

**The Effect of Consumer Ethnocentrism,
Cosmopolitanism and Patriotism on Product Evaluations in Turkey**

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THE EFFECT OF CONSUMER ETHNOCENTRISM, COSMOPOLITANISM AND PATRIOTISM ON PRODUCT EVALUATIONS IN TURKEY

ABSTRACT

Unfavorable news and rumors about the country of origin's administration may result in negative consumer attitudes in evaluations of foreign products. Ethnocentrism, patriotism and cosmopolitanism could be considered as factors affecting consumers' negative reactions. The aim of this study is to analyze the influence of consumer ethnocentrism, patriotism and cosmopolitanism on product judgments in Turkey after the news about Uyghur Turks in July 2015. Our findings demonstrate that consumer ethnocentrism, patriotism and cosmopolitanism result in unfavorable consumer attitudes towards foreign products.

Keywords: Consumer Ethnocentrism, Patriotism, Consumer Cosmopolitanism, Product Judgment, Willingness to Buy

INTRODUCTION

In the globalized world, competition in business has been increasing at both local and international levels. As a result of globalization, the increase in availability of products of foreign origin offers consumers the opportunity to choose from unlimited product alternatives. For this reason, marketing practitioners and decision makers have a greater necessity than ever before of examining and understanding consumer behaviors and attitudes (Netemeyer et al., 1991:320). Many sociologic parameters, such as ethnocentrism, nationalism and animosity, have various effects on consumer product evaluations.

One concept that affects consumers' domestic and foreign product purchasing behaviors and attitudes is consumer ethnocentrism. The level of consumer ethnocentric tendency reflects consumer preferences. While consumers who have a high ethnocentric tendency exhibit a positive attitude, they also prefer buying products made in their own country. Consumers who have a lower level of ethnocentric tendency have more negative attitudes towards products of foreign origin. Thus international businesses should learn consumers' level of ethnocentric tendency in order to reach their corporate goals and objectives in their target markets (Bozyigit & Akkan, 2011: 113-114). Economic, political and cultural differences in product perception and service producer countries directly affect product image perceptions (Kucukemiroglu, 1999:470). In other words, in terms of consumer ethnocentric tendencies, the relationship between imported product image and country of origin is strong (Wang and Chen, 2004: 391).

Patriotism and cosmopolitanism are also key socio-psychological determinants which influence consumer purchasing behavior and attitudes towards products of both domestic and foreign origin (Shankarmahesh, 2006:161). Consumer patriotism affects ethnocentric behaviors and attitudes towards foreign products. A high degree of consumer patriotism tends to lead to positive attitudes towards domestic goods more than towards foreign goods (Kucukemiroglu, 1999:471). In contrast, cosmopolitanism is defined in the literature as a determinant of a consumer's positive attitudes towards products of foreign origin (Reifler & Diamantopoulos, 2009:407).

In July 2015 news of high levels of oppression against Uyghur Turks in China appeared on Turkish social media platforms. The rumors of oppression spread so widely that thousands of Turkish people expressed negative reactions online and protested the Chinese Government. Viral slogans such as "Boycott Chinese products" spread quickly on social media. Protesters in the streets set Chinese flags on fire and attacked Chinese restaurants (BBC News, 2015). In the recent past, French, Italian, American, Israeli and Danish products have also occasionally been boycotted in Turkey as a result of diplomatic and social problems. Although it is difficult to say that these boycotts succeed each time they are initiated, Turkish consumer boycott participation is motivated by phenomena such as patriotism, nationalism and ethnocentrism (Balikcioglu et al., 2007:98).

Despite patriotic, nationalistic and ethnocentric tendencies, because of Turkey's geographical position Turkish culture has the unique characteristic of combining Eastern and Western elements. Globalization and modernization are also supporting factors behind Turkish culture's integration of foreign cultures. A modern individualist system has begun to play an increasingly important role in Turkish society (Goregenli, 1997; Cleveland et al., 2011:935). Although there is limited research on cosmopolitanism in Turkey, some studies (Suvarierol & Duzgit, 2011; Cleveland et al., 2011) have demonstrated that the level of cosmopolitanism in Turkey is not low.

Despite the existence of a limited number of studies conducted in Turkey on ethnocentrism, few studies focus on the Turkish consumer's cosmopolitanism and patriotism. Anti-US and anti-Europe sentiment, and particularly opposition to China, which has reached a level to match these more mainstream sentiments, have been rapidly becoming widespread in

Turkey (Akin et al., 2009). Considering Turkey as a developing country with a multicultural society, studies of Turkish consumer ethnocentric tendencies, patriotism and the effects of these tendencies on consumer purchasing behavior are important for both global marketplace practitioners and marketing academics. For this reason, the purpose of this study is to investigate Chinese product evaluations by Turkish consumers from the perspective of consumer ethnocentrism, patriotism and cosmopolitanism.

THE CONCEPTUAL FRAMEWORK

Consumer Ethnocentrism

Ethnocentrism as a sociological concept was used to introduce the differentiation between in-groups (defined by the individual) and out-groups (representing the opposite of in-groups) by Sumner in 1906 (Shimp, 1984: 285). Individuals form an identity by differentiating themselves from the negative values of out-groups and keeping with the positive values of in-groups. Thus individuals perceive the group they belong to as better than and different from other groups. Nationality and ethnicity are the most widespread criteria used for differentiating in-groups and out-groups (Supphellen & Rittenburg, 2001:910). The concept of consumer ethnocentrism was used for the first time by Shimp and Sharma (1987) to define the beliefs of American consumers about the appropriateness, and in one sense the ethicalness, of the purchase of foreign goods (Shimp & Sharma, 1987:280). Ruyter et al., (1998:185) defined consumer ethnocentrism as consumers' nationalist assessments of foreign products and services.

Consumer ethnocentrism has three characteristics. First, it ensues from the love and concern for the consumer's own country and the fear of losing economic control because of the usage of imported goods into the consumer's country. Second, consumer unwillingness and discouragement to buy products from a foreign country. If the level of ethnocentrism is high, consumers regard purchasing foreign products as an economical and a moral problem. Third, ethnocentricity indicates both individual prejudices against imported products and the common tendencies of society in general (Sharma et al., 1995: 27).

But ethnocentricity should not only be considered as an attitude towards foreign goods. Ethnocentric consumers tend to be more willing to buy domestic products, believing that products made in their own country are the best. They continue to buy domestic products even if the quality of domestic products is weak (Wang & Chen, 2004: 391). In some cases, however, even if the general tendency of the consumer is to reject foreign goods, they continue to buy foreign products to meet basic needs (Mutlu et al., 2011: 53).

Patriotism

Patriotism, the antecedent of ethnocentrism, refers to strong feelings of love and devotion towards one's country, without a corresponding hostility towards other nations (Sharma et al., 1995; Balabanis et al., 2001). In the literature it is argued that patriotism is similar to nationalism. Although patriotism and nationalism both involve positive feeling towards one's nation, nationalism represents the detrimental facet of a positive in-group evaluation. A nationalist thinks that their own country is superior to others and hence should be dominant. Even though patriots have high levels of love and loyalty for their own country, these are not necessarily related to how they feel about foreigners (Kosterman & Feshbach, 1989:260) and they do not exhibit the extremities of nationalism (Balabanis et al., 2001:162). Consumer ethnocentrism is closely associated with consumers' nationalist and patriotic tendencies. Patriotism affects consumer product selection and plays an important role in choosing between domestic and foreign products (Martinez et al., 2000: 1356).

Consumer Cosmopolitanism

Cosmopolitan is etymologically a combination of the Greek words “Cosmos (world)” and “Politics (citizens)”, and literally means “citizen of the world” (Reifler & Diamantopoulos, 2009:408). Merton (1957) defined cosmopolitanism as individuals’ orientation or alignment with communities beyond their local community (Cannon & Yaprak, 2002: 30). The concept is about openness to the world and other cultures, and involves a set of beliefs about and attitudes towards compliance. Cosmopolitans are interested in other cultures as much as their own culture (Cleveland et al., 2011: 935), and may be more compatible with global consumer culture and more likely to adopt products from other cultures, since they see themselves as more international (Alden et al., 1999; Cleveland et al., 2009). Cosmopolitanism is one of the driving factors of ethnocentrism. Individuals who are open to the world and to other cultures will have less ethnocentric tendencies since they believe that interacting with other cultures offers more opportunities (Vassella et al., 2010: 869).

LITERATURE REVIEW AND RESEARCH MODEL

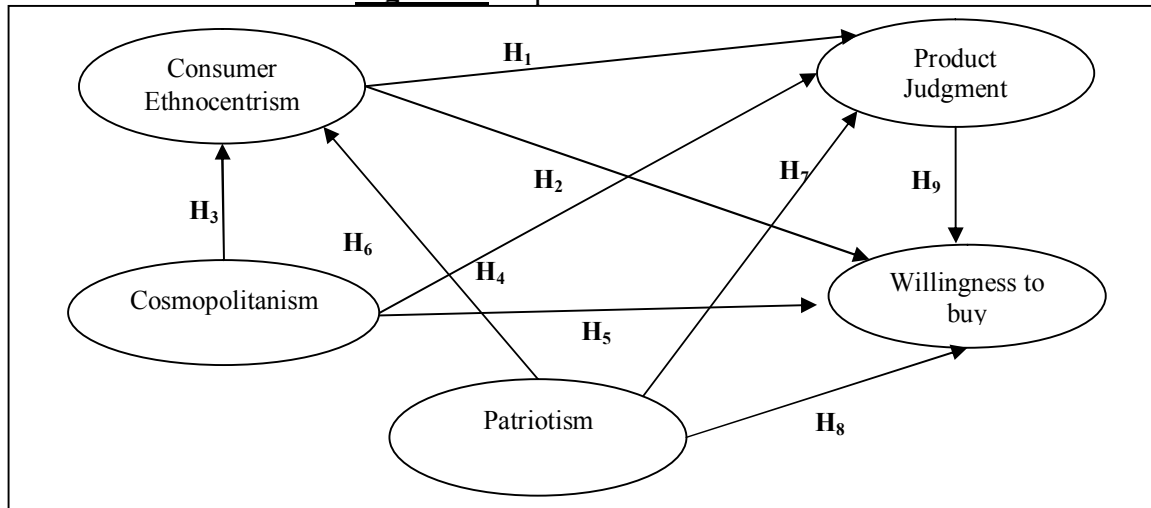
Our literature review reveals that consumer ethnocentrism, patriotism and cosmopolitanism have an effect on product evaluations and consumer preferences. Various studies have shown that ethnocentricity is a significant and strong determinant in consumer product evaluations (Klein et al., 1998; Huddleston et al., 2001; Orth & Firbasova, 2003; Wang & Chen, 2004; Rybina et al., 2010). The concept of consumer ethnocentrism has also been examined with many moderator and mediator factors such as demographics, cultural differences, country development, product quality etc. According to Lantz and Loeb (1998) highly ethnocentric consumers have more positive attitude towards foreign products from culturally similar countries. The findings of Josieassen et al. (2011) show that consumer ethnocentric tendencies are directly influenced by consumer characteristics.

Studies show that relations between patriotism, cosmopolitanism, ethnocentrism and consumer purchasing attitudes operate in many different directions. Han (1998) found that patriotism has a strong influence on willingness to buy foreign and domestic products. Similar to Han (1998), Klein and Ettensoe (1999) found that consumers who had high levels of ethnocentrism were likely to be patriotic. According to Sharma et al. (1995) patriotism is the main motive for consumer ethnocentrism in Turkey, and cultural openness and consumer ethnocentrism have a negative relationship, the more openness to foreign cultures increases the more the ethnocentric tendency decreases. In addition to these results, Sharma’s study indicated that consumer patriotism has a positive effect on ethnocentrism. Ruyter et al.’s (1998) study is also evidence for the relationship between patriotism, cosmopolitanism and the ethnocentric tendency. Watson and Wright (2000) demonstrated that highly ethnocentric consumers have a positive attitude towards cultures which are similar to their own culture, while they have negative attitude to others. Balabanis et al. (2001) claimed that the source of Turkish consumer ethnocentricity is patriotism, while the source for Czech consumer ethnocentricity is nationalism.

Despite some contrary studies (Suh & Kwon, 2002; Strizhakova et al., 2008) several studies (Sharma et al., 1995; Cannon & Yaprak, 2002; Rybina et al., 2010; Parts & Vida, 2011) have demonstrated that cosmopolitanism has a negative influence on consumer ethnocentrism. Parts and Vida’s (2011) and Parts’ (2013) studies have shown that the more cosmopolitan consumers are the higher their tendency to buy foreign products over local products. Some of the studies into Turkish cosmopolitanism (Pe’coud, 2004; Karaosmanoglu, 2007) have shown that Turkish people adopt cosmopolitanism.

Based on this literature review, our proposed research model is illustrated in Figure 1 and our research hypotheses are as follows:

Figure 1: Proposed Research Model



H₁: Consumer ethnocentrism has a negative effect on judgment of products of Chinese origin

H₂: Consumer ethnocentrism has a negative effect on consumer willingness to buy products of Chinese origin

H₃: Cosmopolitanism has a negative effect on consumer ethnocentrism

H₄: Cosmopolitanism has a positive effect on consumers' judgment of products of Chinese origin

H₅: Cosmopolitanism has a positive effect on consumers' willingness to buy products of Chinese origin

H₆: Patriotism has a positive effect on consumer ethnocentrism

H₇: Patriotism has a negative effect on consumers' judgment of products of Chinese origin

H₈: Patriotism has a negative effect on consumers' willingness to buy products of Chinese origin

H₉: Consumers' judgments of Chinese products has an effect on consumers' willingness to buy

METHOD

Data Collection and Survey

An online survey was used to collect the data. The online survey was shared on pages, platforms and Facebook groups which were related to Turkish goods and to groups supporting Uyghur Turks in Turkey, in order to reach consumers with sensitivity to nationalism. The survey was conducted in Turkey in July 2015. The questionnaire includes three main parts: the first part consists of expressions concerning consumer ethnocentric behavior, cosmopolitanism and patriotism. The second part of the questionnaire is about judgments of Chinese products and willingness to buy Chinese products. The last part of the questionnaire asks for respondents' demographic characteristics. Apart from the demographics, all items were elicited on a five-point Likert scale ranging from "1=strongly disagree" to "5=strongly agree." In total 238 individuals participated in the online survey and 215 of the 238 responses were usable for data analysis.

Measures

Empirically tested scales derived from the literature were used for measurement. Consumer ethnocentrism was measured using the CETSCALE, developed by Shimp and

Sharma (1987), and which is used in various cross-cultural consumer behavior studies with high reliability (Sharma et al., 1995; Watson & Wright, 2000; Wang & Chen, 2004; Rybina et al., 2010). The original version of CETSCALE consists of 17 expressions that aim to determine ethnocentrism tendencies, but not attitudes. While attitudes are generally considered to involve consumers' evaluations of an object, tendencies state their conception of foreign products in general (Shimp & Sharma, 1987:281). Short versions of some six items were modified from the CETSCALE and were used to measure tendencies in consumers' ethnocentric behavior. The patriotism scale developed by Kosterman and Feshbach (1989) was adapted. Six items of the cosmopolitanism scale were adapted from Cleveland & Laroche (2007) and two items of the scale were adapted from Yoon et al. (1996). Willingness to buy and product judgment were modified from the studies by Klein et al. (1998) and Wood and Darling (1993).

Partial least squares path modeling (PLS-SEM) was used for testing the measurement model. PLS-SEM, which has been used widely among social science researchers, is a family of regression-based methods designed for the analysis of high dimensional data in a low-structure environment (Vinzi et al., 2010:24). Data characteristics such as minimum sample size, non-normal data and scale of measurement (i.e. the use of different scale types) are among the most frequently-stated reasons for applying PLS-SEM (Hair et al, 2011: 144; Hair et al, 2014:18). Because of the limited data size, non-normal data and weak construct of patriotism and cosmopolitanism in consumer studies, PLS-SEM was the preferred method for testing the measurement model.

RESULTS AND FINDINGS

215 respondents in the 18-52 age group completed the online survey. The demographic profiles of respondents are presented in Table 1. The sample consisted of 61.9% female and 38.1% male. 79.6% of respondents were under 35 years old. 43.7% of respondents were single and 56.2% were married. In terms of their level of education, 57.2% of respondents had graduated from college, high school and below, while 42.3% of respondents had a bachelor's and master's degree. With respect to their levels of income, 31.6% of respondents belonged to the lower class (less than 1000 TL / month) while 20.5% of respondents belonged to the lower middle class (between 1000 TL and 2000 TL / month).

Table 1: Demographic Characteristics of Respondents

Characteristics		Respondents	
		Frequency	%
Gender	Female	133	61.9
	Male	82	38.1
Age	18-25	75	34.9
	26-35	96	44.7
	36-45	37	17.2
	46-over	7	3.3
Marital Status	Single	94	43.7
	Married	121	56.2
Education	Less-High School	26	12.1
	College	98	45.6
	Bachelor of Science	53	24.6
	Master's Degree	38	17.7
Income	1000tl-less	68	31.6
	1001-2000tl	44	20.5
	2001-3000tl	46	21.4
	3001-over	57	26.5

A measurement of reliability and validity is necessary for structural equation modeling. The convergent and discriminant validity of the measures were used to ensure reliability and validity in this research. The convergent validity of the measurement model was assessed by item reliability, composite reliability and average variance extracted (AVE) (Fornell & Larcker, 1981). Item reliability was evaluated by the size of the loadings of the measures which should be at least 0.50 or 0.60 (Chin, 1998; Hair et al, 2006). Composite reliability, which indicates the internal consistency measured by Cronbach Alfa (α), must be over 0.7, and the measure of convergent validity is AVE. To adequately satisfy convergent validity, AVE scores must be at least 0.50 (Fornell & Larcker, 1981; Hair et al., 2006).

Table 2: Factor Loadings of the Variables

Factors	Variables	Loadings	Mean	Std. Deviation
Cosmopolitanism	c1	0.851	3.9535	0.94110
	c2	0.889	4.0279	0.90645
	c3	0.814	3.8884	1.06631
	c4	0.826	3.9442	1.01238
	c5	0.812	3.7860	1.02346
	c6	0.854	3.8140	0.97290
	c7	0.825	3.9349	0.94495
	c8	0.801	3.9628	1.00397
Consumer Ethnocentrism	e1	0.769	3.4791	1.20679
	e2	0.735	2.5674	1.27663
	e3	0.827	3.6605	1.19229
	e4	0.767	3.0744	1.27303
	e5	0.789	3.2093	1.19887
	e6	0.759	3.6698	1.17917
Patriotism	p1	0.861	4.5116	0.85303
	p2	0.907	4.3767	0.97272
	p3	0.792	4.2140	0.97194
	p4	0.827	4.3349	0.95185
	p5	0.892	4.3860	0.89901
	p6	0.841	4.5442	0.84092
	p7	0.761	4.2744	1.01579
Product Judgment	i1	0.808	1.7442	0.88320
	i2	0.944	1.6884	0.91743
	i3	0.950	1.6558	0.89268
	i4	0.886	1.8233	1.00299
Willingness to buy	w1	0.793	3.1906	1.19809
	w2	0.884	2.4325	1.26190
	w3	0.864	2.1581	1.29092

Table 2 illustrates that all loadings exceeded 0.7. Table 3 shows that the AVE scores of the items are above 0.50 and the Cronbach Alfa (α) values of all the items are over 0.7 which means that the research model's reliability is high. These results indicate an adequate convergent validity of the model. The discriminant validity of the model was assessed by examining the correlations between measurement items and by checking whether the square

root of the AVE scores for each item are higher than the correlations between each item and all other constructs (Fornell & Larcker, 1981; Hair et al., 2006). Table 3 illustrates that the items are significantly correlated with each other and the square root of the AVE scores of the items are higher than all the item correlation values.

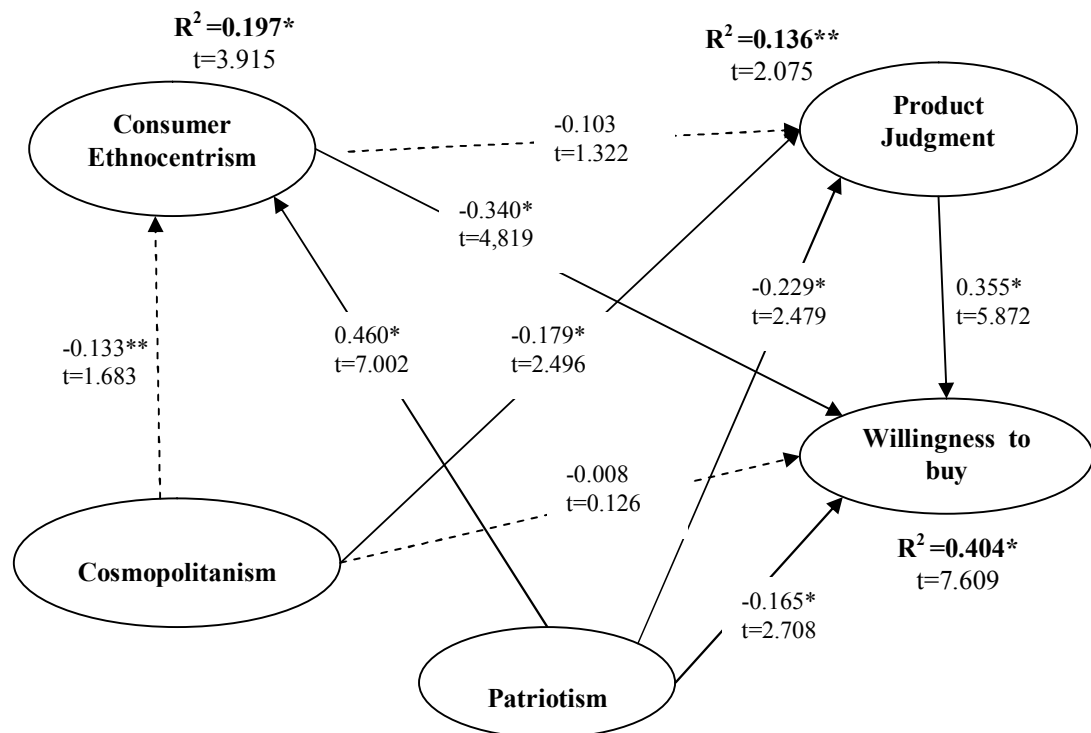
Table 3: Reliabilities and Validities of the Model

	Cosmopolitanism	Willing to Buy	Consumer Ethnocentrism	Patriotism	Product Judgment
Cosmopolitanism	(0.834)				
Willingness to buy	-0.135	(0.848)			
Consumer Ethnocentrism	-0.009	-0.480	(0.775)		
Patriotism	0.269	-0.426	0.425	(0.842)	
Product Judgment	-0.239	0.478	-0.198	-0.320	(0.899)
Cronbach Alfa	0.940	0.804	0.868	0.931	0.919
Composite validity	0.948	0.885	0.900	0.944	0.944
AVE	0.696	0.719	0.600	0.708	0.808

Note: Bold elements placed on the diagonal line represent the square root of AVE.

This also indicates the adequate discriminant validity of the model. After the evaluation of reliability and validity, the model's goodness of fit must be assessed. The standardized root mean square residual (SRMR) introduces a goodness of fit measure and model validation for PLS-SEM. The SRMR, defined as the difference between the observed correlation and the predicted correlation, should be less than 0.10 (Hu & Bentler, 1999; Henseler et al., 2014). The SRMR Composite Model Value of the model is 0.078. This shows the convenience of the model.

Figure 2: Results of PLS Analysis



* $p < 0.01$; ** $p < 0.05$

The hypotheses were tested using PLS. The results of the PLS analysis are summarized in Figure 2. Significance tests of all hypothesis paths were performed using the bootstrap

procedure in PLS software. As shown in Figure 2, all paths in the research model are found to be significant at $p < 0.01$ except for consumer ethnocentrism and cosmopolitanism and product judgment, and cosmopolitanism and willingness to buy. The analysis shows that product judgment ($R^2 = 0.136$) was significantly decreased by cosmopolitanism ($\beta = -0.179$) and patriotism ($\beta = -0.299$) but not significantly by consumer ethnocentrism ($\beta = -0.103$). The willingness to buy was significantly increased by consumer ethnocentrism ($\beta = -0.340$) and patriotism ($\beta = -0.165$) but not significantly by cosmopolitanism ($\beta = -0.008$). The analysis also shows that willingness to buy ($R^2 = 0.404$) was significantly decreased by product judgment ($\beta = -0.355$). Although it is not significant, consumer ethnocentrism ($R^2 = 0.197$) was decreased by cosmopolitanism ($\beta = -0.133$), while it was increased by patriotism ($\beta = 0.460$).

The R^2 value is the coefficient of determination and commonly used to measure and evaluate the structural model. The R^2 value ranges between 0 and 1. Higher levels of R^2 indicate higher levels of predictive accuracy, however establishing rules for an acceptable R^2 values is difficult because it depends on the complexity of the model and the research discipline. Whereas R^2 values of 0.20 are considered high in disciplines such as consumer behavior, in success driver studies researchers expect much higher values such as 0.75 and above (Hair et al., 2011). In our research the R^2 values of 0.197 for ethnocentrism, 0.136 for product judgment and 0.404 for willingness to buy can be considered weak. Table 4 represents the hypothesis test results.

Table 4: Summary of PLS analyses

Paths	Beta	t	p	Hypothesis
Consumer Ethnocentrism -> Product Judgment	-0.103	1.322	0.187	H ₁
Consumer Ethnocentrism -> Willingness to Buy	-0.340*	4.819	0.000	H ₂
Cosmopolitanism -> Consumer Ethnocentrism	-0.133***	1.683	0.093	H ₃
Cosmopolitanism -> Product Judgment	-0.179**	2.496	0.013	H ₄
Cosmopolitanism -> Willingness to Buy	-0.008	0.126	0.900	H ₅
Patriotism -> Consumer Ethnocentrism	0.460*	7.002	0.000	H ₆
Patriotism -> Product Judgment	-0.229**	2.479	0.014	H ₇
Patriotism -> Willingness to Buy	-0.165*	2.708	0.007	H ₈
Product Judgment -> Willingness to Buy	0.355*	5.872	0.000	H ₉

* $p < 0.01$; ** $p < 0.05$; *** $p < 0.10$

CONCLUSION AND DISCUSSION

Local nationalist movements, along with increased product diversity and greater ability to reach out to foreign products, have been having more effect on consumers' product purchasing behaviors. Examining the effect of these parameters on consumer product evaluations is important for an understanding of general consumer behavior.

In this study the sample was deliberately collected from individuals who follow the online platforms, and who monitor China and Chinese goods. Although it was assumed that the sample consisted of nationalist respondents, the results demonstrate that the Turkish ethnocentric tendency is medium. This conclusion is in line with the studies of Ellialti (2009), Ari and Madran (2012), and Asil and Kaya (2013). The results of this study also indicate that consumer ethnocentrism has a negative effect on the judgment of Chinese products and the intention to purchase these products.

Our research shows that the survey respondents' level of cosmopolitanism is high. This result means that Turkish consumers are cosmopolitan and open to other cultures. With the

impact of globalization and multiculturalism, Turkish people have become curious and interested in foreign cultures. The literature on cosmopolitanism indicates that cosmopolitan consumers have a positive attitude towards foreign products. Despite these findings, this study does not support the current literature. Our findings indicate that although Turkish people have a high level of cosmopolitanism, this feeling negatively affects their judgment of products and their intention to buy Chinese products. This result may be a reason for the negative effect of the unfavorable events that took place recently in Turkey. Social, cultural and political problems between countries reflect on consumers' evaluations of foreign products. High levels of patriotism may also cause this result. On the other hand, like Sharma et al. (1995), Connon and Yaprak (2002), Rybina et al. (2010) and Parts and Vida (2011), our research has shown that cosmopolitanism negatively affects consumer ethnocentrism. The Turkish ethnocentric tendency is decreasing due to cosmopolitanism. Cosmopolitans are interested in foreign cultures and want to be citizens of the world, and this disposition reduces their ethnocentrism. But according to this research they also have patriotism similar to the results produced by Ishii (2009), Zeunger et al. (2015). High levels of Turkish patriotism can be considered one of the reasons for negative attitudes towards foreign products. In fact, it is unclear in the literature whether patriotism is used in product evaluations, because a nationalist may be patriotic while a patriot may have high nationalist feelings. This research has also demonstrated that patriotism increases the ethnocentric tendency. Finally, the judgment of Chinese products has a positive effect on willingness to buy. The main reasons for this result may be the presence of the competitive advantage that Chinese products have, especially in terms of price, and high product diversity in the Turkish market, as in the rest of the world.

Our research findings can be discussed in two ways. Firstly; the results of the study show that consumer product evaluations and willingness to buy is affected by social and political facts. Marketers shouldn't ignore the effect of social and political environment of their target markets. The consumer unfavorable responses to the negative political and social events can be reduced by the some factors such as the effects of cosmopolitanism on consumer behaviors, the domination of foreign products in local market and the limited domestic product range. Secondly; although there were negative impacts of some social and political events, online consumers' reactions didn't completely reflect their behaviors. In this event consumers' responses were more rhetoric. These results indicate that the reality of online consumers' responses to the negative events should be questioned.

LIMITATION AND FURTHER RESEARCH

This study has a number of limitations. First, this study was conducted only through a survey on online platforms, and participants were online active consumers who had cultural and nationalist sensitivities. Therefore other consumers with different characteristics and attitudes should be included in future studies. Second, this study was conducted about evaluations of Chinese goods in general. Factors potentially affecting consumer evaluations such as product brand, quality, involvement, price etc. were excluded in this study. In future studies adding these factors to a model may give a more comprehensive result. Third, our study was conducted immediately after unfavorable news about Uyghurs. Thus if the study is repeated at a time when the impact of these events has eased, comparable results can be obtained. Consequently the generalizability of the results is limited. Generalizability can only be attained if a wide random sample is utilized in future studies.

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Appendix A. Scales and items

<p>Turkish products, first, last, and foremost (e1)</p> <p>We should purchase products manufactured in Turkey instead of letting other countries get rich off us (e2)</p> <p>A real Turk should buy Turkish-made products (e3)</p> <p>Turks should not buy foreign products, because this hurts Turkish business and causes unemployment (e4)</p> <p>It may cost me in the long-run but I prefer supporting Turkish products (e5)</p> <p>We should buy from foreign countries only the products that we cannot obtain from within our own country (e6)</p>	<p>CETSCALE; Shimp & Sharma (1987)</p>
<p>I love my country (p1)</p> <p>I am proud to be a Turk (p2)</p> <p>In a sense, I am emotionally attached to my country and emotionally affected by its actions (p3)</p> <p>Although at times I may not agree with the government, my commitment to the Turkey always remains strong (p4)</p> <p>I feel great pride in the land which is our Turkey (p5)</p> <p>When I see the Turkish flag being flown, I feel great (p6)</p> <p>The fact that I am a Turkish is an important part of my identity (p7)</p>	<p>Patriotism Kosterman & Feshbach (1989)</p>
<p>I am interested in learning more about people who live in other countries (c1)</p> <p>I like to learn about other ways of life (c2)</p> <p>I enjoy exchanging ideas with people from other cultures or countries (c3)</p> <p>I like to observe people of other cultures, to see what I can learn from them (c4)</p> <p>I find people from other cultures stimulating (c5)</p> <p>Coming into contact with people of other cultures has greatly benefited me (c6)</p> <p>When it comes to trying new things, I am very open (c7)</p> <p>I enjoy getting news from all over the world (c8)</p>	<p>Consumer Cosmopolitanism Cleveland & Laroche, (2007) Yoon et al. (1996)</p>
<p>Products made in China are carefully manufactured and have fine workmanship (p1)</p> <p>Products made in China show a very high degree of technological advancement (p2)</p> <p>Products made in China are usually quite reliable and seem to last the desired length of time (p3)</p> <p>Products made in China are usually a good value for money (p4)</p>	<p>Product Judgment Klein (1998) Wood & Darling (1993)</p>
<p>I would feel guilty if I bought a Chinese product (w1)</p> <p>Whenever possible, I avoid buying Chinese products (w2)</p> <p>If two products were equal in quality, but one was from China and one was from Turkey, I would pay 10% more for the product from Turkey (w3)</p>	<p>Willing to Buy Klein (1998)</p>