

PREFERENCE FOR DOMESTIC GOODS: A STUDY OF CONSUMER ETHNOCENTRISM IN THE REPUBLIC OF MOLDOVA

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Abstract

International trade has a significant role in the world economy. That is why it is a challenging task to understand the consumers' minds, particularly when the consumption of imported products is regarded. This article attempts to explore Moldovan consumer ethnocentric tendencies. For attaining this goal, a self-administered questionnaire was delivered, using CETSCALE. There were obtained 113 complete and usable responses. The data from the study point out that the Moldovan consumers tend to be moderately ethnocentric. This tendency is distributed uniformly amongst socio-demographic groups selected for this research.

Key words: CETSCALE; consumer behavior; ethnocentric; foreign vs. domestic; international trade.

JEL Classification: M31; F23.

I. INTRODUCTION

After the collapse of the Soviet Union, Moldova has experienced a lot of difficulties in integrating into the global economy. However, Moldovan consumers have nowadays the possibility of choosing from a variety of products from all over the world, due to its membership to the World Trade Organisation starting 2001 and to the regional integration and membership of regional trade agreements (D.M.I. Associates, 2006). At the same time, the world economies are very much interdependent (Akdogan et al, 2012). Hence, the Moldovan economy is unavoidably affected by the world economic crisis, which in turn might influence the consumers in purchasing Moldovan and imported products.

It is important to state that the international trade is an essential element of the world economy and that it is necessary to identify consumers' attitudes towards both local and foreign-made products (Akdogan et al, 2012). Accordingly, researchers have shown an increasing interest in identifying the consumers' selection and evaluation criteria of imported products, information that could help companies in formulating the proper strategies in case of strong resistance to imported goods (Upadhyay and Singh, 2006). Several studies have been undertaken on consumer ethnocentrism both in developed and in developing countries (Akdogan et al, 2012; Balabanis et al, 2001; Bojei et al, 2010; Chrysochoidis, Krystallis and Perreas, 2007; John and Brady, 2010; Nguyen, Nguyen and Barrett, 2008; Hamelin, Ellouzi and Canterbury, 2011; Oberecker and Diamantopoulos, 2011; Upadhyay and Singh, 2006; Witkowski, 1998). Thus, this article attempts to explore Moldovan consumer ethnocentric tendencies, as no research, at least to my knowledge, has investigated this topic. It is important to gauge Moldovan consumers' ethnocentrism, since in the globalization era, imports are unavoidable.

II. LITERATURE REVIEW AND RESEARCH GOAL

The consumer ethnocentrism concept has its origins in social psychology from "ethnocentrism" construct in Sumner's work (1906, in Chrysochoidis, Krystallis and Perreas, 2007, p. 1519), representing "the 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". Accordingly, ethnocentrism reflects "an attitude of judging all other cultures by the standards of one's own culture" (Upadhyay and Singh, 2006, p. 60), meaning that an ethnocentric person strongly accepts the similar cultural things/persons/ideas and rejects those that are different. It is important to state that ethnocentrism is a notion of interest not only to the business field, but also to sociology, psychology, anthropology, history and political science (Bawa, 2004).

The term „consumer ethnocentrism" was coined by Shimp and Sharma (1987, p. 280) "to represent the beliefs held by American consumers about the appropriateness, indeed morality, of purchasing foreign-made products". More specifically, ethnocentric consumers consider that it is wrong to buy foreign products, because,

from their perspective, it impacts negatively the local economy, causes unemployment and is unpatriotic (Shimp and Sharma, 1987). They are unwilling to buy imported products due to feelings of loyalty towards their own country (Bojei et al, 2010) and also because of fear of economically hurting the beloved country by purchasing imported products (Balabanis et al, 2001). Moreover, these consumers express contempt towards imported products and are more likely to ignore the virtues of these products, hence being biased in evaluating the products (Shimp and Sharma, 1987). Thus, consumer ethnocentrism may be defined also as “a preference for domestic products on the basis of nationalistic feelings” (Bojei et al, 2010, p. 7). In contrast, the non-ethnocentric consumers evaluate the foreign-made products based on their merits.

Due to the increasing internationalization of goods and services, consumer ethnocentrism represents a challenge to international marketers and it plays a significant role in the global market (Bojei et al, 2010). Consumer ethnocentrism is viewed as a non-tariff obstacle to the success of foreign products (Bojei et al, 2010; Hamelin, Ellouzi and Canterbury, 2011; Puzakova, Kwak and Andras, 2010) and its effects have been investigated in several studies (Akdogan et al, 2012; Chrysochoidis, Krystallis and Perreas, 2007; Cleveland, Laroche and Papadopoulos, 2009; Hamelin, Ellouzi and Canterbury, 2011; Nguyen, Nguyen and Barrett, 2008; Supphellen and Grønhaug, 2003).

Factors, such as age, education, income, openness to foreign cultures, patriotism, conservatism, have been found to influence consumers' purchasing behavior towards foreign-made products. For instance, according to Balabanis et al, (2001), several studies have proven that consumers that are males, better-educated and with higher incomes show lower levels of ethnocentrism, explained by the fact that women, older people and less educated consumers express more traditionalist and patriotic views. Moreover, consumers with higher incomes have the possibility to travel more and to try more foreign products, thus becoming more open to foreign products. Also, the research undertaken by Balabanis et al, 2001 demonstrates that patriotism and nationalism have a varying influence on the consumer ethnocentrism, thus contradicting the results of Shimp and Sharma (1987) investigation, which found a strong positive correlation between these variables and ethnocentric levels.

It seems that consumer ethnocentric tendencies can predict to an extent consumers' purchasing behavior of local vs. foreign products, though its predictive validity varies across countries and product-categories (Balabanis et al, 2001; Shimp and Sharma, 1987) and, thus, the ethnocentric tendencies seem to be differentially expressed (Cleveland, Laroche and Papadopoulos, 2009). Generally, the findings of different studies suggest that consumer ethnocentrism is negatively related to the intention to buy imported products and positively related to the intention to buy domestic products (Nguyen, Nguyen and Barrett, 2008; Supphellen and Grønhaug, 2003).

For instance, Malaysian consumers are ethnocentric, though with a hint of global mindedness (Bojei, et al, 2010). Chrysochoidis, Krystallis and Perreas (2007) report that Greek consumers aged 40 and above are more ethnocentric than the younger Greek consumers. Moroccans were found as neither completely ethnocentric nor polycentric, though they are preferring predominantly imported products due to the influence of word-of-mouth, media and travels abroad (Hamelin, Ellouzi and Canterbury, 2011). John and Brady (2010) confirm that consumers from Mozambique struggle with a dilemma – they are highly ethnocentric, but when the effects of imported product conspicuousness are stronger, they consume foreign-made products. Indian consumers were found to have strong ethnocentric tendencies (Khan and Rizvi, 2008; Upadhyay and Singh, 2006). Kipnis et al, (2012) suggest that consumers in Kazakhstan, Poland and Ukraine prefer imported products that are viewed as incorporating the image of their societies. Puzakova, Kwak and Andras (2010) demonstrate that the impact of Russian consumer ethnocentrism on the frequency of buying imported products is diminished by consumers' exposure to mass communication. The Mexican consumers scored much higher levels of ethnocentrism than did the Hungarians (Witkowski, 1998). Moreover, it is widely believed that ethnocentrism is mainly a phenomenon of the developed countries (Bawa, 2004; Upadhyay and Singh, 2006), explained by the fact that the consumers of the developing countries tend to perceive the local products as being of lower quality than imported goods (Upadhyay and Singh, 2006; Chrysochoidis, Krystallis and Perreas, 2007). Hence, it is expected to find low levels of ethnocentrism among the consumers of the Republic of Moldova.

To measure the ethnocentric tendencies of the consumers towards purchasing foreign versus local products, Shimp and Sharma (1987) developed, tested and validated a 17-item scale named Consumer Ethnocentric Tendency Scale (CETSCALE). The items on the CETSCALE are 7-point Likert-type statements, which show the level of the agreement of the respondents with the statements, where 7 represents their absolute agreement with the statement and 1 – their complete disagreement. Hence, the overall CETSCALE score may vary between 17 and 119 points, meaning that consumers who score higher on this scale are more ethnocentric than those who score lower. Accordingly, Hamelin, Ellouzi and Canterbury (2011) enumerate the consumer ethnocentrism scale mean scores obtained by different studies as follows: USA (1987) – 51.92; USA (1999) – 61.50, Japan (1999) – 40.10; India (2004) – 52.43; Taiwan (2002) – 56.10; China (2002) – 57.97; China (2008) – 56.25; Indonesia (2006) – 74.50; Canada (2005) – 48.61; Russia (1997) – 32.02; Russia (2005) – 53.45; Mexico (2007) – 61.20; Hungary (1999) – 43.30; Poland (1999) – 50.61; Estonia (1999) – 53.59; Sweden (1999) – 38.10; Australia (2003) – 56.31; Morocco (2011) – 50.98.

The scale provides to the marketing managers a valuable tool in understanding consumers' tendencies related to purchasing foreign versus local-made products (Shimp and Sharma, 1987; Shimp, 2001; Khan and Rizvi, 2008; Netemeyer, Durvasula and Lichtenstein, 1991). Thus, it helps in designing the appropriate framework for segmentation, communications and target market for companies operating worldwide (Shimp and Sharma, 1987; Khan and Rizvi, 2008).

This scale has been tested in many countries, but not in Moldova. It was observed that in Moldova foreign consumer goods, such as cars, cell phones and clothes function as status symbols (Advameg 2015). Hence, it would be useful to identify the Moldovan consumer ethnocentric tendencies, in order to find out to what extent the imported products would be successful on the Moldovan market. Particularly, this information is important to the importers and to the local retail stores that are specializing in imported merchandise. This paper attempts to gauge the ethnocentric tendencies of Moldovan consumers.

III. METHODOLOGY

As mentioned in the previous chapter, the goal of this study is to assess consumer ethnocentrism in Moldova using CETSCALE as its measure. For attaining the above goal, a self-administered questionnaire was developed, using Shimp and Sharma (1987) CETSCALE, first in English and then translated into both Romanian and Russian to ensure understanding and accuracy. The questionnaire consisted of two parts. The first part presented the adapted CETSCALE. The respondents were asked to express their agreement with the 17 statements. It was used a 7-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree). The total scores of the 17-question CETSCALE varied between 17 and 119 points. The questions are illustrated in Table 1.

Table 1. The adapted 17-item CETSCALE

17-item CETSCALE	
1	Moldovan people should always buy Moldovan-made products instead of imports.
2	Only products that are unavailable in the Republic of Moldova should be imported.
3	Buy Moldovan-made products. Keep Moldova working.
4	Moldovan products first, last and foremost.
5	Purchasing foreign-made products is un-Moldovan.
6	It is not right to purchase foreign products, because it puts Moldovans out of jobs.
7	A real Moldovan should always buy Moldovan-made products.
8	We should purchase products manufactured in Moldova instead of letting other countries get rich of us.
9	It is always best to purchase Moldovan products.
10	There should be very little trading or purchasing of products from other countries unless out of necessity.
11	Moldovans should not buy foreign products, because this hurts Moldovan businesses and causes unemployment.
12	Curbs should be put on all imports.
13	It may cost me in the long-run, but I prefer to support Moldovan products.
14	Foreigners should not be allowed to put their products on our markets.
15	Foreign products should be taxed heavily to reduce their entry into the Moldovan market.
16	We should buy from foreign countries only those products that we cannot obtain within our own country.
17	Moldovan consumers who purchase products made in other countries are responsible for putting their fellow Moldovans out of work

Source: Adapted by the researcher from Shimp and Sharma (1987, p. 282)

The second part of the questionnaire consisted of the demographic characteristics: income, age, gender and occupation. The resulting sample was 62.8% female and 37.2% male. The respondents' demographic profile is presented in Table 2. At the end of the questionnaire, in the comments section, the respondents had the opportunity to express their opinions regarding the purchasing behavior of foreign vs. Moldovan-made products.

The questionnaires were completed in March and April 2015 by 113 respondents. The respondents were selected randomly. The questionnaires were administered both online and printed among Moldovan consumers aged above 18 years old that, generally, at this age have purchasing power. Data for this study were collected in the Republic of Moldova, particularly in its capital Chisinau. The study was based only on usable responses.

Table 2. Respondents' Demographic Profile

Monthly income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1000 lei or less	16	14.2	14.2	14.2
	1001 – 3000 lei	34	30.1	30.1	44.2
	3001 – 6000 lei	30	26.5	26.5	70.8
	6001 – 9000 lei	9	8.0	8.0	78.8
	9001 lei or more	24	21.2	21.2	100.0
	Total	113	100.0	100.0	
Age group					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	36	31.9	31.9	31.9
	26-35	60	53.1	53.1	85.0
	36-45	8	7.1	7.1	92.0
	46-55	6	5.3	5.3	97.3
	56 or more	3	2.7	2.7	100.0
	Total	113	100.0	100.0	
Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Self-employed/ Businessman	15	13.3	13.3	13.3
	Employee	59	52.2	52.2	65.5
	Retired	2	1.8	1.8	67.3
	Housewife	4	3.5	3.5	70.8
	Student	24	21.2	21.2	92.0
	Unemployed	2	1.8	1.8	93.8
	Another occupation	7	6.2	6.2	100.0
	Total	113	100.0	100.0	
Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	42	37.2	37.2	37.2
	Female	71	62.8	62.8	100.0
	Total	113	100.0	100.0	

IV. RESULTS AND DISCUSSION

Before proceeding to analysis, several tests were performed: validity and reliability tests. As regards the unidimensionality of the scale, this study used the four-factor structure similar to Upadhyay and Singh (2006). In order to make certain the validity of the measures used, every set of questions were tested via factor analysis. The requirements were met, as all the items loaded a factor higher than the 0.5 required (see Table 3).

Table 3. Factor Analysis Results of Ethnocentrism Scale (N = 113)

Attributes	Factor Loading				Communitality
	F. 1	F. 2	F. 3	F. 4	
Factor 1 – Nationalism					
X1- Moldovan people should always buy Moldovan-made products instead of imports	.805				.648
X3 - Buy Moldovan-made products. Keep Moldova working	.816				.666
X4 - Moldovan products first, last and foremost	.853				.727
X9 - It is always best to purchase Moldovan products.	.785				.616
X13 - It may cost me in the long-run, but I prefer to support Moldovan products	.843				.710
Factor 2 – Socio-economic Conservatism					

X16 - We should buy from foreign countries only those products that we cannot obtain within our own country	.853		.727
X10 - There should be very little trading or purchasing of products from other countries unless out of necessity	.812		.659
X2 - Only products that are unavailable in the Republic of Moldova should be imported	.721		.520
X8 - We should purchase products manufactured in Moldova instead of letting other countries get rich of us	.822		.676
Factor 3 – Protectionism			
X11 - Moldovans should not buy foreign products, because this hurts Moldovan businesses and causes unemployment		.796	.633
X12 - Curbs should be put on all imports.		.815	.665
X14 - Foreigners should not be allowed to put their products on our markets		.864	.746
X15 - Foreign products should be taxed heavily to reduce their entry into the Moldovan market		.784	.615
X17 - Moldovan consumers who purchase products made in other countries are responsible for putting their fellow Moldovans out of work		.786	.618
Factor 4 – Ultra-nationalism			
X5 - Purchasing foreign-made products is un-Moldovan.			.902 .813
X6 - It is not right to purchase foreign products, because it puts Moldovans out of jobs			.898 .806
X7 - A real Moldovan should always buy Moldovan-made products.			.893 .797

Source: Compiled by the researcher using the structure identified by Upadhyay and Singh (2006)

As regards reliability, the scale proved a high level of internal consistency. All the items were above the 0.7 threshold generally required, while Cronbach’s alpha for the sample of 113 respondents is 0.994 (see Table 4 for the values for each variable).

Table 4. Cronbach’s Alpha Results

Variable	Cronbach’s Alpha Value
Nationalism	0.876
Socio-economic Conservatism	0.815
Protectionism	0.867
Ultra-nationalism	0.877

After carrying out the reliability and validity tests in order to meet the data requirements, the analysis was done. The CETSCALE score for each respondent was calculated by summing up the results obtained to all the 17 items. As mentioned in the methodology section, total score could vary between 17 and 119, because of the use of a 7-point Likert scale, where a higher score points out higher consumer ethnocentrism. As shown in Table 5, the minimum score obtained was 27, while the maximum was 113. In order to identify the ethnocentric tendencies of the Moldovan consumers, the mean of the CETSCALE scores of all the respondents was calculated. The total mean score on the CETSCALE was 68.47, which points out that on average the Moldovan consumers tend to be moderately ethnocentric.

Table 5. Scores obtained by respondents on CETSCALE

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness	Kurtosis
CETSCALE	113	27	113	68.47	22.841	.099	-1.031
Valid N (listwise)	113						

The standard deviation of 22.84 shows that a large percentage of the respondents score between 91.3 and 45.6, hence a large part of the Moldovans express very strong ethnocentric tendencies, while another large part of the Moldovans express low levels of ethnocentrism. This result is similar to the one obtained by Upadhyay and Singh (2006), Khan and Rizvi (2008) in India and Chrysochoidis, Krystallis and Perreas (2007) in Greece. However, the findings of this research study are contradicting Bawa (2004) and Upadhyay and Singh (2006), who state that ethnocentrism is mainly a phenomenon of the developed countries. It appears that Moldovans are moderately ethnocentric, particularly because of being a poor country. Moreover, the respondents stated that they

tend to sustain the local producers in order to help enhance the country’s economy. But if they cannot find local products of good quality, then they buy imported products. Also, if the local products are more expensive, than many respondents prefer the imported goods.

As it is illustrated in Table 5 and the histogram below, the CETSCALE scores represent an approximately symmetrical distribution, as it has a skewness of 0.099. The negative kurtosis of -1.031 indicates that the CETSCALE represents a platykurtic distribution, which means that it is flatter than a normal distribution with a wider and lower peak. Hence, the probability of extreme values is small and the values are distributed wider around the mean.

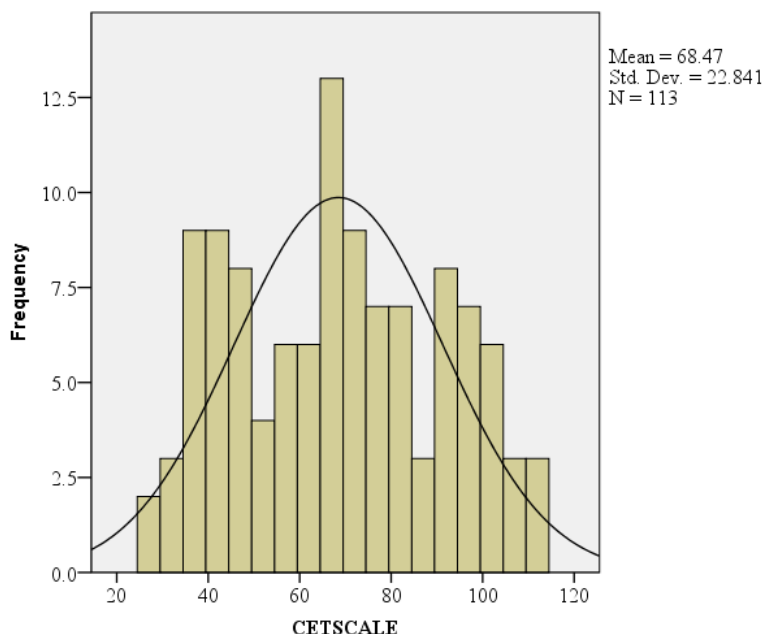


Figure 1 – CETSCALE Frequencies Histogram

As regards the demographic variables (see Table 5), similar to Balabanis et al, (2001), Moldovan women expressed stronger ethnocentric tendencies than men did. With reference to age groups, respondents aged above 45 years old expressed very strong ethnocentric tendencies. These findings are similar to those of Chryssochoidis, Krystallis and Perreas (2007) and Balabanis et al, (2001). However, the difference among the age groups and also between the males and females is not statistically significant. The same was found concerning income levels. It is interesting to point out that Moldovan respondents that belong to the group with the highest monthly income expressed the lowest ethnocentric tendencies, explained by the fact that, most probably, they travel a lot, consume a diversity of foreign products while being abroad and, thus, are more open towards consuming foreign-made products while being in Moldova. However, the group that belongs to the second highest income level scored the highest on the CETSCALE, most probably explained by the fact that these respondents are either employees or owners of local companies and hence, they believe that buying imported products would influence negatively the revenues of Moldovan companies, and, in turn, would have a negative impact on their monthly income. Not surprisingly, the self-employed/businessmen scored 73.93 on CETSCALE, after the retired respondents (i.e. the older consumers) who scored 97 and after the unemployed who scored 76.

Table 5. CETSCALE mean values by gender, occupation, income and age group

Gender	Mean	N	SD
Male	65.88	42	23.961
Female	70.00	71	22.184
Total	68.47	113	22.841
Occupation	Mean	N	SD
Self-employed/Businessman	73.93	15	23.393
Employee	68.29	59	23.369
Retired	97.00	2	9.899
Housewife	65.25	4	11.325
Student	66.29	24	21.231
Unemployed	76.00	2	11.314

Monthly_income	Mean	N	SD
1000 lei or less	66.81	16	23.780
1001 – 3000 lei	70.59	34	24.370
3001 – 6000 lei	67.73	30	20.625
6001 – 9000 lei	80.44	9	22.221
9001 lei or more	63.00	24	22.695
Total	68.47	113	22.841
Age_group	Mean	N	SD
18-25	65.08	36	22.207
26-35	70.15	60	22.950
36-45	62.88	8	22.465
46-55	77.67	6	19.846

Another occupation	57.29	7	28.576	56 or more	72.00	3	40.112
Total	68.47	113	22.841	Total	68.47	113	22.841

By using the ANOVA tests, it was pointed out that the employment of gender, age, monthly income and occupation did not yield statistically significant effects on the CETSCALE scores. Thus, the data suggests that ethnocentrism in Moldovans does not vary significantly with the chosen levels of age, gender, occupation and monthly income. Overall, this tendency is distributed uniformly amongst socio-demographic groups selected for this research. Similar findings are reported by Upadhyay and Singh (2006).

V. CONCLUSIONS

International trade has a significant role in the world economy. That is why it is a challenging task to understand the consumers’ minds, particularly when the consumption of imported products is regarded.

Hence, this study aimed to gauge Moldovan consumer ethnocentric tendencies, since no investigation has been done before as regards Moldovan consumers’ tendencies related to purchasing imported vs. local-made products. For attaining the above goal, a self-administered questionnaire was administered, using Shimp and Sharma (1987) CETSCALE. There were obtained 113 complete and usable responses from Moldovans in the capital area – Chisinau.

The study tested initially the reliability and validity in order to ensure that the data requirements were met. Afterwards, the mean CETSCALE score of the Moldovans was calculated. Even though it was expected to find out low levels of ethnocentrism, due to the fact that ethnocentrism is mainly a phenomenon of the developed countries, what it was discovered is as follows: Moldovans scored 68.47, which means that, on average, the Moldovan consumers tend to be moderately ethnocentric, similar to the Greek and Indian consumers. It seems that the Moldovans tend to sustain the local producers in order to aid in the economic development of their country, though they are not being biased when taking purchasing decisions. Additionally, the results suggest that ethnocentrism in Moldovans does not vary significantly with the chosen levels of age, gender, occupation and monthly income.

The paper concludes by considering the implications of the findings, identifying the limitations of the study and outlining directions for further research. As regards managerial implications, any bias towards foreign goods should be used in the strategy of global companies that intend to export in Moldova, while any bias towards local goods should be used in the strategy of local companies. As suggested by Shimp (2001), the knowledge of consumer ethnocentrism could be valuable in formulating market segmentation and promotional strategies, since ethnocentricity could be used to predict purchasing intentions for local or imported products. There would be a great risk if the marketers do not adjust their marketing strategies as needed. They must blend the marketing mix suitably to the Moldovan culture. Hence, knowing that Moldovan consumers from the capital are moderately ethnocentric, minor appeals to patriotism would be appropriate. The employment of made-in Moldova and buy-Moldovan themes would be wise in promotional campaigns.

Concerning foreign-made products, the retail chains from Chisinau that specialize in imported merchandize are advised to use Moldovan names and themes in promoting their products. Moreover, the foreign companies could engage into joint ventures or strategic alliances with domestic businesses. Hence, by identifying the level of Moldovan consumer ethnocentrism, insightful segmentation guidelines might be built up for both local producers and foreign firms. The results of this study could encourage both the domestic and the foreign companies. Clearly, Moldovan consumers do not buy local products only because they are “Made in Moldova”. The majority chooses the products also according to the quality criteria.

With reference to limitations, this study comprises in its samples mainly residents of the capital. The results could be different in rural areas, due to lower educational level and poor familiarity with foreign products. In addition, the sample is biased towards relatively younger consumers and females. Hence, the sample cannot be considered as representative of the Moldovan population. Moreover, because of the potential geographic differences in consumers’ purchasing behavior, the companies would have to customize marketing mix elements to regional preferences.

Another limitation identified is the translation, even though no language issues were encountered in the field. More specifically, the translation could have been enhanced, if a more sophisticated technique had been used, such as back translation or parallel translation. A final limitation recognized is the low number of respondents, which implies that the findings may not be completely realistic and accurate and cannot be generalized to the whole population of the Republic of Moldova.

Future research should carry on expanding the findings of this study in order to offer more insights into the Moldovan consumers’ minds vis-a-vis purchasing local vs foreign-made products. Taking into consideration the fact that this study was an exploratory one and used a few demographic variables, future studies should incorporate other socio-demographic variables, such as rural/urban residence, level of education, frequency of travelling abroad, country of origin of the imports, exposure to mass communication, patriotism, openness to

foreign cultures, product category, domestic product availability, price/quality ratio. Finally, because consumer ethnocentrism is most likely subject to change, yearly applications of the CETSCALE might disclose the intensity of ethnocentric tendencies in various geographic areas of Moldova and among various consumer groups. No matter the case, understanding the determinants of ethnocentric tendencies will continue to be of value both to the academics and practitioners.

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