

## The Impact of Conscious Awareness and Consumer Uniqueness on Consumer Ethnocentrism and Demographics Comparisons

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### ABSTRACT

**Purpose** - This study aimed to interpret the differences stemming from the effect of demographic variables by analysing the relationship between conscious awareness, consumer uniqueness, and consumer ethnocentrism.

**Design/methodology/approach** - A survey has been carried across Turkey on consumers over 18 to determine this relationship. The data obtained were interpreted through the SPSS package program. In the first part of the study, a literature review was conveyed to explain conscious awareness, consumer uniqueness, and consumer ethnocentrism concepts. In the second part, conscious awareness and the relationship between consumer uniqueness and consumer ethnocentrism are described. Thus, regression, t-test and ANOVA analysis were conducted.

**Findings** - According to the analysis results, organizational consumer uniqueness positively affects consumer ethnocentrism. Besides, differences have been achieved between demographic variables and conscious awareness, consumer uniqueness, and consumer ethnocentrism.

**Discussion** - The effects of consumer uniqueness, ethnocentrism and similar phenomena on consumption and purchasing habits are essential for marketing companies. In the analysis conducted in this context, it was revealed that there is a positive relationship between consumer uniqueness and consumer ethnocentrism, while no significant relationship was found between the conscious awareness perceptions of consumers and consumer ethnocentrism. In addition, the study is thought to contribute to both the literature and the sectoral field due to the limited number of studies on the concept of consumer uniqueness in the literature and the analysis results.

## 1. Introduction

Nowadays, increasingly competitive environment, globalization, and technological developments have led to several understanding changes in the marketing approach. Due to these changes, consumer importance has increased even more for producers. Consumer behaviour and the factors affecting consumer behaviour have gained significance for marketers. The new era marketing approach is based on consumer satisfaction by shifting the focus from the producer to the consumer. Thus, it is essential for marketers to determine consumer needs and to create suitable strategies. By changing and individualizing consumer behaviour, businesses have gone so far as to develop one-person markets with one-to-one marketing strategies. There have been many studies in the marketing literature concerning the factors affecting consumer behaviour and consumer needs. However, these studies are not sufficient to fully describe the endless human needs.

Among the policies adopted in many countries to overcome economic crises, there is a wide range of practices to increase consumption expenditures. These campaigns, which are carried out to stimulate domestic demand, also aim to consume domestic goods and support the domestic industry. However, ethnocentrism should not be seen only as an attitude towards foreign goods and services. Because while some people's ethnocentric tendencies are extremely strong, they can buy foreign products to meet their basic needs. There are individual differences in the way people view local practices according to their characteristics such as cultural openness, conservatism and ethnocentrism.

Awareness is when individuals evaluate their experiences instantly and judge their feelings, thoughts and knowledge as a result of this evaluation, positively or negatively, without adding comments. This thinking system forms the basis of conscious awareness. Individuals alert to what is happening around them are also

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quite successful in their daily lives and managing to find solutions to the challenges they encounter logically and appropriately. Thereby, it is seen as a sign that they can make accurate decisions in their consumption habits and purchasing preferences.

Conscious awareness is a state that can be promoted regardless of individuals' mental state or demographic characteristics. It is an almost universal tool to increase the satisfaction and welfare of individuals (Dutt and Ninov, 2016: 85). Individuals with high conscious awareness are peaceful, happy and alert to what is happening around them. The individual knows how to define and evaluate the feelings and thoughts within (Kabat-Zinn and Hanh, 2009: 44). In studies on this subject, individuals with high conscious awareness use compatible coping strategies at a higher level (Weinstein et al., 2009), conscious awareness provides significant improvement in many areas that increase the quality of life of the individual (Flugel-Colle et al., 2009) correlates positively with well-being (Falkenström, 2010), conscious awareness is a predictor of positive emotional states (Brown and Ryan, 2003) are obtained. Based on the self-determination theory, it is possible to say that they successfully focused their consciously aware high attention on current events and experiences, thus successfully performing self-changing behaviours.

There are many studies in which consumers' attitudes towards foreign products are associated with their demographic characteristics, and interesting differences are striking among them. For example, Javalgi et al. (2005) stated that young consumers tend to consume domestic goods, while Schooler (1971) and Upadhyay and Singh (2006) found the opposite, that is, older consumers tend to consume domestic goods in another study. Although studies show different results according to different regions, they generally reveal that variables such as social class, education, income, travel frequency abroad, and the frequency of purchasing show inversely proportional changes with consumer ethnocentrism. However, with increasing age, the feeling of ethnocentrism increases and female consumers show a more ethnocentric profile (Shimp and Sharma, 1987; Han, 1990; Mohammed et al., 2000; Küçükemiroğlu, 1999; Wang, 1978; Good and Huddleston, 1995). Accordingly, older, low-income, low-education female consumers can be expected to be in the most ethnocentric group. According to Demir and Tansuhaj (2011), young people who are more influenced by mass communication and media are more likely to the attraction of global brands.

In other studies, consumer ethnocentrism is predicted to be in close relationship (Kaynak and Kara, 2002), culture, openness to change, conservatism, patriotism, nationalism, collectivism (Javalgi et al., 2005), sense of social acceptance (Conrad et al., 1997), helping model (Granzin and Painter, 2001), tendency to prefer local products, product categories (Balabanis and Diamantopoulos, 2004), political events (Julie and Albaum, 2002), economic development levels of countries (Reardon et al., 2005), and demographic characteristics (Good and Huddleston, 1995). The measurement of consumer ethnocentrism levels of countries and their comparison are some of the studies conducted in the studies.

According to the sample groups in the studies focusing on ethnocentrism, it has been determined that Turkish consumers generally tend to moderate consumer ethnocentrism (Armağan and Gürsoy, 2011; İşler, 2013; Asil and Kaya, 2013; Uyar and Dursun, 2015; Toksarı and Senir, 2015; Tuncer and Gökşen, 2016). In this respect, it can be mentioned that the ethnocentric tendencies of Turkish consumers can be an effective variable in perception and preference of brands in terms of domestic and foreign origin characteristics. Ethnocentrism is mostly associated with purchasing decision styles and brand preference in Turkish sources, so the study conducted reveals the effect of conscious awareness and consumer uniqueness variables on ethnocentrism, and a different perspective has been developed sectorally.

Although the concept of ethnocentrism is new in international marketing literature, it is essential since it helps the consumer to comprehend the preference between domestic and foreign brands. It is possible to develop new perspectives on consumers' understanding of production and marketing by researching ethnocentrism and individual values.

With this research, new information that should be taken into consideration for managers and practitioners working in the field of marketing has been reached. Undoubtedly, the first requirement for businesses to enter a new market is to know and define the consumer. It is of great importance to collect "prior information" in determining the targets of the business for these markets. Part of this preliminary information is the ethnocentric attitudes of consumers and guiding factors for businesses that will operate in markets. Examining

these effects before production and marketing allow determination of product targets that will fully meet the demands and needs of consumers and enable companies to gain an advantage over their competitors. It has been concluded that there are quite a few studies examining consumer uniqueness and conscious awareness in the literature reviews, existing studies often focus on consumer ethnocentrism, and no research has been conducted to determine the relationship between conscious awareness, consumer uniqueness, and consumer ethnocentrism. For these reasons, this study has been carried out. Our research sample was created from consumers over the age of 18 in our country, and the relationship between the conscious awareness of consumers and consumer uniqueness with consumer ethnocentrism was explained with the survey method.

The primary purpose of this research is to investigate the relationship between conscious awareness, consumer uniqueness, and consumer ethnocentrism, interpreting the differences that arise with the effect of demographic variables. The study consists of two parts. The first part consists of the theoretical background and literature review related to the research. The second part covers the research methodology and findings.

## 2. Conceptual Framework

### *Conscious Awareness:*

Conscious Awareness is the art of living consciously by simply not judging, accepting, and focusing only on what is happening presently (Kabat-Zinn 2003; Brown and Ryan, 2003; Özyeşil et al. 2011; Yıkılmaz and Demir 2015; Lan et al. 2018). Conscious awareness allows the individual to analyse better both the events around him and the reasons for his reactions to these events. The thinking technique that covers this approach makes it easier to solve problems when confronted with a dilemma and increases creativity (Steele, 2008: 14). Siegel (2009) defined conscious awareness as moving life away from automaticity, being sensitive to what occurs in daily life and viewing from a different perspective. Brown and Ryan (2003) state that conscious awareness includes attention and awareness to all kinds of internal and external experiences happening at the moment.

Conscious awareness is the preference of an individual to think openly on negative emotions as soon as they arise, without trying to change or suppress, avoiding them, without judging oneself (Kirkpatrick, 2005: 12). With conscious awareness, individuals can focus and control their negative and disturbing features and circumstances while trying to discover and notice their positive aspects (Tırışkan et al. 2015; Crane et al. 2017).

Studies demonstrate that mindfulness-based interventions cause an average increase in the level of conscious awareness disposition (Shapiro et al. 2008). Carmody et al. (2008) observed an increase in both trait awareness scores and state awareness scores of individuals according to the evaluations done before and after the conscious awareness-based stress reduction program. Studies on stress constitute a significant part of the studies investigating the effect of mindfulness on physiology (Good et al., 2016: 121). These studies generally study the relationship between physiological responses to stress stimuli and the conscious awareness feature and the effect of mindful awareness-based training (Küçük, 2019: 42).

According to the studies conducted, individuals with a high level of conscious awareness practice the strategies of coping harmonizingly and overcoming stressful experiences more (Weinstein et al. 2009). It is comprehended that mindfulness and well-being (Falkenström, 2010) and psychological adjustment are positively correlated (Lykins and Baer, 2009), and conscious awareness predicts self-regulation behaviour and positive emotional states (Brown and Ryan, 2003). It reveals that people with high conscious awareness also have high cognitive flexibility abilities (Moore and Malinowski, 2009: 179). Hodgins and Knee (2002) state that individuals with developed conscious awareness can use their awareness skills before automatically responding to feedback from their environment.

When the subject is considered from businesses sense, businesses that increase the level of conscious awareness of their personnel provide a stronger competitive advantage, create a consumer community loyal to the brand and offer a meaningful experience to the consumer (Van Gordon et al. 2014: 135). Studies have shown that as a result of increasing the level of conscious awareness in individuals whose depression, anxiety, and mental health have been severely damaged, their health and quality of life improves (Laurie and Blandford, 2016: 2).

The effect of conscious awareness on emotions is relevant to the degree of reaction and emotion to feel. Studies prove that people with high cognitive awareness, who encounter negative stimuli and experience negative emotions such as fear and anger, are less affected by these situations (Creswell et al. 2007: 562).

Conscious awareness causes a decrease, in particular, stress, anxiety and negative emotions (Weinstein et al. 2009; Shapiro, et al. 2011; Remmers, et al. 2016). Many referring studies show that mindfulness is positively associated with performance (Dane and Brummel, 2014; Reb et al. 2014; Shonin, et al. 2014). Allen and Kiburz (2012) state that there is a high positive relationship between conscious awareness and work-family balance.

#### ***Consumer Uniqueness:***

The need for uniqueness is gathered in a set of unique needs such as commitment, power and hunger for success (Solomon, 2017: 178-179). The desire, strength or intensity of unique consumer products is a goal-oriented situation that differs among individuals. Individual variances in the power of this desire are due to many reasons. Three of these reasons can be listed as "Desire for Status" (Cassidy and Lynn, 1989), "Materialism" (Belk, 1985) and "Need for Difference" (Snyder and Fromkin, 1980). The need for uniqueness is gathered in a set of unique needs such as commitment, power and hunger for success (Solomon, 2017: 178-179).

Consumers' need to be unique is described as the ability to pursue differences compared to others through the acquisition, use and disposal of consumer goods to develop and increase self-respect and social image (Tian et al., 2001: 52). Consumers get and exhibit products that they perceive as valuable and marginal to feel different from other people, and thus may want to emphasize their uniqueness (Tian et al. 2001).

One alternative to meet people's needs for uniqueness is to acquire and own unique consumer products (Brock, 1968; Fromkin, 1970; Snyder and Fromkin, 1980; Snyder, 1992). Studies have suggested that the need for uniqueness is an essential source of demand for such products (Lynn, 1991). It has been demonstrated that the need for uniqueness of the consumer is mediated by consumer innovativeness and exploratory behaviour tendencies (Paşalıoğlu and Cengiz 2019: 43). Rajamma et al., (2010) comparatively analysed the effect of uniqueness and ethnocentric needs of consumers on generation Y retail behaviours on American and Taiwanese consumers and found that the unique needs of consumers positively affect retail sales behaviours.

#### ***Consumer Ethnocentrism:***

Ethnocentrism is the understanding of keeping formation, culture, belief and lifestyle superior to the lifestyle of other societies (Torlak and Özçelik, 2011: 366).

The concept of "consumer ethnocentrism", which is the dimension of ethnocentrism in consumer behaviour, was first adopted by Shimp in 1984. Shimp (1984) described the relationship within ethnocentrism and consumers' perceptions and attitudes of this concept as "consumer ethnocentrism". According to consumer ethnocentrism, due to the economic and moral reasons, consumers perceive their own country's products better quality and find it more appropriate to purchase these products (Shimp, 1984).

Consumers think that by consuming or purchasing the products of their own countries, they fulfill the duty of citizenship and show their loyalty to their country (Rybina et al., 2010: 97).

Ethnocentric consumers believe that outward purchasing harms the domestic and national economy. Although import is inevitable in international trade, for ethnocentric consumers, antipathy towards this trade means hostility towards the country (Jimenez and San Martin, 2010: 34-45).

Consumer Ethnocentrism constitutes purchaser opinion on consuming foreign goods. According to ethnocentrism, consumption of imported goods is unacceptable. Imported products are irrelevant for consumers with high ethnocentric tendencies. On the other hand, consumers with low ethnocentric tendency argue that the convenience offered to them by imported goods is too much and they should be used if they have advantages in price or quality when compared to the products of the country (Kaynak and Kara, 2001). Consumer ethnocentrism has been the subject of many studies since it found its way in the marketing literature. Researchers have studied various points, which factors affect this issue and what effects it causes. Studies have revealed that consumer ethnocentrism affects consumer behaviour positively or negatively. It is possible to consider the effects of consumer ethnocentrism from two aspects. The first is the factors influencing

consumer ethnocentrism, and the second is the factors affecting the level of consumers' ethnocentric tendencies (Cömert, 2019: 26).

Although the studies carried provide collected data in various regions, it has been concluded that variables such as social class, income, education, and frequency of travel abroad vary inversely with customer ethnocentrism. Besides, as the age of the customer increases, the feeling of ethnocentrism increases and female customers create a more ethnocentric profile (Yousif, 2019: 65). In various countries, without specifying any sector (Good and Huddleston, 1995; Witkowski, 1998; Vida and Fairhurst, 1999; Kwak et al., 2006; Eryiğit and Kavak, 2011) and by specifying different sectors (Balabanis and Diamantopoulos, 2004; Yapraklı and Keser , 2013), it was determined that consumer ethnocentrism is measured intensely. Consumer ethnocentrism is an inevitable phenomenon that confronts the developed world. In some studies, it has been observed that the consumers of developed countries are in high demand for foreign goods (Papadopoulos et al., 1989; Mohamad et al., 2000), while others have found the opposite. For example, Varma (1998), in his study on Indian consumers, found that they showed very high demand for foreign goods and listed the reasons for this as the search for status symbols, inferiority complex, increase in consumer income, change in expectations and cultural openness of consumers to brands. In some cases, product characteristics can influence product preferences more strongly than ethnocentrism. Herche (1992) concluded that consumer ethnocentrism will have different effects for different product groups. Studies carried out in later years support this result. Uz Kurt and Özmen (2004) also observed a high ethnocentric trend in Turkish consumers in their study, but found that there was no significant difference between high and low ethnocentric consumers in terms of price. Some socio-demographic characteristics are also considered to be the precursors of consumer ethnocentrism. In the study conducted by Okechuku and Onyemah (1999) with Nigerian consumers, it was revealed that the brands originating from developed countries are generally perceived as higher quality especially in luxury products (Piron, 2002). Balabanis and Diamantopoulos (2004) revealed that while consumption of domestic goods is high in consumption goods in Russia, this tendency is not found in durable consumption goods. Evanschitzky et al. (2008) found that there is a strong domestic product trend in the German market, but this trend differs according to product groups. These results confirm that the ethnocentrism levels of consumers vary according to product groups.

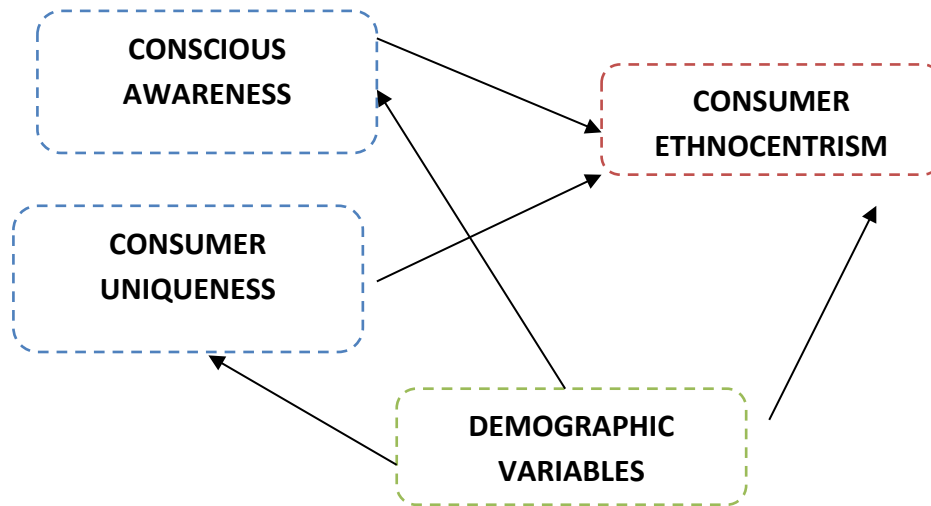
Evanschitzky et al. (2008) found in their study that there is a strong domestic country orientation in the German market. According to Okechuku (1994); consumers first buy products produced in their own country. However, if domestic products are not sufficient in terms of various features, then consumers intend to buy the products of countries that have good commercial relations with their countries. In another study, it was concluded that the patriotism of consumers plays an important role in their preference of domestic products over foreign products (Vasella et al., 2010). According to Roth and Romeo (1992), the factors affecting the domestic and foreign product purchasing behaviour of consumers were shown as product class, information about the country of origin of the product, patriotism. The higher the consumers' ethnocentric tendency, the lower the intention to purchase foreign products and the higher the intention to purchase domestic products (Klein et al., 1998; Cutura, 2006; Kavak and Gümüşlüoğlu 2007; Evanschitzky et al., 2008). In a study, the intensity of personal values and country of origin influence was higher in Brazilian 29 and under age groups. Consequently, young consumers prefer foreign brands and products more than the elderly, and they are more open and accepting (Küçükaydın, 2012). In the study conducted to measure the influence of the country of origin effect on specific and convenience product groups, it was decided that the country of origin has an impact on the purchasing demands of customers for qualified goods. Besides, the country of origin effect could not be determined on the convenience product group (Yousif, 2019: 64). Consumers with a high ethnocentric tendency do not tolerate using imported goods and perceive the behaviour as a citizenship task for their country. According to researches, it is observed that there are more ethnocentric tendencies in developed countries. Still, also, the use of foreign products for the consumers of developing countries may be a reason for preference since it is a status determiner (Ünal, 2019: 40).

### 3. Method

#### *Research Model*

Basic independent variables of the research are Conscious awareness and Consumer uniqueness The dependent variable is consumer ethnocentrism.

The research model is shown in Figure 1.



**Figure 1:** The Research Model

The research hypotheses are as follows;

- H1: Conscious awareness has a statistically significant effect on consumer ethnocentrism.
- H2: Consumer uniqueness has a statistically significant effect on consumer ethnocentrism.
- H3: Gender makes a difference in variables.
- H3a: Gender variable creates a significant difference in conscious awareness.
- H3b: Gender variable creates a significant difference in consumer uniqueness.
- H3c: Gender variable makes a significant difference on consumer ethnocentrism.
- H4: Marital status makes a difference in variables.
- H4a: Marital status variable makes a significant difference in conscious awareness.
- H4b: Marital status variable creates a significant difference in consumer uniqueness.
- H4c: Marital status variable makes a significant difference on consumer ethnocentrism.
- H5: Age makes a difference in variables.
- H5a: Age variable makes a significant difference in conscious awareness.
- H5b: Age variable makes a significant difference in consumer uniqueness.
- H5c: Age variable makes a significant difference on consumer ethnocentrism.
- H6: Education makes a difference in variables.
- H6a: Education variable creates a significant difference in conscious awareness.
- H6b: Education variable makes a significant difference in consumer uniqueness.
- H6c: Education variable makes a significant difference on consumer ethnocentrism.
- H7: Income makes a difference in variables.
- H7a: The income variable creates a significant difference in conscious awareness.
- H7b: The income variable creates a significant difference in consumer uniqueness.
- H7c: The income variable makes a significant difference on the consumer ethnocentrism.

### *Research Objective*

The research aims to reveal the effect of consumers' conscious awareness and consumer uniqueness perceptions on consumer ethnocentrism. Besides, it is another goal to define whether demographic variables make a significant difference in conscious awareness, consumer uniqueness and consumer ethnocentrism.

### *Research Sample and Data Collection Method*

In the study, the convenience sampling method was preferred as the sampling method. The research population is composed of consumers aged 18 and over across Turkey. The applied questionnaire was created online. From the surveys sent to consumers in different parts of Turkey between 11-24 November 2019, 421 valid surveys were included in the study. The respondents were informed that the study would be used for a scientific purpose, and the volunteers were expected to respond to the questionnaire to obtain the required data.

### *The Scales Used in the Research*

The first part of the questionnaire includes questions about obtaining demographic information. Consumers were questioned on gender, marital status, age, education level, income, marital status and occupation to get demographic information. In the second part, there are scales for conscious awareness (15 questions), consumer uniqueness (12 questions) and consumer ethnocentrism (17 questions), respectively. The scales used are arranged in a 5-point Likert. There are no reverse-coded items in the scales. There are 49 questions in the questionnaire form.

Conscious awareness scale was developed by Özyeşil et al. (2011). It consists of 15 items.

In the scale of consumer uniqueness, Paşalıoğlu (2018) 's master thesis study titled "The effect of lifestyle, consumer innovativeness and consumer uniqueness on the intention to buy electric vehicles" was used. Consumer uniqueness consists of 17 expressions. For the consumer uniqueness scale, five expressions such as "Yes" and "No", which are "supplementary statements", were removed from the analysis, and the scale became 12 items.

There are 17 questions adapted to the Consumer Ethnocentrism Scale. The scale developed by Sharma et al. (1987; 1995) was used to measure consumer ethnocentrism.

## **4. Findings**

In this part of the study, socio-demographic variables of the participants were subjected to percentage and frequency analysis. Correlation and regression analysis was conducted to determine the relationships between conscious awareness, consumer uniqueness and consumer ethnocentrism. Differences in demographic variables were tried to be determined by t-test and ANOVA. The data obtained have a normal distribution. SPSS package software was used to analyze and interpret the data set.

Cronbach's Alpha value shows the reliability level of the questions under the factor. The scale is considered to be reliable when the Cronbach's Alpha value is 0.70 and above. However, if there are few questions, this limit can be accepted as 0.60 and above. The reliability analysis results of the scales used in the research are given in Table 1.

**Table 1:** Reliability Analysis of Scales Used in the Study

No	Lower Dimension	Item	Cronbach's Alpha
1	<b>Mindful Attention Awareness Scale</b>	15	.904
2	<b>Consumer uniqueness scale</b>	12	.919
3	<b>Consumer ethnocentrism scale</b>	17	.944

The Cronbach's alpha value of the conscious awareness scale is 0.904. The Cronbach's alpha value of the consumer uniqueness scale is 0.919. The Cronbach's alpha value of the consumer ethnocentrism scale is 0.944. Cronbach alpha values resulting in this way suggests that the scales provide a reliable measurement.

The socio-demographic information of the employees participating in the study is given in Table 2:

**Table 2:** Distribution of Demographic Variables

		Frequence	Per cent N%
1- Your Gender	Female	241	57.2
	male	180	42.8
2. Marital Status.	Single	256	60.8
	Married	165	39.2
3. Age	18-25	178	42.3
	26-35	130	30.9
	36-45	81	19.2
	46 and above	32	7.6
4. Education	high school	72	17.1
	Associate Degree	101	24.0
	Undergraduate degree	172	40.9
	Graduate	76	18.1
5. Income Status	Less than 2,500 TL	79	18.8
	2500-5000	141	33.5
	5001-7500	71	16.9
	Higher than 7500 TL	44	10.5
	I do not have any regular income.	89	20.4

57.2% of the consumers participating in the survey are female (n = 241) and 42.8% are male (n = 180); 60.8% are single (n = 256), 39.2% are married (n = 165). 42.9% of the consumers surveyed were in the 18-25 age range (n = 178), 30.9% in the 26-35 age range (n = 130), 19.2% in the 36-45 age range (n = 81) and 7.6% were 46 years old and above (n = 32). Considering the educational status, 17.1% were high school graduates (n = 72), 24% were associate degree (n = 101), 40.9% were undergraduate (n = 172) and 18.1% were undergraduate graduates (n = 76). 18.8% of the consumers have an income less than 2500 TL (n = 79), 33.5% between 2500-5000 TL (n = 141), 16.9% between 5001-7500 (n = 71), 10.5% of them have an income of 7500 TL (n = 44) and 20.4% of them do not have a regular income.

Table 3 shows the regression analysis between awareness, consumer uniqueness, and consumer ethnocentrism.

**Table 3.** Regression Analysis Results

Model	Consumer ethnocentrism				
	B	Standard Error	β	t	p
Conscious Awareness	0.075	0.070	0.060	1.073	0.284
Consumer uniqueness	0.292	0.079	0.209	3.719	0.000
	R = 0.247	R <sup>2</sup> = 0.091	Durbin-Watson = 1.701	F = 13.571	p = 0.000

According to the results, the multiple regression model between conscious awareness, consumer uniqueness, and consumer ethnocentrism was significant (F = 13.571; p < 0.000). When the variables are examined, while conscious awareness does not have a significant effect on consumer ethnocentrism (p > 0.000), consumer uniqueness has a significant effect on consumer ethnocentrism (p < 0.000). As a result of the findings, while H1 is rejected, H2 is accepted.

Table 4 shows the results of the t-test showing that the gender variable does not create a significant difference in the dependent and independent variables.



**Table 4.** T-Test Results on Consumers' Gender and Conscious Awareness, Consumer Uniqueness, and Consumer Ethnocentrism

Variable	Gender	N	$\bar{X}$	T	Sig. (p)
Conscious Awareness	Female	241	38.8216	-5.590	0.000
	Male	180	45.4333		
Consumer uniqueness	Female	241	32.4813	-1.617	0.107
	Male	180	34.2500		
Consumer ethnocentrism	Female	241	58.1992	1.277	0.202
	Male	180	56.2444		

Table 4 shows the results of the t-test regarding the participants' gender, conscious awareness, consumer uniqueness and consumer ethnocentrism. When these results are examined, it can be mentioned that there is a significant relationship between gender and conscious awareness at 95% confidence level ( $p < 0.05$ ). According to the averages, conscious awareness of male consumers is higher than female consumers. There is no significant difference between consumer uniqueness and consumer ethnocentrism and gender.

**Table 5.** T-Test Results on Consumers' Marital Status and Conscious Awareness, Consumer Uniqueness, and Consumer Ethnocentrism

Variable	Marital Status	N	$\bar{X}$	T	Sig. (p)
Conscious Awareness	Single	256	41.3320	-0.185	0.516
	Married	165	42.1394		
Consumer uniqueness	Single	256	34.1563	2.119	0.035
	Married	165	31.8121		
Consumer ethnocentrism	Single	256	58.9766	2.672	0.008
	Married	165	54.8606		

Table 5 shows the t-test results regarding the marital status of consumers, conscious awareness, consumer uniqueness and consumer ethnocentrism. When these results are examined; it can be mentioned that there is a significant relationship between marital status and consumer uniqueness and consumer ethnocentrism at 95% confidence level ( $p < 0.05$ ). According to averages, single individuals have higher consumer uniqueness and consumer ethnocentrism than married consumers. There is no significant difference between conscious awareness and marital status.

**Table 6.** ANOVA Results on Consumers' Ages and Conscious Awareness, Consumer Uniqueness, and Consumer Ethnocentrism

Variable	Age	Mean ( $\bar{X}$ )	F Value	Sig. (p)
Conscious Awareness	18-25	39.5730	4.282	0.005
	26-35	41.7077		
	36-45	45.0741		
	46 and above	44.2813		
Consumer uniqueness	18-25	34.2584	1.719	0.162
	26-35	31.4385		
	36-45	33.8272		
	46 and above	33.3750		
Consumer ethnocentrism	18-25	60.9831	7.511	.0000
	26-35	55.9385		
	36-45	51.6914		
	46 and above	57.6914		

Table 6 shows the results of ANOVA analysis concerning the ages of consumers and conscious awareness, consumer uniqueness and consumer ethnocentrism. When these results are examined, a significant difference is observed between age and conscious awareness and consumer ethnocentrism ( $p < 0.05$ ). Tukey test results should be checked to understand from which group the significant discrepancies arise.

**Table 7:** Tukey Test Results Regarding Age and Conscious Awareness

<b>Conscious Awareness</b>			
Tukey HSD <sup>a,b</sup>			
Age	N	Subset for alpha = 0.05	
		1	2
18-25	178	39.5730	
26-35	130	41.7077	41.7077
46 and above	32	44.2813	44.2813
36-45	61		45.0741
Sig.		0.106	0.366

The conscious awareness level of consumers in the 36-45 age group is higher than those in the other age group.

**Table 8:** Tukey Test Result on Age and Consumer Ethnocentrism

<b>Consumer ethnocentrism</b>			
Tukey HSD <sup>a,b</sup>			
Age	N	Subset for alpha = 0.05	
		1	2
36-45	81	51.6914	
26-35	130	55.9385	55.9385
46 and above	32	57.3750	57.3750
18-25	178		60.9831
Sig.		0.120	0.202

Consumers in the 18-25 age group have higher perceptions of ethnocentrism than consumers in the other age group.

**Table 9.** ANOVA Results on Education of Consumers and Conscious Awareness, Consumer Uniqueness and Consumer Ethnocentrism

Variable	Education	Mean (X)	F Value	Sig. (p)
<b>Conscious Awareness</b>	High School	45.1667	19.564	0.000
	Associate degree	34.7426		
	Bachelor's Degree	41.8023		
	Postgraduate	47.1447		
<b>Consumer uniqueness</b>	High School	37.444	4.515	0.004
	Associate degree	32.6337		
	Bachelor's Degree	31.8663		
	Postgraduate	33.1579		
<b>Consumer ethnocentrism</b>	High School	62.7426	13.045	0.000
	Associate degree	53.9826		
	Bachelor's Degree	52.6842		
	Postgraduate	57.3634		

Table 9 shows the results of ANOVA regarding the education of consumers, conscious awareness, consumer uniqueness and consumer ethnocentrism. When these results are examined, a significant difference is observed between age and all variables ( $p < 0.05$ ). Tukey test results should be checked to understand from which group the significant discrepancies arise.

**Table 10:** Tukey Test Results Regarding Education and Conscious Awareness

<b>Conscious Awareness</b>				
Tukey HSD <sup>a,b</sup>				
Education	N	Subset for alpha = 0.05		
		1	2	3
Associate degree	101	34.7426		
Bachelor's Degree	172		41.8023	
High School	72		45.1667	45.1667
Postgraduate	76			47.1447
Sig.		1.000	0.201	0.654

The education group with the highest conscious awareness is graduate, while the group with the lowest conscious awareness is those who have received an associate degree.

**Table 11:** Tukey Test Result Regarding Education and Consumer Uniqueness

<b>Consumer uniqueness</b>			
Tukey HSD <sup>a,b</sup>			
Education	N	Subset for alpha = 0.05	
		1	2
Bachelor's Degree	172	31.8663	
Associate degree	101	32.6337	
Postgraduate	76	33.1579	
High School	72		37.4444
Sig.		0.853	1.000

The education group with the highest consumer uniqueness is those with high school education. The education group with the lowest consumer uniqueness is those with undergraduate education.

**Table 12:** Tukey Test Results for Education and Consumer Ethnocentrism

<b>Consumer ethnocentrism</b>			
Tukey HSD <sup>a,b</sup>			
Education	N	Subset for alpha = 0.05	
		1	2
Postgraduate	76	52.6842	
Bachelor's Degree	172	53.9826	
Associate degree	101		62.7426
high school	72		62.8333
Sig.		0.933	1.000

While the perception of consumer ethnocentrism is highest among those who have an undergraduate and high school education, the perception of consumer ethnocentrism is lowest among those who have received undergraduate and graduate education. As education increases, consumer ethnocentrism decreases.

**Table 13.** ANOVA Results on Consumers' Income and Conscious Awareness, Consumer Uniqueness and Consumer Ethnocentrism

Variable	Education	Mean (X)	F Value	Sig. (p)
Conscious Awareness	Have no regular income	40.8721	3.796	0.005
	Less than 2500 TL			
	2501-5000	38.5949		
	5001-7000	41.7305		
	7501 TL and above	42.2394		
Consumer uniqueness	Have no regular income	31.1279	8.226	0.000
	Less than 2500 TL			
	2501-5000	38.8101		
	5001-7000	33.8101		
	7501 TL and above	29.7324		
Consumer ethnocentrism	Have no regular income	62.9070	11.241	0.000
	Less than 2500 TL			
	2501-5000	61.4177		
	5001-7000	57.5532		
	7501 TL and above	49.6761		
		51.0455		

Table 13 shows the results of ANOVA regarding incomes of consumers, conscious awareness, consumer uniqueness and consumer ethnocentrism. When these results are examined, there is a significant difference between income and all variables ( $p < 0.05$ ). Tukey test results should be checked to understand from which group the significant discrepancies arise.

**Table 14:** Tukey Test Results Regarding Age and Conscious Awareness

Conscious Awareness			
Tukey HSD <sup>a,b</sup>			
Income	N	Subset for alpha = 0.05	
		1	2
Less than 2500 TL	79	38.5949	
No regular income	86	40.8721	
2501-5000	141	41.7305	
5001-7500	71	42.2394	42.2394
More than 7501	44		47.4318
Sig.		0.376	0.079

While the income group with the highest conscious awareness is those who earn more than 7500 TL, the income group with the lowest conscious awareness is those with an income of less than 2500 TL.

**Table 15:** Tukey Test Result Regarding Income and Consumer Uniqueness

Consumer uniqueness			
Tukey HSD <sup>a,b</sup>			
Income	N	Subset for alpha = 0.05	
		1	2
5001-7500	71	29.7324	
No regular income	86	31.1279	
More than 7501	44	31.8636	
2501-5000	141	33.5957	
Less than 2500 TL	79		38.8101
Sig.		0.192	1.000

The income group with the highest consumer uniqueness is those with an income of less than 2500 TL. The income group with the least consumer uniqueness is those with an income of 5001-7500 TL.

**Table 16:** Tukey Test Result Regarding Income and Consumer Ethnocentrism

Consumer ethnocentrism				
Tukey HSD <sup>a,b</sup>				
Income	N	Subset for alpha = 0.05		
		1	2	3
5001-7500	71	49.6761		
More than 7501	44	51.0455	51.0455	
2501-5000	141		57.5532	57.5532
Less than 2500 TL	79			61.4177
No regular income	86			62.9070
Sig.		0.981	0.063	0.187

While the income group with the highest consumer ethnocentrism is those who do not have a regular income, the income group with the lowest consumer ethnocentrism is those between 5001-7000 TL.

## 5. Conclusion

For businesses that want to better analyze their consumers in their target markets and meet their demands and needs, it is very important to know the reasons for their behaviour. Therefore, it is necessary to analyze the factors affecting consumer behaviour. Consumers may have to choose between domestic and foreign products due to factors such as price, quality, brand, fashion, country of origin and consumer ethnocentrism. Knowing which of these factors is the result of this choice is important for marketing strategies to be developed. Consumer ethnocentrism ceases to be a disadvantage for foreign companies, and can become an advantage that will bring success for domestic companies, when taken carefully. In this context, marketing strategies and promotion efforts gain importance.

According to the research results, the conscious awareness perceptions of the consumers do not have any effect on consumer ethnocentrism. However, consumer uniqueness has a positive impact on consumer ethnocentrism. Besides, conscious awareness of male consumers is higher than female consumers. Single individuals have higher consumer uniqueness and consumer ethnocentrism than married consumers. The conscious awareness level of consumers in the 36-45 age group is higher than those in the other age group. Consumers in the 18-25 age group have higher perceptions of ethnocentrism than consumers in different age group. The education group with the highest conscious awareness is graduate, while the group with the lowest conscious awareness is those who have received an associate degree; the education group with the highest consumer uniqueness is those with high school education. The education group with the lowest consumer uniqueness is those with undergraduate education. While the perception of the consumer, ethnocentrism is the highest among those who have graduate and high school education, the perception of consumer ethnocentrism is the lowest among those who have received undergraduate and postgraduate education. As education increases, consumer ethnocentrism decreases. While the income group with the highest conscious awareness is those with an income of more than 7500 TL, the income group with the lowest conscious awareness is those with an income of less than 2500 TL; The income group with the highest consumer uniqueness is those with an income of less than 2500 TL. The income group with the least consumer uniqueness is those with an income of 5001-7500 TL; While the income group with the highest consumer ethnocentrism is those without a regular income, the income group with the lowest consumer ethnocentrism is between 5001-7000 TL.

The acceptance-rejection of the research hypotheses are as follows: H1, H3b, H3c, H4a, H5b are rejected, H2, H3a, H4b, H4c, H5a, H5c, H6a, H6b, H6c, H7a, H7b, H7c are accepted.

Having a high level of Conscious Awareness allows good mental and physical health and interpersonal relationships (Azak, 2018). Conscious awareness, which includes not delaying the pleasure of life, is being able to remain calm when faced with any problem. Individuals who have acquired conscious awareness live in

harmony with their past. These individuals, who specialize in being positive in all areas of life, solve their problems by focusing on the causes of the distress, not on the distress they face. In the study, the fact that the conscious awareness level of the consumers in the 36-45 age group is higher than the consumers in the other age group shows that the conscious awareness level of the people increases with experience. The fact that the income group with the highest conscious awareness earns more than 7500 TL, while the lowest conscious awareness is those with an income of less than 2500 TL may indicate that the economic level and independence of the consumers can move away from life chaos and financial difficulties and make more accurate consumption decisions.

While consumers in developing countries are more interested in imported goods, they ignore their suitability for Consumer Ethnocentrism. The trend of ethnocentric consumption is higher in developed countries in terms of economy and industry. However, interest in imported products in developing countries with developing economies and industries in terms of Consumer Ethnocentrism can be considered benign. The reason for this is that as the economy and industry improve, the ethnocentric trend gets more potent, and the ethnocentric consumer model becomes more evident (Shankarmahesh, 2006: 151).

In their research to measure the ethnocentric tendency levels of American consumers and Russian consumers, they found that female consumers have higher ethnocentric tendency levels than male consumers (Nielsen and Spence, 1997). Isaac and Anwar (2018) stated in their study that gender does not affect the degree of ethnocentrism when men and women are observed. In the study, it was discovered that the consumer ethnocentrism of singles was higher than married consumers, although gender did not affect ethnocentrism.

It has been proven that non-ethnocentric consumers are better educated (Caruana and Magri, 1996). In the study, in parallel with the literature, while the perception of consumer ethnocentrism is highest among those who have received associate and high school education, the perception of consumer ethnocentrism is the lowest in those who have received undergraduate and graduate education. It is observed that as the educational and socio-cultural level increases, the perspective of individuals for imported products changes and their demand increases. As the education level increases, the perception of ethnocentrism decreases; The fact that individuals prioritize the sphericity of the world together with education means that they tend towards common understanding and living conditions besides their own beliefs and cultures.

Consumers with a high need for uniqueness generally adopt new brands sooner than those with low uniqueness. It suggests that such consumers may have a higher intention to change brands or a lower level of brand loyalty. Segmentation of local markets according to the ethnocentric levels of consumers has become an essential strategy for companies. Ethnocentric consumers consider purchasing products of foreign origin as unacceptable behaviour as it will harm the country's economy. According to the results of the research, conscious awareness perceptions do not have any effect on consumer ethnocentrism. Still, consumer uniqueness has a positive impact on consumer ethnocentrism. For all these reasons, it is of great importance to measure the degree of the ethnocentrism tendency of consumers, to examine which factors affect consumers more, and to determine the relationship with variables such as demographic characteristics. Foreign companies who are careful about this issue can avoid the negative effects of consumer ethnocentrism and domestic companies can reach larger markets and sales volumes by taking advantage of this concept. Positioning the origin of the product less visible on the product's label, and marketing it on the internet, where consumers do not pay attention to the origin of the product, are examples of activities that can be done to overcome the negative effects of consumer ethnocentrism. The important point here is that the amount of ethnocentric elements to be included in the messages is well adjusted. Otherwise, this may cause consumers to react to domestic products.

Especially, it is very important to carry out this research on the basis of the product, which is important in terms of finding the real needs and trends of the consumers that make up the target market, such as choosing the target market to be entered, determining which parts of the selected market are more profitable, and developing marketing strategies suitable for the selected target market. Knowing the relationships between product individual values and consumer ethnocentrism will provide important information to know consumer behaviour and firms, in marketing management, in evaluating market opportunities, in knowing which market is more profitable, in analyzing markets. In the future, studies to be carried out on the basis of sector or product will be able to be directed by obtaining more specific and clear results.

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