

Consumer Ethnocentrism: A Dynamic Literature Review from 1987-2015

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Abstract : Although consumer ethnocentrism has been widely studied in academic research since 1987, somehow it is still considered as a new and unknown concept in marketing theory and practice. By analyzing the content, three mainstreams of consumer ethnocentrism were found including economic, management and marketing approaches. The present study indicated that the link between consumer ethnocentrism and consumer behaviours varies across countries. Consumers in developing countries might be both patriotic about their home countries and curious about foreign cultures at the same time. The most important finding is identifying three main periods in the chronological development of consumer ethnocentrism research. The first period, spanning from 1987 to 1995, was characterized by the introduction of the consumer ethnocentrism concepts and scales, the unidimensionality and the adaptation of the standard CETSCALE version. The second period 1996-2005 witnessed the replication of CETSCALE in various fields, as well as an increase in the volume of researches in developing and emerging countries; the exploration of determinants and the begin of multidimensionality. In the third period from 2006 to present, all variables related to CET were synthesized within the theory of planned behavior. Consumer ethnocentrism analyses were conducted even in less-developed countries and in groups of countries within longitudinal studies. The results from this study showed many inadequacies relating to consumer ethnocentrism in the context of globalisation for further researches to examine.

Keywords : CETSCALE, consumer behavior, consumer ethnocentrism, business, marketing

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