

Consumer Ethnocentrism in the Jordanian Market: The Impact of Socio-psychological Variables on Consumer Ethnocentric Tendencies

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Keywords

Consumer ethnocentrism; dogmatism; conservatism; world-mindedness

Abstract

The concept of consumer ethnocentrism can improve the understanding of how consumers evaluate domestic and foreign products. Consumer ethnocentrism can be considered as a global trend; however, there are differences in ethnocentric tendencies expressed by consumers from different countries. Yet, little is known about consumers from developing countries. The present study has the purpose of exploring ethnocentrism amongst consumers in Jordan. Moreover, it investigates what leads Jordanians to consumer ethnocentrism through examining the influence of demographic and socio-psychological variables on consumer ethnocentrism. Results based on an analysis of data relating to 272 responses indicate that Jordanians show high ethnocentric tendencies towards their domestic products. However, the empirical results in this study confirm that consumer ethnocentrism can be found in developing countries where foreign products are likely to be preferred over local products. Overall, Jordanian consumers demonstrated a unique case of how socio-psychological and demographic variables influence consumer ethnocentrism. The impact of socio-psychological and demographic variables on consumer ethnocentrism may be country or culture specific. However, consumer ethnocentrism for Jordanians appears to be fuelled by conservatism. Age, regional location and gender have positive significant influences on consumer ethnocentrism. Alternatively, world-mindedness and educational level have negative significant influences on ethnocentric tendencies for Jordanian consumers towards purchasing their domestic products. The compendium of antecedents of consumer ethnocentrism can be used by marketers for better segmentation and targeting strategies.

Introduction

Globalization has made a remarkable impact throughout the world in past few years. However, the globalization of markets does not imply that national markets are merging into one huge marketplace. Yet, it is difficult to answer the question of how to successfully organize business activities in countries where the level of ambiguity is high (Apil *et al*, 2007). The international competition has accelerated the efforts of companies on understanding the behaviors of the consumers (Guneren and Ozturn, 2008). Globalization does not compulsory follow that individuals all over the world are globalizing (Cleveland *et al*, 2009). Hence, marketers need to understand more about consumers' ideologies for better segmentation and targeting. Savvy global managers now seek opportunities beyond advanced markets (Klein *et al*, 2006), but little is known about consumers from developing countries. Moreover, although tariff barriers have fallen significantly in recent years; non-tariff barriers persist (Shankarmahesh, 2006). Paradoxically, globalization is the encounter between organizations that are increasingly going more and more global and consumers that are staying mainly local. Yet, increased global media exposure, the Internet and international travel have led consumers all over the world to be familiar with more products and brands from overseas countries (Nijssen and Herk, 2009). In this context, the concept of consumer ethnocentrism can improve the understanding of how consumers evaluate domestic and foreign products.

Theoretical Background

For many years, ethnocentrism *has been* researched *widely* by psychologists, sociologists and marketing scholars. As first introduced by Sumner (1906) ethnocentrism

refers to a “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” p.13. Murdock (1931) indicated that ethnocentrism can be applicable to tribes, nations and all kinds of social groups. However, ethnocentrism is a strong and blind attachment to a specific ethnic group and its culture (Adorno *et al*, 1950). It involves dual judgments: a positive attitude towards one’s own group and a negative attitude towards other groups (Chang and Ritter, 1976). Lynn (1976) considered ethnocentrism to be a part of any human nature. Ethnocentrism represents a tendency in the individuals to be ethnically centered in their acceptance to the in-groups and their rejection to the out-groups (Durvasula *et al*, 1997). More specifically, it is the tendency level of individuals to see their community as the centre of the universe and interpret other societies within that framework (Guneren and Ozturn, 2008). Hence, ethnocentrism leads individuals to amplify everything in their own culture that differentiates them from others. Thus, it may cause contempt for other cultural groups. In sum, ethnocentrism is a belief that could influence consumer preferences of domestic products (Hsu and Nien, 2008).

Factors other than product quality may help to explain why some consumers tend to perceive products made by local products as being of higher quality than the imports. Given the high number of quality cues available for consumers, the significance of country-of-origin information is likely to increase as it offers a brief summary of the actual attributes of a product (Caruana, 1996). Despite its importance in theoretical development and practical implications, consumer ethnocentrism research has received relatively little attention compared to country-of-origin effects (Lee *et al*, 2003). Ethnocentrism is a global phenomenon; however, there are differences in the level of ethnocentrism expressed by consumers, depending on the country under study (Javalgi *et al*, 2005). Over the years many *international marketing scholars* have studied the concept of consumer ethnocentrism. The term consumer ethnocentrism was conceptualized for the first time by Shimp (1984). Shimp and Sharma (1987) defined consumer ethnocentrism as: “the beliefs held by the consumers about the appropriateness, indeed morality, of purchasing foreign made products” (p.240). According to these two researchers, ethnocentrism provides consumers with a sense of identity; feelings of belongings to the in-group and the rejection of the out-group. Consumer ethnocentrism has a stronger impact on consumer preferences for national and foreign products than marketing mix (Herche, 1994). It may cause an overestimation of the quality of domestic products and an underestimation of the quality of foreign products (Kaynak and Kara, 2002). The concept of consumer ethnocentrism can help researchers know why some individuals have positive attitudes towards domestic products and why some individuals have negative attitudes towards foreign products (Shimp, 1984). Consumers with high ethnocentric tendencies believe that purchasing foreign products is wrong, since it harms their country’s economy, causes unemployment and is unpatriotic (i.e Shimp and Sharma, 1987; Durvasula *et al*, 1997; Orth and Firbasova, 2003; Supphellen and Gronhaug, 2003; Al Ganideh *et al*, 2007).

Economic recession and high unemployment could cause consumers to be ethnocentric (Witkowski and Beach, 1998). Ethnocentric consumers believe that purchasing foreign made products is immoral. Thus, foreign products may turn into objects of disdain. Highly ethnocentric consumers evaluate products based on the moral tolerability of buying foreign products (Ahmed *et al*, 2004). Furthermore, ethnocentric consumers do not want to know more about foreign brands as their processing of information for foreign products is superficial (Supphellen and Gronhaug, 2003). Consumers with low ethnocentric tendencies evaluate products objectively regardless of the products’ country-of-origin (Netemyer *et al*, 1991). However, these consumers might also have positive attitudes towards foreign products (Durvasula *et al*, 1997). Ethnocentric consumers are willing to pay more to buy domestic products, while low ethnocentric consumers will switch to foreign products instead of paying more (Lantz and Loeb, 1996). Consumer ethnocentrism is the cognitive component that refers to the consumer’s belief in the perfection of the domestic products, which may take a moral shape surpassing the realization of economic benefits of buying the products in the consumer’s country (Guneren and Ozturn, 2008; Cleveland *et al*, 2009).

Shimp and Sharma (1987) indicated that consumer ethnocentrism can be measured through the Consumer Ethnocentrism Scale (CETSCALE) they developed. The researchers maintained that the CETSCALE is a measure of tendency rather than attitude. Bruning (1997) argued that the CETSCALE was developed based on socio-psychological literature on ethnocentrism, authoritarianism, nationalism and marketing literature. It is a multi-item

scale that reflects a tendency to prefer domestic products over foreign ones (Nielsen and Spence, 1997; Watson and Wright, 2000). The scale measures the extent to which individuals believe that purchasing foreign products is unpatriotic and morally wrong since it harms the national economy. Kaynak and Kara (2002) argued that the CETSCALE can be considered as a significant contribution to consumer research as it can measure consumer ethnocentrism across different cultures. Consumers who score highly on the CETSCALE prefer to buy domestic products, while low CETSCALE scores mean that consumers have no preferences towards purchasing domestic products. The reliability and validity of the CETSCALE have been ensured by various studies (i.e Kaynak and Kara, 2002; Bawa, 2004; Javalgi *et al*, 2005; Saffu and Walker, 2005; Klein *et al*, 2006; Al Ganideh *et al*, 2007; Guneren and Özturk, 2008; Wang *et al*, 2010). Despite the fact that the scale has received little criticism it has been used widely in marketing research to measure consumers' ethnocentric tendencies (i.e Shimp and Sharma, 1987; Caruana, 1996; Nielsen and Spence, 1997; Witkowski and Beach, 1998; Vida and Fairhurst, 1999; Watson and Wright, 2000; Bawa 2004; Brodowsky *et al*, 2004; Javalgi *et al*, 2005; Al Ganideh *et al*, 2007; Guneren and Ozturk, 2008; Wang *et al*, 2010). However, the scale is deficient in a number of aspects such as it was developed based on the views of American citizens and all its 17 items were developed based on the concepts of whether purchasing foreign products harms national economy, causes unemployment or is unpatriotic (Lindquist *et al*, 2001). In this context, Bawa (2004) criticized the CETSCALE as it considers all consumers to be ethnocentric and differing only in their ethnocentrism level. The scale aims to answer the question of 'how ethnocentric are consumers?' and not 'are they ethnocentric?'

Consumer ethnocentrism literature has focused mainly on examining ethnocentric tendencies amongst the consumers in the U.S.A (i.e Shimp, 1984; Shimp and Sharma, 1987; Herche, 1992; Nielsen and Spence, 1997; Brodowsky *et al*, 2004), in Europe (i.e Reardon *et al*, 2005; Javalgi *et al*, 2005; Evanschitzky *et al*, 2008; Guneren and Ozturk, 2008) and in China (i.e Hsu and Nien, 2008; Wang *et al*, 2010). Moreover, the consequences of consumer ethnocentrism, whether it causes individuals to purchase national products, have been well studied in previous research (i.e Sharma *et al*, 1995; Klein *et al*, 1998; Orth and Firasova, 2003; Javalgi *et al*, 2005; Guneren and Ozturk, 2008). However, the sources of the consumer ethnocentrism phenomenon have not been well researched (Al Ganideh *et al*, 2007). Hence, it is important to understand what causes consumers to be ethnocentric. In this context, demographic and socio- psychological variables could help clarify the roots of consumer ethnocentrism. Therefore, a number of studies have examined the influence of consumer demographics on ethnocentric tendencies of consumers (i.e Good and Huddleston, 1995; Bruning, 1997; Watson and Wright, 2000; Balabanis *et al*, 2001; Lee *et al*, 2003; Javalgi *et al*, 2005; Al Ganideh *et al*, 2007; Guneren and Ozturk, 2008). Examining the influence of demographic variables on consumer ethnocentrism could help marketers to segment consumers based on their attitudes towards purchasing domestic products (Shankarmahesh, 2006). Guneren and Ozturk (2008) argued that consumer ethnocentrism is considered a tool that can likely be utilized to classify consumers who favour domestic products over foreign products. Demographic variables which were examined in previous studies include age (i.e Witkowski and Beach, 1998; Watson and Wright, 2000; Kim and Pysarchik, 2000; Balabanis *et al*, 2001; Thelen, 2002; Lee *et al*, 2003; Javalgi *et al*, 2005; Al Ganideh *et al*, 2007; Guneren and Ozturk, 2008), gender (i.e Bruning, 1997; Nielsen and Spence, 1997; Vida and Fairhurst, 1999; Kim and Pysarchik, 2000; Balabanis *et al*, 2001; Thelen, 2002; Lee *et al*, 2003; Javalgi *et al*, 2005; Al Ganideh *et al*, 2007; Guneren and Ozturk, 2008), education (i.e Sharma *et al*, 1995; Balabanis *et al*, 2001; Guneren and Ozturk, 2008) and income (i.e Sharma *et al*, 1995; Bruning, 1997; Watson and Wright, 2000; Balabanis *et al*, 2001; Lee *et al*, 2003; Klein *et al*, 2006; Al Ganideh *et al*, 2007; Guneren and Ozturk, 2008). The influence of demographic variables such as geographic location, marital status and educational level on consumer ethnocentrism has been ignored by the vast majority of researchers.

There is a dearth of studies which explore the influence of socio-psychological variables on ethnocentrism. Moreover, the results of previous empirical studies regarding the influences of socio-psychological antecedents are conflicting (Shankarmahesh, 2006; Al Ganideh *et al*, 2007). Yet, a number of researchers have focused on examining patriotism (Sharma *et al*, 1995; Balabanis *et al*, 2001; Lee *et al*, 2003; Javalgi *et al*, 2005; Al Ganideh *et al*, 2007), nationalism (Balabanis *et al*, 2001; Lee *et al*, 2003; Al Ganideh *et al*, 2007), world-mindedness (internationalism) (i.e Rawwas and Rejendran, 1996; Balabanis *et al*, 2001; Lee *et al*, 2003; Al Ganideh *et al*, 2007), dogmatism (i.e Caruana, 1996), conservatism (i.e Sharma *et al*, 1995; Javalgi *et al*, 2005) and collectivism-individualism (i.e Sharma *et al*, 1995; Javalgi *et al*, 2005) as

antecedents to consumer ethnocentrism. This study extends previous research concerning the examination of the influence of socio-psychological variables, namely conservatism, dogmatism and world-mindedness, on ethnocentrism for Jordanian consumers. Dogmatism can be defined as a character attribute that views reality in black and white (Caruana, 1996). Conservatism refers to “a tendency to cherish traditions and social institutions that have survived the test of time and to introduce changes only occasionally, reluctantly and gradually” (Sharma *et al*, 1995, p.28). World-mindedness refers to emotional support and empathy for the people of other countries (Lee *et al*, 2003).

Based on the consumer ethnocentrism literature that has been examined, none of the studies have examined consumer ethnocentrism amongst Jordanian or Arab consumers. Hence, this research introduces those interested in consumer ethnocentrism all around the world more understanding about this phenomenon in Jordan, an Arab-Middle East country. An understanding of the Jordanian ethnocentrism as compared with other countries of the world has crucial implications for developing marketing strategies in the global market. The objectives of this study are threefold:

- To examine consumer ethnocentric tendencies amongst Jordanians.
- To examine the impact of demographics on consumer ethnocentrism.
- To investigate the influence of conservatism, dogmatism and world-mindedness on consumer ethnocentrism.

Methodology

A survey was conducted to collect data. In the first section of the questionnaire, the respondents were asked to answer a modified 17-item CETSCALE (Shimp and Sharma, 1987), a Jordanian modified version, to measure their levels of consumer ethnocentric tendencies. In the second section, the respondents were asked to answer a 7-item Rawwas and Rejendran (1996) world-mindedness scale and Ray (1983) 5-item dogmatism scale. Moreover, to measure Jordanians' conservatism and due to the uniqueness of the Jordanian society, the respondents were asked to answer four items developed by the researchers based on an exploratory pilot study conducted in August 2009. These four developed items were related to tribes in Jordan, tribal law, honor killing, and the role of women in the political life. In the final section, the respondents were asked to answer demographical data about themselves (gender, age, geographical location, educational knowledge and marital status). Income was excluded in this study as Jordanians are too sensitive to questions related to income as they tend to believe that such questions might influence their personal annual taxation. Out of 352 questionnaires distributed to random Jordanian shoppers in November and December 2009 in 3 main market areas in Amman City (centre of Jordan), Irbid City (north of Jordan) and Karak City (south of Jordan), 272 were usable. Questionnaires with substantial missing data were excluded. The design of the original questionnaire form was in English. Parallel translation has been employed to translate the questionnaire from English into Arabic; the questionnaire was translated by four Jordanian PhD holders who are fluent in Arabic and English in two focus group sessions. At the end of the two sessions, a number of items were rewritten.

Data Analysis and Concluding Remarks

The first objective of this study is to examine the level of consumer ethnocentrism amongst Jordanians. The CETSCALE has been employed to measure Jordanians ethnocentric tendencies. The scores on the 17-item CETSCALE ranged from 25 to 119 due to the 7- point Likert type scale. The mean CETSCALE total score for the Jordanians is 70.15 out of 119, with a 4.127 mean score. The standard deviation for the CETSCALE is 21.409. The results of this study revealed that the CETSCALE is a reliable instrument; Cronbach's Alpha for the 17- item CETSCALE is 0.953. It should be noted that such a high reliability is nearly equal to the reliability estimates found in previous research (i.e Balabanis *et al*, 2001; Lee *et al*, 2003; Saffu and Walker, 2005; Al Ganideh, *et al*, 2007; Guneren and Ozturk, 2008). However, the non-student sample of the current study showed slightly higher ethnocentric tendencies than what students showed in Al Ganideh *et al*, (2007) study. The Jordanian students scored 68.5 on a 17-item CETSCALE (Al Ganideh *et al*, 2007). Compared to consumers of other countries who were investigated in previous research, Jordanian consumers appear to be overly ethnocentric and show higher ethnocentrism than consumers from the U.S.A, Poland, Russia, Malta, Hungary, Singapore, France and China (Shimp and Sharma, 1987; Good and Huddleston, 1995; Caruana, 1996; Witkowski and Beach, 1998; Watson and Wright, 2000; Javalgi *et al*, 2005; Hsu and Nien, 2008) and lower than consumers

from South Korea and Mexico (Sharma *et al*, 1995; Witkowski and Beach, 1998). The high consumer ethnocentrism level that the Jordanians expressed could be attributed to the high unemployment rate in Jordan (Al Ganideh *et al*, 2007). Cronbach's Alpha for conservatism, dogmatism and world-mindedness scales have exceeded 0.80. These values are higher than Hair *et al*'s (1998) estimated reliably value of 0.60. A hierarchal regression method was carried out to investigate the joint influence of conservatism, dogmatism and world-mindedness on consumer ethnocentrism over and above that accounted for by the demographics. In this method, predictor variables are entered in two blocks, with demographics entered first to provide a baseline for the model and then adding conservatism, dogmatism and world-mindedness in the second block entered.

Table 1 ANOVA(c) Results

| Model | | Sum of Squares | Degree of Freedom | Mean Square | F Value | Significant |
|-------|------------|----------------|-------------------|-------------|---------|-------------------|
| 1 | Regression | 47385.989 | 5 | 9477.198 | 32.814 | .000 ^a |
| | Residual | 76825.526 | 266 | 288.818 | | |
| | Total | 124211.515 | 271 | | | |
| 2 | Regression | 63203.866 | 8 | 7900.483 | 34.058 | .000 ^b |
| | Residual | 61007.648 | 263 | 231.968 | | |
| | Total | 124211.515 | 271 | | | |

a.Predictors: (Constant), Gender, Geographical location , Age, Educational level, and Marital status

b.Predictors: (Constant), Gender, Geographical location , Age, Educational level, Marital status, Conservatism, Dogmatism and World-mindedness,

c.Dependent Variable: CETSCAL

Table 1 shows the first model when only demographic variables (gender, geographical location , age, educational level and marital status) were entered in the first block as predictors of consumer ethnocentrism, which proved to be statistically significant as shown from ANOVA in Table 1 (F= 32.814) (df= 5,266). Also, it is clear that the addition of conservatism, dogmatism and world-mindedness as seen from ANOVA in Table 1 results in a significant change in the proportion of the variance (F=34.058) (df=8, 263). Such a result proves that the predictors in the second set (conservatism, dogmatism and world-mindedness) do, in a group, influence consumer ethnocentrism even when the influence of demographic variables is controlled for. It is clear from Table 2 that based on the predictors in the first set (Model 1), gender, geographical location, age, educational level, and marital status explain 38.1 per cent of the total variance in the CETSCALE. However, upon examining the incremental contribution of gender, geographical location, income, age, educational level, marital status, this study found that only 12.8 per cent of the variance in the CETSCALE was explained by socio- psychological variables namely, conservatism, dogmatism and world-mindedness.

Table 2 Hierarchical Regression Results

| Model | R | R Square | Adjusted R Square | S.E.E |
|-------|--------------------|----------|-------------------|--------|
| 1 | 0.618 ^a | 0.381 | 0.370 | 16.995 |
| 2 | 0.713 ^b | 0.509 | 0.494 | 15.231 |

a.Predictors: (Constant) Gender, Geographical location, Age, Educational Level, Marital Status.

b.Predictors: (Constant) Gender, Geographical location, Age, Educational Level, Marital Status, Conservatism, Dogmatism, and World-mindedness.

c.Dependent Variable: CETSCAL

In addition, Table 3 shows the results of conducting linear regression on conservatism, dogmatism, world-mindedness, gender, geographical location, age, educational level, and marital status as independent variables and consumer ethnocentrism as a dependent variable. Regarding the relative importance of each independent variable, the results show

that conservatism has the strongest influence on consumer ethnocentrism ($\beta=0.317$), followed by age ($\beta=0.217$), world-mindedness ($\beta= -0.214$), regional location ($\beta=0.157$), educational level ($\beta=-0.11$), and gender ($\beta=0.098$).

Table 3 Regression on Consumer Ethnocentrism

| Model | | Unstandardised Coefficients | | Standardised Coefficients | t | Significant |
|-------|-------------------|-----------------------------|------------|---------------------------|--------|-------------|
| | | B | Std. Error | Beta | | |
| 2 | (Constant) | 47.169 | 7.471 | | 6.313 | 0.000 |
| | Age | 4.480 | 1.140 | 0.217 | 3.931 | 0.000 |
| | Gender | 4.493 | 2.138 | 0.098 | 2.102 | 0.037 |
| | Marital status | -3.210 | 2.705 | -0.071 | -1.187 | 0.236 |
| | Educational level | -2.463 | 1.187 | -0.110 | -2.075 | 0.039 |
| | Regional location | 4.315 | 1.337 | 0.157 | 3.227 | 0.001 |
| | World-mindedness | -0.660 | 0.141 | -0.214 | -4.686 | 0.000 |
| | Dogmatism | 0.234 | 0.189 | 0.068 | 1.234 | 0.218 |
| | Conservatism | 1.416 | 0.247 | 0.317 | 5.743 | 0.000 |

* $P \leq 0.05$ ** $P \leq 0.01$

Conservatism has the strongest significant influence on consumer ethnocentrism; this influence is similar to expectations (the greater one's conservatism, the more ethnocentric s/he would be). The results of the current study confirm the results of previous research that conservatism has significant positive influence on consumer ethnocentrism (i.e. Sharma *et al*, 1995; Balabanis *et al*, 2002; Javalgi *et al*, 2005). Additionally, the results showed that the more world-minded consumers are, the less favourable they are towards foreign products. World-mindedness has negative significant influence on consumer ethnocentrism. This finding is similar to the results found among the U.S.A consumers in Lee *et al*'s (2003) study. However, Balabanis *et al*, (2001) concluded that there is no significant relationship between world-mindedness and ethnocentrism for consumers from Turkey and the Czech Republic. Surprisingly, Al Ganideh *et al*, (2007) found a positive relationship between internationalism and consumer ethnocentrism for a student sample in Jordan. Unexpectedly, dogmatism found to have no significant influence on consumer ethnocentrism. However, Caruana (1996) found a positive significant relationship between dogmatism and the CETSCALE.

Demographic variables could help marketers know more regarding the roots of the consumer ethnocentrism phenomenon. The current study agrees with previous research (i.e. Good and Huddleston, 1995; Nielsen and Spence, 1997; Witkowski and Beach, 1998; Watson and Wright, 2000; Kim and Pysarchik, 2000; Balabanis *et al*, 2001 -Turkish sample-; Thelen, 2002; Lee *et al*, 2003; Javalgi *et al*, 2005; Guneren and Ozturn, 2008) as the findings showed that age has a significant influence on consumer ethnocentrism and older Jordanians expressed the highest ethnocentrism towards their country products. Moreover, the findings concur with what Al Ganideh *et al*, (2007) found, in that geographical location has a significant influence on consumer ethnocentrism: consumers from the south of Jordan have more consumer ethnocentric tendencies than their counterparts from the centre and the north of Jordan. Furthermore, the results of the current study revealed that gender has significant influence on consumer ethnocentrism and Jordanian women expressed more ethnocentric tendencies than Jordanian men. Other than for a few expectations (Balabanis *et al*, 2001-Czech Republics. Thelen, 2002; Al Ganideh *et al*, 2007), the findings of the majority of consumer ethnocentrism studies (Sharma *et al*, 1995; Bruning, 1997; Nielsen and Spence, 1997; Vida and Fairhurst, 1999; Kim and Pysarchik, 2000; Balabanis *et al*, 2001-Turkish sample- ; Lee *et al*, 2003; Javalgi *et al*, 2005; Guneren and Ozturn, 2008) concluded that gender has significant influence on the CETSCALE. Overall, in the abovementioned studies, women have been found to be more ethnocentric than men. Educational level has a negative significant influence on consumer ethnocentrism. Highly educated individuals have less ethnocentric tendencies towards domestic products. Caruana (1996), Klein and Ettenson (1998) and Guneren and Ozturn (2008) found a negative correlation between education and consumer ethnocentrism. Marital status has no significant influence on ethnocentrism for consumers in Jordan. This result is similar to the result found by Caruana (1996) in Malta.

Overall, Jordanians showed a unique example of how socio-psychological and demographic variables influence consumer ethnocentrism in a way which differs from the previous studies in this field. Global marketers need to increase their understanding of how consumers in different countries perceive foreign products. The concept of consumer ethnocentrism provides marketers with a better understanding of why consumers prefer to buy domestic or foreign products. Consumer ethnocentrism can exist among individuals from developing countries where foreign products are likely to be preferred over the domestic ones. Marketers should not avoid Jordanian ethnocentric consumers; however, they should attempt to find any domestic link which will help them to make their products more acceptable to Jordanian ethnocentric consumers.

Research Limitations and Direction for Further Research

Although this study has provided an integrated view of Jordanian consumers' ethnocentric tendencies, it is subject to a number of limitations and these might be explored in future research. Bearing this in mind, it is important to draw attention to the limitations that confront this study. First, this study employed a Jordanian version of the CETSCALE. Despite the fact that the CETSCALE is the predominantly used scale in marketing research to measure consumers' ethnocentric tendencies, the scale is deficient in a number of respects. For example, the scale has been developed based on the views of American nationals and it is possible that their views are different from the views of people from other cultures. Moreover, the use of 17 items to measure a straightforward concept 'consumer ethnocentrism' may result in question redundancy which could increase internal consistency (Klein *et al*, 2006). In addition, the CETSCALE could be less relevant than more specific information which provides managers with precise facts (Klein *et al*, 1998). Second, the sampling procedures represent several limitations of the current study. The sample was limited to the residents of three main cities, namely, Amman City (centre of Jordan), Irbid City (north of Jordan) and Karak City (south of Jordan). Further research should collect data from different cities within these three main geographical areas in order to validate the results of this study. Moreover, while the data set used was sizable, a larger sample would have been needed for conclusive results. Given the lack of previous empirical data on consumer behaviour and ethnocentrism in Arab countries, this study provides important insights regarding consumer ethnocentrism among Arab consumers. Hence, the study's findings may be generalised to other countries in the Middle East and North Africa region. However, it is interesting for further research to conduct cross-cultural studies involve other developing countries. Finally, the current study has examined only the influence of conservatism, dogmatism and world-mindedness on consumer ethnocentrism amongst Jordanians. Future research should attempt to examine additional antecedents to consumer ethnocentrism. Besides the variables used within this study, the effect of other variables such as animosity, xenophobia, racial superiority, collectivism/individualism, and openness to foreign cultures should be examined.

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