

THE ROLE OF CONSUMER HOSTILITY AND CONSUMER ETHNOCENTRISM ON THE INTENTION OF BUYING FOREIGN GOODS: A CASE STUDY ON IRANIAN, TURKISH AND AZERBIJANI CONSUMERS

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ABSTRACT

Having an antipathy to some countries, which stem from land conflicts, economic events, diplomatic, regional and religious conflicts as well as the past or current military relations, is emerging as a mode of thought affecting the buying behaviors of consumers. Concepts such as consumer ethnocentrism and consumer hostility have been important due to this mode of thought in the marketing literature.

In this study, the influences of hostility perceptions of MBA students from the Turkic Republics, Azerbaijan and Iran on buying behavior will be analyzed. It is revealed that dimensions of hostility affects the psychosocial state of students, and the psychosocial state of students affects the buying behavior. In addition, it was seen that consumer ethnocentrism affects the buying intention.

Key Words: Consumer Hostility, Consumer Ethnocentrism, Buying Intention

1. Introduction

Wars between and within countries, historical events from the past, regime shifts and clash of arms not only influence the politic and diplomatic relations of nations, but also have an impact on international trade between countries. As a result, consumer ethnocentrism having a psychological and actual impact on the relation between the product/producer and the customer and consumer hostility rising a selectivity towards foreign goods between the consumer and the final product have become a current issue.

1.1. Historical events

It is known that libelous, humiliating, sarcastic and similar acts of governments and/or organizations from different countries are not currently well received, as in the past, and, in such cases, consumers adopt adverse attitudes and behaviors in buying the products of these countries. For example, as comics published in a gazette in Denmark contained humiliations about the Muslim, people from the Middle East boycotted the products of Denmark (Nes et. al., 2010: 1). As another example, when Japan forced the Chinese government for war because of economic troubles. Therefore, country of origin expressing the origin of products within international markets and known with term of 'made in', is used as a significant indicator of positive and negative attitudes of consumers in the countries, where these products are marketed, towards buying the products (Ellialtı, 2009: 46).

Political activities and relationships between nations may sometimes lead to civil, diplomatic or military hostilities. Even though countries do not actually trigger their military force in these cases, the influence of citizens' welcoming the products imported from the other country and their tendency in buying these products in time has become a considerable matter of concern and question. Therefore, inclusion of concepts like consumer ethnocentrism and consumer hostility in the literature and researches made on these matters has provided an insight to the factors having an impact on these concepts, the determinants of these impacts and the profiles of consumers and countries which are most influenced by these concepts of consumer ethnocentrism and consumer hostility (Evanschitzky et. al., 2008: 10).

It is seen that concepts of consumer ethnocentrism and consumer hospitality, which are important especially for enterprises active in the international area and consumers having the tendency to prefer the products and services of these enterprises, are the source of inspiration for many researches. In consideration to the studies in the literature, Balabanis et. al. (2001) examined the difference of the impacts of nationalism, patriotism and universality on consumer ethnocentrism in different countries. Kaynak and Kara (2002) researched the relationship between consumer ethnocentrism and life style variables. Akin et al. (2009) tried to identify Turkish consumers' level of ethnocentric tendency by using CETSCLE in order to determine the difference between consumer ethnocentrism and behavior intentions. Tayfun and Yıldırım (2010) researched the difference of tourists' consumption behaviors according to the culture/nationality and examined the impact of culture conflicts in USA on consumer ethnocentrism. Most of the studies on consumer hostility discuss the attitude of the members of a nation to the products of another nation. Attitude of Chinese people towards Japanese goods (Klein et. al., 1998) and attitude of Australian people towards French products (Ettensen and Klein, 2005) are examples of these studies. Some studies focus on the attitude of sub-cultures within the same country towards each other. Hinck (2004), evaluates the hostility between eastern and western German people after the economic unification. Shimp et. al. (2004) evaluate the behaviors having remained from American Civil War and the regional hostility between the northern and southern people.

In this study, ethnocentrism levels and hostility perceptions of the citizens of Azerbaijan, Iran and Turkey, which are three different countries in the same geography, are discussed. It is aimed to research the behaviors of people from three different countries in the same geography, evaluate the impact of consumer hostility and consumer ethnocentrism on the intention of buying and thus contribute to the literature.

2. Theoretical Frame

2.1. Perception of Hostility and Consumer Ethnocentrism

Concepts of ethnocentrism and hostility, which are received by the marketing literature from other disciplines like psychology and sociology, are factors generally related to the origin of a product. As these concepts include psychological and behavioral reactions to the origin of a certain product, they may have various impacts on consumers' attitudes and behaviors (Nart, 2008: 156).

Used by the sociologist William G. Sumner for the first time, ethnocentrism is a sociological concept expressing the tendency of people to value their own culture and lifestyle above the culture and lifestyle of other people (Aysuna, 2006: 93; Luthy, 2007: 34). Turkish Language Association define ethnocentrism as national-racial selfishness (<http://www.tdk.gov.tr>). According to another definition, ethnocentrism is as a primitive sense defined with the commitment of people to a certain tribe, clan or a similar ethnic group and belief in the superiority of their own culture when compared to other cultures (<http://tr.wikipedia.org>). Consumer ethnocentrism is based on a belief according to which it is inappropriate and unethical to buy foreign products popular among consumers.

Researchers often criticize ethnocentrism, which is accepted as a universal human behavior as it is a mode of thought commonly seen in all societies, groups and individuals (Hammond and Axelrod, 2006: 2). Especially those having a favorable opinion on the cause and result of ethnocentrism takes it as a concept that holds groups of people together, protect them against breaking off and separating and increase loyalty to the group. Those having unfavorable opinions on the cause and result of ethnocentrism argue that it leads to discriminations and it is a mode of thought provoking humiliating and dismissive behaviors on others (Sökmen and Tarakçioğlu, 2010: 28).

In the concept of ethnocentrism, individuals generally see their own group as the center of the universe and judge and decline groups with different cultures. In this regard, they take the symbols and values of their own ethnical and national group as a source of pride and humiliate the values of other groups (Uzkurt and Özmen, 2004: 262). Considering the same case for the attitudes of people towards the products produced by their own society or class, it is possible to say that these people will protect the products of their own countries and refuse the products of other societies and classes without looking after their own benefits. For this reason, it will be an ordinary behavior for ethnocentric people to support domestic products and question the appropriateness of buying foreign products. There are two factors underlying this mode of thought and generally leading ethnocentric consumers to be undecided about buying foreign products. These are economic and ethical factors (Shimp, 1984: 285). Economic factors is generally based on the assumption that interest in foreign goods will damage the country's economy and ethnical factors include factors like nationalism, patriotism, national loyalty (Huang et. al., 2010: 372).

Consumers with an ethnocentric mentality tend to prefer domestic products due to their concerns about the appropriateness and ethicality of buying foreign products and continue to buy domestic products even if domestic products have a lower price/quality performance when compared to the imported products (Akın et. al., 2008: 245). Ethnocentric consumers believe that buying foreign products is inappropriate because of their general adverse influence on the economy and employment, without regard to the price and

quality of these products (Xiaogang et. al., 2012: 253). However, it is argued that different product groups may be influenced differently by this mode of thought of customers tending to prefer domestic products, with differences in the levels of patriotism, nationalism and ethnocentrism (Knight, 1999: 152; Han, 1988: 30).

While interest of a consumer, who is committed to his country with emotions like nationalism, patriotism, national loyalty, in buying domestic products is accepted as a sign of loyalty to the country, the fact that consumers without an ethnocentric mentality act for their own interests and benefits without regard to these concepts is deemed as a highly natural behavior. Therefore, consumer ethnocentrism is based on the grounds, which, for people, means the values such as sense of self, sense of belonging and what kind of buying behaviors people should have depending on their group (Shimp and Sharma, 1987: 280). At this point, it is observed that ethnocentric individuals are not that disposed to buying the products of their own country, but they act in a way to fulfill their civic responsibility about preferring and recommending these products (Ha, 1998: 9).

It is determined that consumer ethnocentrism, a concept researched in many countries, is in a negative relationship with the educational background, level of income and demographics and in a positive relationship with the concepts like cultural commitment and patriotism (Mosley and Amponsah, 2006: 2). In addition to these factors, it is known that consumer ethnocentrism is also closely related to the factors like political events, tendency to prefer domestic products, patriotism, culture, nationalism, openness to change, conservatism, collectivism, social acclaim, eagerness to help, product categories, level of economic development and demographics (Aysuna et. al., 2008: 147-157).

Besides these factor, another reason why consumers prefer foreign products is the fact that the preferred country is identified with the product group in question, or in other words, is specialized in that product group. For example, Germany is associated with engineering, France with perfume and wine, Japan with electronic products, Sweden with watch and Russia with vodka. When a certain product group is from a country with a reputation for that product, consumers tend to buy the product of that country and this leads them to buy the a foreign product instead of a domestic product (Etenson and Gaeth, 1991: 15).

Furthermore, it is possible to say that ethnocentrism is related to the level of development of the countries. In the view of Wang and Chen (2004: 392), consumers have favorable opinions about not buying or refusing imported products and tend to appreciate domestic products in developed countries, when their level of ethnocentrism is examined. It is observed that the situation is the exact opposite in developing countries, where consumers perceive foreign products as superior than domestic products (especially if the country of origin is prestigious).

One of the other factors taken as basis in expressing the adverse attitudes and behaviors towards foreign products is the hostility for the origin of the product. Hostility is defined as antipathy to a certain country due to land disputes, economic events, diplomatic conflicts, regional and religious debates and past or present military relations and a mode of thought influencing the buying behavior of consumers (Huang et. al., 2010: 362).

Having defined and measured the perception of hostility for the first time, Klein et. al. (1998: 91), emphasize that, when consumer buy a product, hostility to the country of origin of that product has a direct influence on their decision to buy and define hostility as associating previous or current political, military, economic or diplomatic events with dissatisfaction.

While hostility is identified as consumers' negative feelings for the country of origin of the products, ethnocentrism is defined as the establishing a connection between social and ethical principles and consumers' behaviors. It is observed that that consumers with ethnocentric behaviors believe that buying foreign products will damage national employment and domestic economy (Balabanis et. al., 2002: 9), consumers with the sense of hostility rigorously express that foreign products should not be bought due to their hate for these products' country of origin (Klein et. al., 1998: 94). Under this consideration, it might be argued that the point at which hostility and consumer ethnocentrism diverge is that hostility requires refusing to buy the products of not all foreign countries, but a certain country, while consumer ethnocentrism show this attitude for all foreign countries (Shankarmahesh, 2006: 162).

3. A Research for Determining the Role of Hostility and Consumer Ethnocentrism in the Decision to Buy Foreign Goods

3.1. Purpose and Importance of the Research

There are ongoing difficulties in international trade in this globalizing world with civil wars, regime changes and clash of arms. Having an antipathy to some countries, which stem from land conflicts, economic events, diplomatic, regional and religious conflicts as well as the past or current military relations, may be defined as a mode of thought affecting the buying behaviors of consumers. Therefore, concepts of consumer ethnocentrism and consumer hostility have gained importance in the marketing literature and number of researches on this subject has increased.

This study aims to evaluate the hostility of the citizens of different countries for the products of other countries and focus on the importance of taking notice of the influences of this hostility on the psychosocial nature of consumers and role of consumer ethnocentrism on the intention of buying.

3.2. Scope and Constraints of the Research

The research aims to determine the perceptions of Iranian, Azerbaijani and Turkish students having graduate study in Turkey on hostility and ethnocentrism and influence of these perceptions on the intention of buying. The main constraint of this research is that the required information is obtained only from the citizens of the concerned countries, who are students having graduate study in Turkey. Therefore, it is not possible to generalize results of the research so as to reflect all citizens of these countries.

3.3. Methodology of the Research

3.3.1. Sampling Process

Population of the research consists of Turkish, Iranian and Azerbaijani citizens having graduate and undergraduate study in Kafkas University and Ataturk University in Turkey. All departments and answerers are determined by the method of convenience sampling, which is one of the non-random sampling methods, due to the constraints of time and cost. Turkish, Azerbaijani and Iranian students are selected for the research, because they are from a significant geography, have strong historical and cultural relations and have ethnical/denominational sub-cultures containing different attitudes towards different countries. Sample size is an important criterion in selecting efficient estimation method. In consequence of simulation studies for properly determined and multivariate normally distributed data, it is specified that the sufficient sample size would be 150 (Muthen and Muthen, 2002) or 200 (Boomsma and Hoogland, 2001). Furthermore, Hair et al., 1998 and Schermallah-Engel and Moosbrugger, 2003 state that a sample size of $N \geq 400$ is needed (Yılmaz and Çelik, 2009: 48-49). On this basis, questionnaire forms are distributed to 200 Turkish, 200

Azerbaijani and 200 Iranian students and returned by 196 Turkish, 60 Azerbaijani and 54 Iranian students. After missing and faulty questionnaires are eliminated, analyses are carried out on 270 questionnaires in total, 181 of which are from Turkish students, 42 from Azerbaijani students and 47 from Iranian students.

3.3.2. Research Model and Hypotheses

Descriptive research method is used in this study aiming to determine the impacts of Iranian, Turkish and Azerbaijani students' perceptions of hostility and ethnocentrism on the intention of buying. The research model developed for this purpose is shown in Figure 1.

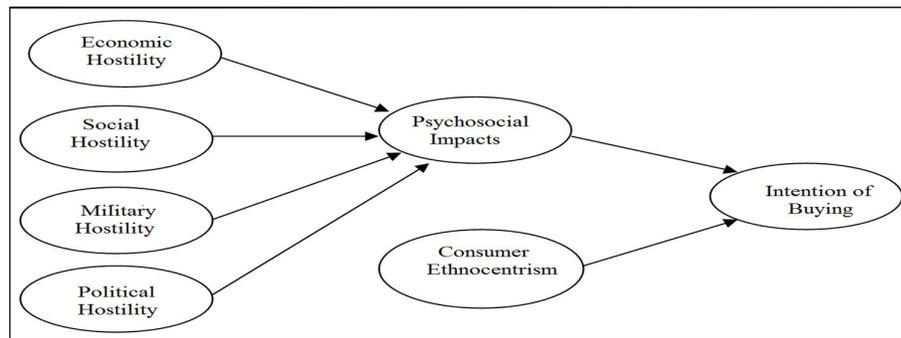


Figure 1: Research Model

The dimensions of hostility included in the research model are obtained from the study of Nes et. al. (2001). Nes et. al. (2001) discuss in their study the dimensions of hostility under the categories of economic hostility, social hostility, military hostility and political hostility.

Economic hostility: It is the case that the economic and technological competition between countries arising from the indications such as development level, income distribution and national income level of countries reaches the dimension of antipathy or enmity in time. It is caused by the fact that any country try to have an edge in the international market or adopt an offensive competition policy (Klein et. al., 1998: 90).

Social hostility: It is the case that societies diverge as a result of the past or present economic and political events between countries and thus the countries have a grudge against each other (Mutlu et. al., 2011: 54).

Military hostility: It is the case that economic and political events between societies lead to negative attitudes requiring military interventions in time (Klein et. al., 1998: 90). It is possible to say that countries tend to override each other in line with certain interests.

Political hostility: It is the case that factors like political propaganda, geographical closeness, power of foreign groups and historical relationship with a country drift apart the societies in time and reduce the political relationship (Ari, 2007: 24).

Psychosocial dimension: Cognitive Dissonance Theory, psychosocial dimension of which is expressed in the model by Shoham et. al. (2006) supports the psychological and social impacts of hostility. According to this theory, people know themselves, their behaviors in the past and their beliefs. Consumers will prefer the product if it is consistent with their beliefs and behaviors (Nes et. al., 2011: 5).

Consumer ethnocentrism dimension: This dimension is explained in the theoretical part of the study.

Intention of buying, which is another variable of the model, is obtained from the study of Klein et. al. (1998).

Intention of buying: It is the decision-making mechanism which is the determinant in meeting consumers' needs and expresses the intention of buying the product in the forthcoming periods (Mutlu et. al., 2011: 55).

Dimensions in the model are used in many studies. Dimension of consumer ethnocentrism in the model is obtained from the study of Shimp and Sharma (1987). The model, reliability of which is proved, is used in many other studies such as Herche (1992), Caruana (1996), Klein et. al. (1998), Martinez et. al. (2000), Granzin and Painter (2001). Mosley and Amponsah (2006) researched the influence of consumer ethnocentrism and hostility levels on the decision-making process. Hamin and Elliott (2006) examined the influence of consumer ethnocentrism on the preferences and buying intentions of Indonesian consumers. Shoham (2006) researched the reluctance of Jewish Israelis to buy the products of Arab Israelis and Shimp et. al. (2004) evaluated the behaviors having remained from American Civil War and regional hostility between the northern and southern people.

In line with the relations in the model, six hypotheses are developed for the relation between the components having an impact economic hostility, social hostility, political hostility and military hostility and psychosocial standing, intention of buying and consumer ethnocentrism on the line of consumer hostility scale. These hypotheses are as follows;

H1: Economic hostility has an impact on psychosocial standing.

H2: Social hostility influences psychosocial standing.

H3: Political hostility influences psychosocial standing.

H4: Military hostility has an impact on psychosocial standing.

H5: Psychosocial standing influences the intention of buying.

H6: Consumer ethnocentrism influences the intention of buying.

3.3.3. Data Gathering Method and Tool

There are many studies in the literature on the perception of hostility and consumer ethnocentrism. While preparing the questionnaire form used in his study, firstly the studies related to this subject are examined and variables to be measured are determined and then the scales with these variables are selected. The scales used in the literature are elected for their proven reliability and validity.

CETSCLA developed by Shimp and Sharma (1987) is used in measuring consumer ethnocentrism in the research. CETSCALE scale is used in many domestic and foreign studies (Uzkurt and Özmen (2004); Aysuna (2006); Arı (2007); Akin et. al. (2009)). In measuring hostility dimensions, scales used by Nes et. al. (2011) and Ettensen and Klein (2005) are utilized. The scale used by Nes et. al. (2001) is utilized in measuring the psychosocial dimension. The scale for the dimension of buying intention is adapted from Sheth et. al. (1991).

Survey method is used in the research as the data gathering method. Data are gathered by using the method of face-to-face interview with students in faculties and institutes between the dates 07/09/2013 and 15/10/2013. Survey form is firstly applied to 10 Iranian, 20 Azerbaijani and 20 Turkish students and then the form is finalized by making certain corrections in compliance with the information collected in this preliminary study. In the survey form, the first question asked to the answerers has the aim of determining the country they hate most. Then, it is tried to determine the perceptions of students about the hostility dimensions according to this country they hate. Questions prepared with 5-point Likert scale from 5 to 1 in the form of strongly agree, agree, neither agree nor disagree, disagree, strongly disagree in order to determine students' perceptions of consumer ethnocentrism in the second section, their perceptions of psychosocial dimension in the third section and their intention of buying in the fourth section. Close-ended questions are asked in the fourth section in order to determine the demographic characteristics of the answerers in the fourth section. Survey form consists of 42 questions. Out of these questions, 3 questions aim to measure economic hostility, 3 questions aim to measure social hostility, 3 questions aim to measure political hostility and 2 questions aim to measure military hostility. There are 17 questions aiming to measure consumer ethnocentrism. There are 5 questions for measuring psychosocial impacts and 5 for measuring the intention of buying. There are 4 questions for determining the demographic characteristics of students.

4. DATA ANALYSIS

Demographic and Economic Characteristics of Participants

Table 1 shows the demographic characteristics of participants of the research.

Demographic Characteristics		Frequency	Percentage			Frequency	Percentage
Gender	Female	97	35.8	Education Background	Undergraduate student	220	81.5
	Male	174	64.2		Graduate student	15	5.6
	Total	271	100.0		Postgraduate student	35	13.0
Nationality	Turkey	181	67.0	Income Level	Total	270	100.0
	Azerbaijan	42	15.6		TL 250 or less	43	15.9
	Iran	47	17.4		TL 251-500	144	53.1
					TL 501-750	46	17.0
	Total	270	100.0		TL 751-1000	17	6.3
					TL 1001 or more	21	7.7
			Total	271	100.0		

Table 1: Demographic and Economic Characteristics of Participants

According to the information in the Table 1, 35.8% of the participants are female and 64.2% are male. It is seen that most of the participants have bachelor's degree (81.5%) and have an income of (%53.1) TL 251-500 (67.0%).

		NATIONALITY			Total
		TURKEY	AZERBAIJANI	IRAN	
HATED COUNTRY	AMERICA	42	3	31	76
	ISRAEL	108	4	16	128
	ARMENIA	6	29	0	35
	FRANCE	5	3	0	8
	RUSSIA	2	3	0	5
	GREECE	3	0	0	3
	GERMANY	2	0	0	2
	ENGLAND	5	0	0	5
	CHINA	3	0	0	3
	SYRIA	4	0	0	4
Total		180	42	47	269

Table 2: The Mostly Hated Countries by the Nationalities of Participants

As seen in the Table 2, participants from the Republic of Turkey hate Israel and America most and participants from Azerbaijan hate Armenia and Israel most. It is also seen that participants from Iran hate America and Israel most. According to the table, participants generally hate Israel in the 1st rank, America in the 2nd rank and Armenia in the 3rd rank.

4.1. Test of Scales Used in the Research

Variables under dimensions of economic hostility, social hostility, political hostility, military hostility, psychosocial standing, intention of buying and ethnocentrism used in the research are examined in terms of consistency and conformity. Firstly a confirmatory factor analysis is made for 4 dimensions forming the hostility scale and then relations of psychosocial standing, intention of buying and ethnocentrism with each other are examined.

Goodness-of-Fit Statistics of the Model

Goodness-of-fit statistics are taken into account in order to evaluate the research model as a whole. Goodness-of-fit statistics may be interpreted by using a number of allowable limit values regarding the acceptability of the model. Variables with negative variance, exceeding standard coefficients (too close to 1.0) or giving too large standard errors are checked (Hair et. al., 1998: 610). Absolute fitness and incremental fitness values obtained as a result of the factor analysis on the hostility scale are shown in the Table 3.

Fit Index	Before Modification	After Modification	Acceptable Fitness
Absolute Fitness Value			
Chi-Square (X^2)	156.45	125.54	
Degrees of Freedom	38	44	
Chi-Square/df	4.12	2.85	1-5
GFI	0.91	0.93	$0.90 \leq GFI \leq 0.95$
IGFI	0.84	0.87	$0.85 \leq AGFI \leq 0.90$
RMSR	0.23	0.14	$0.05 \leq RMSR \leq 0.08$
RMSEA	0.10	0.082	$0.05 \leq RMSA \leq 0.08$
Incremental Fitness Value			
CFI	0.88	0.92	$0.95 \leq CFI \leq 0.97$
NNFI	0.82	0.88	$0.95 \leq NNFI \leq 0.97$
NFI	0.85	0.89	$0.95 \leq NFI \leq 0.97$

Table 3: Hostility Scale Test

In consequence of the confirmatory factor analysis, likelihood ratio chi-square (X^2) is calculated as 125.54; degree of freedom as 44; chi-square/degree of freedom (X^2/SD) as 2.85; and root mean square error as 0.082. (X^2)/df ratio and RMSEA are at acceptable levels. Considering the incremental fitness values of the factor analysis before modification, comparative fit index (NFI) is calculated as 0.88; non-normed fit index (NNFI) as 0.82 and normed fit index (NFI) as 0.85. After modification, comparative fit index (NFI) is calculated as 0.88; non-normed fit index (NNFI) as 0.82 and normed fit index (NFI) as 0.85. NFI, CFI, GFI and AGFI values are at the level of good fit.

An confirmative factor analysis is made on values composing psychosocial standing scale and absolute fitness and incremental fitness values obtained are given in the Table 4.

Fit Index		Acceptable Fitness
Absolute Fitness Value		
Chi-Square (X^2)	9.33	
Degrees of Freedom	5	
Chi-Square/df	1.87	1-5
GFI	0.99	$0.90 \leq GFI \leq 0.95$
IGFI	0.96	$0.85 \leq AGFI \leq 0.90$
RMSR	0.036	$0.05 \leq RMSR \leq 0.08$
RMSEA	0.057	$0.05 \leq RMSA \leq 0.08$
Incremental Fitness Value		
CFI	0.99	$0.95 \leq CFI \leq 0.97$
NNFI	0.99	$0.95 \leq NNFI \leq 0.97$
NFI	0.98	$0.95 \leq NFI \leq 0.97$

Table 4: Test of Psychosocial Standing Scale

In consequence of the confirmatory factor analysis, likelihood ratio chi-square (X^2) is calculated as 9.33; degree of freedom is calculated as 5; chi-square/degree of freedom (X^2/SD) is found as 1.87; and root mean square error is calculated as 0.057. (X^2)/df ratio and RMSEA are at acceptable levels. Considering the incremental fitness values of the factor analysis, (CFI) is determined as 0.99, (NNFI) as 0.99 and (NFI) as 0.98. NFI, CFI, GFI and AGFI values are at the level of good fit.

An confirmative factor analysis is made on values composing the buying intention scale and absolute fitness and incremental fitness values obtained are given in the Table 5.

Fit Index		Acceptable Fitness
Absolute Fitness Value		
Chi-Square (X^2)	5.43	
Degrees of Freedom	5	
Chi-Square/df	1.09	1-5
GFI	0.99	$0.90 \leq GFI \leq 0.95$
IGFI	0.98	$0.85 \leq AGFI \leq 0.90$
RMSR	0.029	$0.05 \leq RMSR \leq 0.08$
RMSEA	0.020	$0.05 \leq RMSA \leq 0.08$
Incremental Fitness Value		
CFI	1.00	$0.95 \leq CFI \leq 0.97$
NNFI	1.00	$0.95 \leq NNFI \leq 0.97$
NFI	0.99	$0.95 \leq NFI \leq 0.97$

Table 5: Test of the Buying Intention Scale

In consequence of the confirmatory factor analysis, likelihood ratio chi-square (X^2) is calculated as 5.43; degree of freedom as 5; chi-square/degree of freedom (X^2/SD) 1.09; and root mean square error as 0.020. (X^2)/df ratio and RMSEA value are at acceptable levels. Considering the incremental fitness values obtained in consequence of the factor analysis, (CFI) is calculated as 1.00, (NNFI) as 1.00 and (NFI) as 0.99.

An confirmative factor analysis is made on values composing ethnocentrism scale and absolute fitness and incremental fitness values obtained are given in the Table 6.

Fit Index	After Modification	After Modification	Acceptable Fitness
Absolute Fitness Value			
Chi-Square (X^2)	551.43	470.86	
Degrees of Freedom	119	117	
Chi-Square/df	4.63	4.02	1-5
GFI	0.78	0.82	$0.90 \leq GFI \leq 0.95$
IGFI	0.74	0.76	$0.85 \leq AGFI \leq 0.90$
RMSR	0.14	0.13	$0.05 \leq RMSR \leq 0.08$
RMSEA	0.13	0.11	$0.05 \leq RMSA \leq 0.08$
Incremental Fitness Value			
CFI	0.91	0.93	$0.95 \leq CFI \leq 0.97$
NNFI	0.90	0.92	$0.95 \leq NNFI \leq 0.97$
NFI	0.89	0.91	$0.95 \leq NFI \leq 0.97$

Table 6: Test of Ethnocentrism Scale

In consequence of the confirmatory factor analysis, likelihood ratio chi-square (X^2) is calculated as 470.86; degree of freedom as 5; chi-square/degree of freedom (X^2/SD) 1.09; and root mean square error as 0.011. (X^2)/df ratio and RMSEA value are at acceptable levels. Considering the incremental fitness values obtained in consequence of the factor analysis, CFI is calculated as 0.93, NNFI as 0.92 and NFI as 0.91. NFI, CFI, GFI and AGFI values are at the level of good fit.

A confirmatory factor analysis is made for 4 variables composing the hostility dimension and, as a result, it is seen that model fitness values of the variables under the hostility dimension fit well. Values of remaining variables of each dimension obtained in consequence of the confirmatory factor analysis are shown in the Table 7.

Variables	Standard Value	R2	Error Variance	t Value
Economic Hostility				
V1	0.4	0.47	0.48	9.93
V2	0.82	0.84	0.13	12.36
V3	1.07	0.086	12.07	4.51
Social Hostility				
V4	0.90	0.49	0.86	10.47
V5	0.85	0.52	0.68	10.77
V6	0.68	0.31	1.05	8.30
Political Hostility				
V7	0.79	0.54	0.55	10.89
V8	0.79	0.45	0.77	10.05
V9	0.36	0.088	1.32	4.25
Military Hostility				
V10	0.53	0.39	0.45	9.64
V11	0.70	0.62	0.30	11.78

Table 7: Values of Variables of Hostility Dimension Remaining After the Modification

4.2. Test of Research Model

A path analysis is made in order to test statistical fitness of the hostility model by using the scales verified for the research model. Fitness values are given in the Table 8.

Fit Index	Before Modification	After Modification	Acceptable Fitness
Absolute Fitness Value			
Chi-Square (X^2)	2407.18	1560.23	
Degrees of Freedom	784	634	
Chi-Square/df	3.07	2.46	1-5
GFI	0.78	0.76	$0.90 \leq GFI \leq 0.95$
IGFI	0.76	0.72	$0.85 \leq AGFI \leq 0.90$
RMSR	0.12	0.16	$0.05 \leq RMSR \leq 0.08$
RMSEA	0.077	0.076	$0.05 \leq RMSEA \leq 0.08$
Incremental Fitness Value			
CFI	0.96	0.92	$0.95 \leq CFI \leq 0.97$
NNFI	0.97	0.92	$0.95 \leq NNFI \leq 0.97$
NFI	0.94	0.88	$0.95 \leq NFI \leq 0.97$

Table 8: Test of Research Model

In consequence of the confirmatory factor analysis, likelihood ratio chi-square (X^2) is calculated as 1560.23; degree of freedom as 634; X^2/SD as 2.46; and RMSEA as 0.076. (X^2)/df ratio and RMSEA are at acceptable levels. Considering the incremental fitness values of the factor analysis, CFI is determined as 0.92, NNFI as 0.092 and NFI as 0.88. NFI, CFI, GFI and AGFI values are at the level of good fit. Relations between psychosocial standing and economic hostility, psychosocial standing and social hostility, psychosocial standing and political hostility, psychosocial standing and military hostility, intention of buying and psychosocial standing and ethnocentrism and intention of buying in the model are given in the Table 9.

Variables	Standard Value	Error Variance	t Value	R ²
Psychosocial Standing - Economic Hostility	0.10	0.45	1.18	0.55
Psychosocial Standing - Social Hostility	0.66	0.45	7.49	0.55
Psychosocial Standing - Political Hostility	0.071	0.45	0.55	0.55
Psychosocial Standing - Military Hostility	0.063	0.45	0.44	0.55
Intention of Buying - Psychosocial Standing	0.81	0.34	8.95	0.66
Ethnocentrism - Intention of Buying	0.58	0.66	6.74	0.34

Table 9: Relations between Research Model Variables

When data regarding the relationship between dimensions are examined; standard value is found as 0.10, error variance as 0.45, t value as 1.18 and R² as 0.55 between the psychosocial standing and economic hostility and standard value is found as 0.10, error variance as 0.45, t value as 7.49 and R² as 0.55 between the psychosocial standing and social hostility. In addition, standard value is found as 0.071, error variance as 0.45, t value as 0.55 and R² as 0.55 between the psychosocial standing and political hostility and standard value is found as 0.063, error variance as 0.45, t value as 0.44 and R² as 0.55 between the psychosocial standing and military hostility. Standard value is found as 0.81, error variance as 0.34, t value as 8.95 and R² as 0.66 between the intention of buying and psychosocial standing and standard value is found as 0.58, error variance as 0.66, t value as 6.74 and R² as 0.34 between the ethnocentrism and psychosocial standing. According to the values obtained, it is seen that psychosocial standing influences the intention of buying at the most (R²:0.66) and intention of buying influences ethnocentrism at the least (R²:0.34). Furthermore, economic hostility, social hostility, political hostility and military hostility influences the psychosocial standing at the same level (R²: 0.55). Under the light of these information, it is understood that H1, H2, H3, H4, H5 and H6 hypotheses are accepted.

Cronbach's Alpha value, Standard coefficients, R^2 , Error variance and t value of variables remaining after modifications in relation to the research model are given in the Table 10.

Variables	Standard Coefficient	R^2	Error Variance	t Value
Economic Hostility				
V1	0.66	0.49	0.46	10.54
V2	0.79	0.79	0.17	12.91
V3	1.01	0.79	12.01	4.39
Social Hostility				
V4	0.84	0.42	0.97	10.76
V5	0.85	0.51	0.68	12.21
V6	0.75	0.38	0.95	10.08
Political Hostility				
V7	0.77	0.51	0.58	11.17
V8	0.75	0.41	0.81	10.10
V9	0.72	0.32	0.96	7.65
Military Hostility				
V10	0.48	0.32	0.50	9.01
V11	0.60	0.46	0.43	11.09
Psychosocial Standing				
V12	0.77	0.47	0.6	10.16
V13	0.73	0.39	0.82	9.56
V14	0.75	0.36	1.00	8.95
V15	1.05	0.64	0.60	11.65
V16	0.82	0.47	0.76	10.30
Intention of Buying:				
V17	0.75	0.48	0.73	10.18
V18	0.72	0.49	0.54	10.04
V19	0.57	0.27	0.88	8.06
V20	0.87	0.64	0.42	11.83
V21	0.79	0.39	0.96	9.60
Consumer Ethnocentrism				
V22	0.67	0.33	0.88	10.09
V23	0.61	0.30	0.88	9.39
V24	0.47	0.31	0.49	9.90
V25	0.91	0.58	0.59	14.46
V26	0.56	0.18	1.46	6.95
V27	1.04	0.64	0.60	15.51
V28	0.97	0.49	0.99	13.02
V29	0.83	0.58	0.50	14.46
V30	0.90	0.54	0.69	13.73
V31	0.58	0.36	0.58	10.50
V32	0.77	0.40	0.88	11.23
V33	0.42	0.12	1.31	5.64
V34	0.64	0.31	0.90	9.63
V35	0.98	0.20	3.85	7.64
V36	0.69	0.30	1.08	9.53
V37	0.55	0.18	1.32	7.15
V38	0.64	0.28	1.02	9.12

Table 10: Values of Variables of the Research Model Remaining After the Modification

Path diagram of the research model is given in the Figure 2.

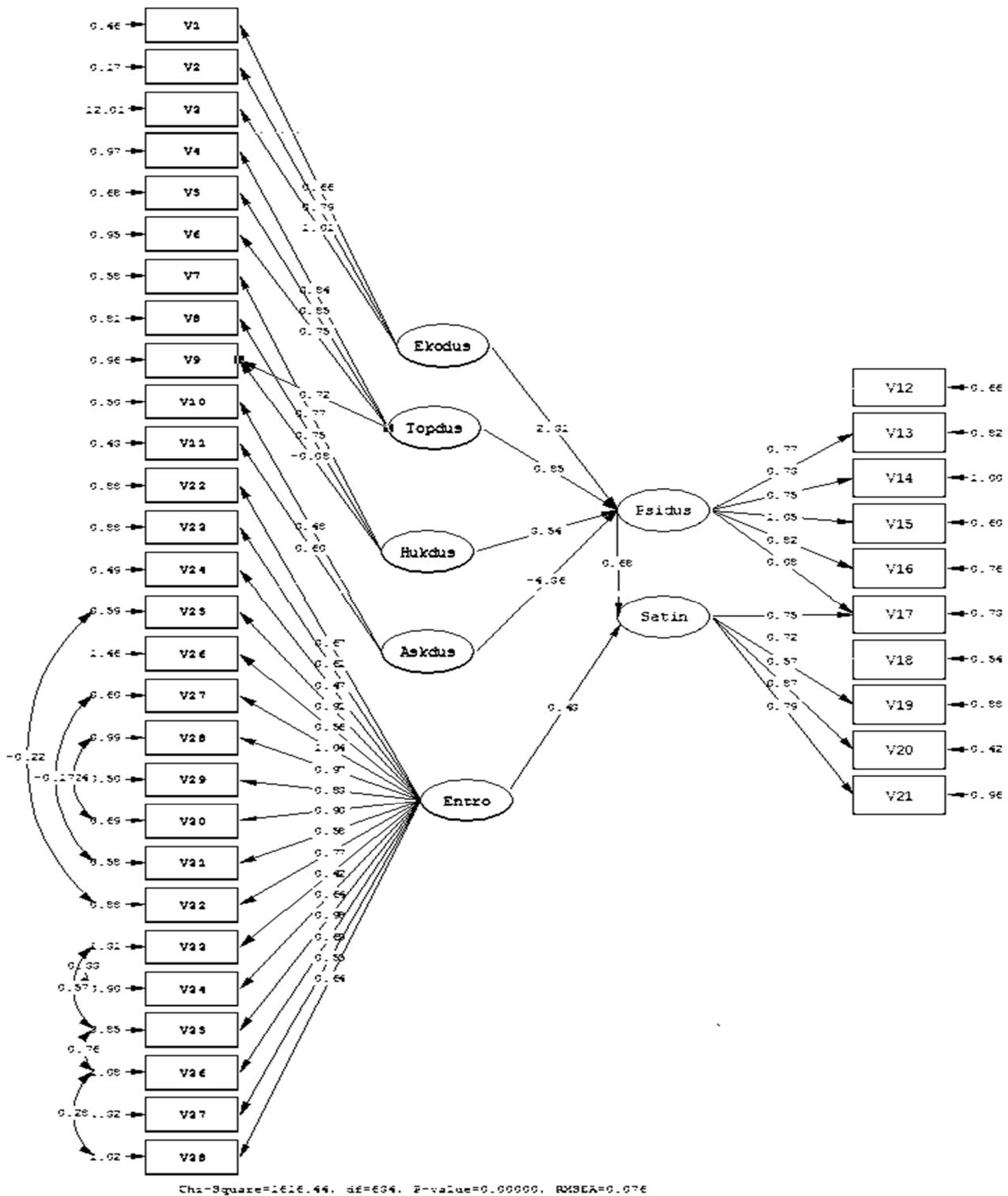


Figure 2. Path diagram of the research model

5. CONCLUSION

In scope of this research aiming to evaluate the hostility of the citizens of different countries for the products of other countries and focus on the importance of taking notice of the influences of this hostility on the psycho-social nature of consumers and role of consumer ethnocentrism on the intention of buying, a survey is carried out with Turkish, Iranian and Azerbaijani students having graduate study in Ataturk University and Kafkas University in Turkey. In consequence of the research on the respective students, it is attempted to evaluate the hostility perception and determine the impacts of this hostility perception on the psycho-social nature of consumers and whether ethnocentrism has any influence on the intention of buying.

When answers given by the students having participated in the research are examined, it is seen that 35% of participants are female and 64.2% are male. It is seen that most of the participants have bachelor's degree (81.5%) and have an income of (53.1%) TL 251-500 (67.0%) and 181 of them are from Turkey (67%), 42 from Iran (15.6%) and 47 from Azerbaijan (17.4%).

According to the data obtained, participants from the Republic of Turkey hate Israel and America most and participants from Azerbaijan hate Armenia and Israel most. It is also seen that participants from Iran hate America and Israel most. It is understood that participants generally hate Israel in the 1st rank, America in the 2nd rank and Armenia in the 3rd rank. When data regarding the relation between dimensions are examined, it is determined that economic, military, social and political hostility influence the psychosocial standing.

According to the values obtained, it is seen that psychosocial standing influences the intention of buying at the most ($R^2:0.66$) and intention of buying influences ethnocentrism at the least ($R^2:0.34$). Furthermore, economic hostility, social hostility, political hostility and military hostility influences the psychosocial standing at the same level ($R^2: 0.55$). Under the light of these information, it is understood that H1, H2, H3, H4, H5 and H6 hypotheses are accepted. Accordingly, it is possible to say that consumers from countries with hostility to each other direct their intention of buying in relation to the hostility born to the other country.

According to the results of the study, it may be suggested that consumer ethnocentrism, hostility and psychosocial actors arising from hostility have an impact on the intention of buying. It is understood that consumer ethnocentrism, which values the concepts of country and nationality above personal interests and leads consumers to form their behaviors accordingly, is an important factor in forming the buying intentions of consumers from countries with hostility or enmity to each other.

It is possible to suggest that looking into the hostility between countries and consumer ethnocentrism of the citizens of these countries while preparing marketing schedules and strategies for brands will have a significant role in the success of marketing activities and thus gaining competitive advantage. These factors are deemed significant especially for marketing communication and market segmentation strategies.

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