to be independently computed for constructs constituting each evaluation model for the CFA.

The sub-dimensions, which constitute the Ethnocentrism and Necessity scales, are separately presented for both of the models in Table 4. The reliability values and variance extracted are given in parenthesis across each dimension (construct). The dimensions available for EFA are also determined for CFA too. The construct reliability (ρ_η) and variance extracted ($VE = \rho VC(\eta)$) were calculated with the formulas given below (Fornell and Larcker, 1981: 45-46).

$$\rho_\eta = \frac{\left(\sum_{i=1}^p \lambda_{\eta i}\right)^2}{\left(\sum_{i=1}^p \lambda_{\eta i}\right)^2 + \sum_{i=1}^p Var(\varepsilon_i)} \quad \rho_{VE(\eta)} = \frac{\sum_{i=1}^p \lambda_{\eta i}^2}{\sum_{i=1}^p \lambda_{\eta i}^2 + \sum_{i=1}^p Var(\varepsilon_i)}$$

The values are supposed to be $\rho_\eta \geq 0,70$ for the construct reliability and $VE > 0,50$ for the variance extracted (Fornell and Larcker, 1981: 45-46; Hair et al., 1998: 612). When the Table 3 is examined, the values of the construct reliability of both of the models are above the 0.70 figure and the values for the extracted variance are also above the 0.50 figure. With respect to this, it is confirmed that the internal consistency regarding to both of the models and their significance to define the construct are adequate. Moreover, the standardized regression coefficients estimated by the program which constitutes the sub-dimensions for the

Table 4: The Results of the Confirmatory Factor Analysis for the Ethnocentric Dimensions

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Factors	Item No	Std. Reg. Load	t	p	Factors	Item No	Std. Reg. Load	t	p
<i>NaVa</i> ($\rho_\eta=0.93$; $VE=0.62$)					<i>PaPr</i> ($\rho_\eta=0.86$; $VE=0.51$)				
	V.08	0,704	16,744	000		A.58	0,782	-	-
	V.09	0,712	16,726	000		V.59	0,597	12,851	000
	V.10	0,788	19,201	000		V.60	0,651	13,413	000
	V.11	0,775	18,552	000		V.61	0,699	13,156	000
	V.12	0,788	18,831	000		V.62	0,77	16,089	000
	V.13	0,801	19,644	000		V.63	0,75	15,228	000
	V.14	0,768	16,607	000		<i>OpCu</i> ($\rho_\eta=0.89$; $VE=0.53$)			

V.15	0,798	19,255	000	V.01	0,646	-	-	
V.16	0,752	17,923	000	V.02	0,689	16,562	000	
V.17	0,765	-	-	V.03	0,764	14,242	000	
ReVa ($\rho\eta=0.84$; $VE=0.57$)				V.04	0,766	14,645	000	
V.39	0,771	-	-	V.05	0,784	14,676	000	
V.40	0,755	17,004	000	V.06	0,694	14,982	000	
V.41	0,784	17,746	000	V.07	0,735	14,074	000	
V.42	0,709	15,842	000	PrDo ($\rho\eta=0.85$; $VE=0.65$)				
PaVa ($\rho\eta=0.93$; $VE=0.53$)				V.20	0,8	-	-	
V.24	0,725	16,27	000	V.21	0,78	18,685	000	
V.25	0,777	17,508	000	V.22	0,838	19,895	000	
V.26	0,813	18,259	000	MoVa ($\rho\eta=0.83$; $VE=0.62$)				
V.27	0,723	16,282	000	V.53	0,737	-	-	
V.28	0,74	16,721	000	V.55	0,826	17,362	000	
V.29	0,663	14,609	000	V.56	0,789	16,478	000	
V.30	0,772	17,726	000	Product Necessity (PN) Scale				
V.31	0,691	18,586	000	Factors	Item No	St.Reg. Load	<i>t</i>	<i>p</i>
V.32	0,731	16,444	000	PN ($\rho\eta=0.92$; $VE=0.59$)				
V.33	0,743	-	-	Med	0,724	-	-	
V.34	0,607	12,723	000	Sta	0,753	18,072	000	
V.35	0,719	16,033	000	Jui	0,746	16,475	000	
V.36	0,703	17,586	000	Bis	0,631	13,223	000	
				Fur	0,756	15,407	000	
				Clo	0,769	16,137	000	
				Sho	0,782	16,172	000	
				Aut	0,655	13,799	000	
				Tel	0,788	16,313	000	
				Cos	0,538	11,153	000	

Ethnocentrism and Necessity scales as well as the *t* values and *p* significance levels constituting these coefficients are given in Table 4. The *p* significance level was determined 0.000 for all of the coefficients. It is evident that the standardized regression coefficients calculated for both of the models are statistically significant at the significance level of 0.005. Thus they are valid in order to interpret the construct and dimensions.

5.4. The Validity of Convergence and Discrimination

It is necessary to calculate the authenticity of convergence and discrimination for multi-dimensional constructs in CFA. Therefore, this criterion was only used for Ethnocentrism scale. Convergent validity refers to the agreement of the dimensions constituting a construct or the collaboration of sub-dimensions among themselves uniformly and at high levels. Yet, the discriminant

validity refers to whether measurements and concepts are unrelated among various dimensions (Bagozzi, 1981: 375-376; Peter, 1981: 136-137). In other words, in order to be a part of construct, sub-dimensions that measure a construct must be correlated among each other at a certain level. On the other hand, each dimension in order to exist by itself separately, they must differ, thereby discriminate.

The fundamental principle of the convergence validity refers to the variance represented by constructs that is over 0.50 (Fornell and Larcker, 1981: 46). Since the construct related to the Ethnocentrism scale is $VE > 0.50$, the convergence validity is achieved (see Table 5).

Table 5. The Correlation Coefficients for the Constructs Constituting the Ethnocentric Dimensions

	<i>NaVa</i>	<i>ReVa</i>	<i>PaVa</i>	<i>PaPr</i>	<i>OpCu</i>	<i>PrDo</i>	<i>MoVa</i>	Square of the Highest Correlation	<i>VE</i>
<i>NaVa</i>	1	,234	,520	,303	,779	,647	,159	0,606	,62
<i>ReVa</i>	,234	1	,234	,536	,124	,294	,740	0,547	,57
<i>PaVa</i>	,520	,234	1	,220	,486	,690	,131	0,476	,53
<i>PaPr</i>	,303	,536	,220	1	,094	,298	,583	0,339	,61
<i>OpCu</i>	,779	,124	,486	,094	1	,036	,545	0,461	,53
<i>PrDo</i>	,647	,294	,690	,298	,036	1	,150	0,476	,65
<i>MoVa</i>	,159	,740	,131	,583	,545	,150	1	0,547	,62

The correlation among the constructs is given in Table 4 in order to represent the discrimination validity of sub-dimensions related to the Ethnocentrism scale. The extracted variance is supposed to be greater than the square of the highest correlation coefficient $VE > \text{Highest Cor.}^2 (\rho_{e(\eta)} >)$ with respect to other constructs in order to realize divergence validity (Fornell and Larcker, 1981: 46).

The bold coefficients in Table 5 refer to the highest correlation of the constructs among each other. Therefore, it is evident that the extracted variances of the constructs are greater than square of the highest correlations. According to these results, the constructs related to both of the models discriminate, in other words the validity of discrimination is realized. On the other hand, it can be recognized that only 8 out of 21 relations are above 50%. This is

positive indicator, which proves that the ethnocentric factors are mutually exclusive among each other.

5.5. Correlation Between Ethnocentric Dimensions and Product Necessity

After proving the structural equation between ethnocentric dimensions and product necessity, it is important to examine the correlation between two concepts and discover the direction and strength of the correlation. The main purpose of this step is to overhaul the product choices and manifest whether the attitude to each product is similar or not.

Table 6: Correlation Coefficients Between Ethnocentric Factors and Product Necessity

Products	Ethnocentric Factors									
	σ/μ	μ	σ	NaVa	ReVa	PaVa	PrPr	OpCu	PrDo	MoVa
Med	31.61	3,86	1,22	,31*	,205**	,029	,397**	,240**	,200**	,245**
Sta	24.87	3,82	0,95	,271**	,227**	,069	,337**	,215**	,200**	,242**
Jui	25.19	3,89	0,98	,231**	,253**	,048	,410**	,158**	,157**	,305**
Bis	24.81	3,91	0,97	,189**	,239**	,027	,287**	,116**	,175**	,230**
Fur	25.51	3,96	1,01	,246**	,266**	,067	,373**	,189**	,197**	,265**
Clo	22.91	4,19	0,96	,343**	,172**	,092*	,328**	,255**	,211**	,211**
Sho	24.21	4,13	1,00	,259**	,223**	,036	,395**	,175**	,119**	,258**
Aut	23.08	4,03	0,93	,279**	,344**	,105*	,311**	,192**	,260**	,236**
Tel	24.26	4,04	0,98	,299**	,287**	,096*	,407**	,203**	,168**	,298**
Cos	27.20	3,86	1,05	,133**	,193**	,137**	,284**	,150**	,064**	,231**

* Correlation is significant at the 0.01 level (2-tailed).

** Correlation is significant at the 0.05 level (2-tailed).

This multi-correlation analysis shows that patriotic values don't have any meaningful relation with the necessity level of medicine, stationary, juice, biscuit, furniture and shoes; but have positive relation with clothes, automobile, mobile telephone and cosmetics. One could easily comprehend that most of the unrelated products are convenience and related shopping and specialty goods. Also, it could be understood that the average of necessity of all the products are above 3.8 which is close to *shall be* and *shall always be imported*. On the other hand all the other causalities are significant but below 50% that means the relation are not strong. Also, it is crucial to consider the correlation coefficients among the ethnocentric factors themselves.

In the first instance, one can conclude that the sub-dimensions of ethnocentric perception have different correlation levels with each product necessity. In another words ethnocentric perceptions have different correlation levels towards each product necessity. It is not difficult to interpret this finding by expressing that even the Kazak society has strong ethnocentric tendencies, but they still are obliged to many imported consumer products.

Table 7: Correlation Between the Ethnocentric Dimensions

	μ	σ	<i>NaVa</i>	<i>ReVa</i>	<i>PaVa</i>	<i>PaPr</i>	<i>OpCu</i>	<i>PrDo</i>	<i>MoVa</i>	Neces- sity
<i>NaVa</i>	4,36	0,72	1							
<i>ReVa</i>	3,68	0,94	,212**	1						
<i>PaVa</i>	3,89	0,81	,501**	,227**	1					
<i>NaSu</i>	3,79	0,86	,276**	,465**	,239**	1				
<i>PaPr</i>	4,11	0,75	,691**	0,078	,420**	0,086	1			
<i>PrDo</i>	4,21	0,84	,608**	,230**	,586**	,227**	,501**	1		
<i>MoVa</i>	3,60	1,01	,159**	,611**	,092*	,489**	0,018	,091*	1	
Neces- sity	3,97	0,76	,340**	,318**	,093*	,469**	,252**	,231**	,334**	1

The result indicates that all the correlations among the factors are significant and positive. On the other hand, National Values factor has 50% relation with Patriotic Values Factor, Openness to the Other Cultures and Preferring Domestic Products. Religious Values Factor has only important relation with Morality Values; also Patriotic Values Factor has an important relation with Preferring Domestic Products, which is both a common and normal relation. Finally, Openness to Other Cultures Factor has only important relation with Preferring Domestic Product Factor. Finally, one can conclude that the average of all ethnocentric indicators is over 3.50 and close to 4 which means that the participants strongly agree with ethnocentric tendencies.

The correlation coefficients of the constructs constituting the sub-dimensions of ethnocentrism (Table 5) are very close to correlation between sub-dimensions of ethnocentrism (Table 7). This shows that the correlation analysis result inside the structural equation does not differ from independent correlation analysis result.

5.6. Causality Among Ethnocentric Factors and Necessity

After standardizing all the data, it is suitable to measure the cause-effect relation between the ethnocentric factors (independents) and the necessity (dependent). The output of this analysis indicates a general correlation between the ethnocentric factors and necessity as 56%, which is medium or relatively strong. But the determination coefficient is 31.5%, which is weak. This means that even there is a meaningful causality between ethnocentric factors and necessity, these ethnocentric factors explain only 31.5% of the variability of necessity; 68.5% of the variation is explained by factors, which didn't exist in the model. Since the F value is significant, it is clear to state that the whole model is valid and there is a causality relation between ethnocentric perceptions and product necessity.

Table 8: Regression and Determination Coefficients Between Ethnocentric Factors and Necessity

	Beta	t	Tolerans	Sig.	R	R ²	F	Sig
Constant	3,080E-16			1,000				
<i>NaVa</i>	,152	2,570	,403	,016				
<i>ReVa</i>	,075	1,505	,566	,133				
<i>PaVa</i>	-,197	-4,116	,615	,000				
<i>PaPr</i>	,364	7,961	,670	,000				
<i>OpCu</i>	,158	2,946	,490	,003				
<i>PrDo</i>	,066	1,258	,504	,209				
<i>MoVa</i>	,095	1,901	,561	,058	,561 ^a	,315	32,052	,000 ^a

In addition, the model indicates a significant causality between patriotic values, patriotic pride as well as openness to other cultures on the one hand and necessity on the other hand. The negative correlation between patriotic values and necessity is important because the concept of patriotism is different than nationalism. Since Kazakhstan is almost a new country, patriotism gains more priority than nationalism. Nationalism is an ideological and absolute political concept as well as requires a longer time frame to be consolidated, while patriotism is a more societal and more sensitive issue than nationalism especially in daily product consumption. Therefore, it is not wrong to assume that the more the patriotic values, the less the desire to imported products.

Table 9: Summary of Individual Regression Result Between Necessity Products and significant Ethnocentric Factors

Necessity Products	Correlation, Determination Coefficients and Significant Ethnocentric Factors		
	R	R ²	Only Significant Ethnocentric Factors
Medicine (Med)	0,50	0,25	NaVa, (-)PaVa, PaPr, OpCu
Stationery (Sta)	0,43	0,18	(-)PaVa, PaPr,
Juice (Jui)	0,47	0,22	(-)PaVa, PaPr,
Biscuits (Bis)	0,37	0,13	(-)PaVa, PaPr,
Furniture (Fur)	0,45	0,20	(-)PaVa, PaPr,
Clothing (Clo)	0,45	0,20	NaVa, (-)PaVa, PaPr,
Shoes (Sho)	0,46	0,21	NaVa, (-)PaVa, PaPr,
Automobile (Aut)	0,45	0,20	ReVa, (-)PaVa, PaPr, PrPr
Television (Tel)	0,48	0,23	NaVa, PaPr,
Cosmetics (Cos)	0,35	0,12	PaPr, OpCu

Also the result of correlation and regression analysis, it is obvious that religious and moral values have no significant impact on product necessity. This result also is meaningful, because; during the Soviet period, the political regime had tried to minimize or exterminate all the religious sentiments in the Soviet territory. Therefore, even the religion is essential factor in consumer product consumption, it is early to say that religious and moral values are a significant ethnocentric perception in consuming imported products yet.

Given the importance to the causality between the ethnocentric factors and every single necessity products, more specific information could be extracted from Table 9. This table summarizes ten different regression analyses which measure the causality between the ethnocentric factors and each product separately. The table includes only the significant factors.

This summary of ten independent analyses illuminates important points. For instance patriotic pride is important for making purchase decision of all products. Also patriotic values are important for making purchase decision of most products. While the casual effect on necessity is positive in patriotic pride, it is positive in patriotic values. This shows that patriotism is the joint ethnocentric factor that determines the product necessity heavily. On the other hand na-

tionalistic values play important role in explaining the variability in necessity of products such as medicine, clothing, shoes, automobile and television.

6. Conclusion

Consumer ethnocentrism is a substantial issue in international business and marketing. It upholds the idea that one's own group or people are at the center of everything and all the related merits and subjects are assessed accordingly. Consumer ethnocentrism represents national pride, patriotism and purchasing an imported product is quite wrong since this may deteriorate national economy, employment opportunities and market stability. Eventually, decisions on purchase do not depend on rationale but are sweepingly based on patriotic emotions.

Within this study, the ethnocentric tendency of the consumers in the Central Asian Republic of Kazakhstan is evaluated. Seven different ethnocentric factors are defined to clarify the study, namely nationalistic values, religious values, patriotic values, patriotic pride, openness to other cultures, preference of domestic products and moral values.

Kazakhstan has been an independent country for about a quarter of a century. Its economic power is mainly based on the energy sector. Therefore, some consumer products must be imported. Therefore, ten different consumer products which are not produced in Kazakhstan were chosen to conduct the study. The findings are illustrated in various tables in this paper. Eventually, resting on this study, it is evident that religious and moral values do not have a significant impact on the purchase decision of the Kazakh consumers. On the other hand, nationalistic and patriotic values have substantial effect on the purchase decision of the Kazakh consumers.

In brief it can be concluded from this pioneering study that;

- Sub-dimensions of ethnocentric perceptions have different correlation levels with each imported consumer product necessity.
- It is early to talk about a strong relation between ethnocentrism and product necessity in Kazakhstan.
- Patriotism in a new country such as Kazakhstan is more effective than nationalism in consuming imported products.

- Religious and moral values are not deterministic factors in explaining the variation in imported product necessity in modern Kazakhstan.

Regarding to future, it would useful to repeat this study after a decade in order to determine the developments in this area. Also it could be helpful to apply this research to whole Kazakhstan in order to determine whether the attitude of the South Kazakh consumers differ behaviorally from whole Kazakh consumers.

Endnotes

- ¹ <https://www.cia.gov/library/publications/the-world-factbook/geos/kz.html>

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Kazakistan’da Tüketici Etnosentrizmi Üzerine Ampirik Bir İnceleme ve İthal Ürünler ile İlgili Tüketici Tercihii

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Aytaç Gökmen**

Öz

Küreselleşme gerçeği uluslararası işletmecilik ve uluslararası ticaret önündeki engelleri azaltmakta ve de tüketici istek ve beklentilerinin dünya çapında karşılanmasını sağlamaktadır. Tüketici istek ve beklentilerinin küresel ölçekte bütünleşmesi ise uluslararası pazarda faaliyette bulunan işletmelerin işlerini kolaylaştırmaktadır. Ancak, bu konu her ülke ve bölgede aynı biçimde gerçekleşmemektedir. Tüketici etnosentrizmi ise millî duygular, gurur, ve ürünlerin geri çevrilmesini içeren, herhangi bir rasyoneli olmayan ve de millî duyguları vurgulayan önemli bir engel olarak uluslararası işletmelerin önüne çıkar. Dolayısı ile, bu çalışmanın amacı Orta Asya Türk Cumhuriyetleri’nden Kazakistan’da tüketici etnosentrizmini incelemektir. Sonuçlar etnosentrik algı ile ürün gereksinimi arasında güçlü bir korelasyon olmadığını göstermektedir. Ayrıca, etnosentrizm alt boyutları ithal ürünler ile ilgili olarak değişik korelasyon seviyelerine sahiptir. Ek olarak, ithal ürünlerdeki sapmayı açıklamada din ve ahlaki değerler etkin faktörler değildirler.

Anahtar Kelimeler

Uluslararası pazarlama, uluslararası işletmecilik, tüketici etnosentrizmi, CETSCALE, Kazakistan

JEL Sınıflaması: D11, F23, M10, M19, M30, M31.

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Эмпирическое исследование потребительского этноцентризма в Казахстане и предпочтение потребителей по импортной продукции

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Аннотация

Реальность глобализации уменьшает границы для международной торговли и инвестиций в трансграничных рамках, а также служит средством сближения потребностей и ожиданий потребителей на глобальной основе. Сближение ожиданий потребителей чрезвычайно выгодно для международных компаний в их международной маркетинговой деятельности. Однако, эта проблема не является одинаково актуальной для рынков всех стран или регионов. Тем не менее, потребительский этноцентризм, который опирается на национальные чувства, гордость и ведет к отказу, без каких-либо обоснованных аргументов, от любого продукта или идеи, которые произведены в другой стране, является серьезным препятствием для международных компаний.

Данная работа исследует потребительский этноцентризм в одном из тюркских государств Центральной Азии - Республике Казахстан. Полученные результаты свидетельствуют о том, что между этноцентрическим восприятием и потребностью продукта в Казахстане нет тесной связи. Также, субэлементы этноцентризма имеют разные уровни корреляции с каждой импортируемой продукцией. Кроме того, религиозные и нравственные ценности не являются эффективными факторами в объяснении вариации импортных продуктов

Ключевые слова

Международный маркетинг, международный бизнес, потребительский этноцентризм, CETSCALE, Казахстан

Классификатор JEL: D11, F23, M10, M19, M30, M31.

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