

Online Consumer Ethnocentrism, Is that a phenomenon?



An analysis of the phenomenon consumer ethnocentrism in an online context and the role of four demographic characteristics of Danish e-commerce consumers

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Executive Summary

This Master's thesis is based upon an interest in the phenomenon of consumer ethnocentrism, which so far only has been studied in an offline context. The aim of this Master's thesis is to investigate the phenomenon in an online context – More specific the impact of consumer ethnocentric tendencies while shopping online among Danish e-commerce consumers and further which demographic characteristics are influencing consumer ethnocentrism. The topic is a result of the socio-economic problem Denmark are facing according to a negative e-commerce balance.

However, the investigation of consumer ethnocentrism in an online context begins with a research background, which aims to identify the background of the problem. Moreover – In this section the problem formulation and the research questions are being stated as well. Moreover, to support the academic interest in the investigation, previous literature was analysed to obtain a pre-understanding of the problem the current dissertation are addressing. Surprisingly, no previous studies were recognized, which make the topic even more important to study – Both from an academic and a socio-economic point of view.

After identifying the research background and the problem formulation of the study, theory of science and methodological perspectives is being presented. Apart from the employed methodology and research approach, the research design is constructed with the aim of providing an insight in the methods and techniques, which is being utilized to collect the needed empirical data. After the methodology, the theoretical of the project is presented, which furthermore is the fundamental basis of the theoretical framework and hypotheses that are to be tested in the data analysis. The findings of the analysis show that consumer ethnocentrism is a phenomenon the Danish e-commerce companies has to pay attention to.

After the data analysis, the findings are being discussed from a critical point of view with the purpose of improve future research in the area. Moreover, implications of the findings are also being presented in this chapter as well as limitations and opportunities for further research. Finally, in the end of the dissertation, a conclusion is established with the aim of answering the problem formulation and the research questions.

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1. Introduction

The purpose of this chapter is to address the research context along with the aim of the investigation. Furthermore, the problem formulation and research questions of the dissertation will be presented as well as the project structure, which will provide an overview for each of the chapters.

1.1 Research Background

“In those days, there was different information on different computers, but you had to log on to different computers to get at it. Also, sometimes you had to learn a different program on each computer. Often it was just easier to go and ask people when they were having coffee...”

(Sir Tim Berners-Lee – “World Wide Web Foundation, 2015)

The above quote by Sir Tim Berners-Lee is an impression of the fundamental thoughts behind the World Wide Web. According to the quote Sir Tim Berners-Lee wanted to develop a system with the applications of solving the issue of limited information available at different computers. Consequently, Sir Tim Berners-Lee developed an approach with much bigger applications than sharing information by exploring a hypertext, which was an emerging technology by that time (World Wide Web Foundation, 2015). Since the launch of the first website <http://info.cern.ch>, which Sir Tim Berners-Lee created in 1991, organizations have been applying technologies based on the Internet, World Wide Web and wireless communication for more than 20 years to transform their business, more detailed e-business and e-commerce (Chaffey, 2015 p. 4).

No doubt that the development of the World Wide Web was a revolutionary new technology with many applications, but it also changed the way people use to shop. Customers are no longer bound to opening hours, locations and interactions with other people. They can go online and become active at almost any time and location to purchase products and/or services, without interaction with other people (Hasslinger et al. 2007). According to Joines et al. (2003) the number of users of the Internet is constantly increasing, which can be illuminated by the use of broadband technology combined with change in consumer behaviour (Oppenheim & Ward, 2006).

Danish customers are using e-commerce more than ever before and further undiminished. In 2016 Danish customers spent more than 100 billion DKK online, which is an increase on 16% compared

to 86.9 billion in 2015 (FDIH, 2017). According to Table 1, which visualizes the evolution of the Danish e-commerce from 2010 to 2016 the total consumption online, has increased by 60%. Furthermore, the total amount of online transactions has also increased. In 2016 the Danish customers purchased 162 million times online, which is 10% more than 2015. During the period from 2010 to 2016 numbers of online transactions has increased by 61.1%. Overall, table 1 is an indication of how popular e-commerce has become in Denmark.

	Transactions (In million)	Increase (by year)	Consumption (In billion)	Increase (by year)
2010	63	+ 31 %	40	+ 25 %
2011	76	+ 21 %	46	+ 15 %
2012	90	+ 18 %	54,7	+ 19 %
2013	106	+ 18 %	62,4	+ 14 %
2014	127	+ 20 %	73,7	+ 18 %
2015	148	+ 16 %	83,9	+ 18 %
2016	162	+ 10 %	100,7	+ 16 %

Table 2: Development in Danish E-commerce
Source: Own production and FDIH, 2017 p. 7

As already mentioned, the Danish customers spend 100.7 billion DKK on e-commerce in 2016. The following Figure 1 accounts for the distribution of the total e-commerce consumption in 2016 divided into 13 product groups. According to Figure 1, the Danish customers spend 23.787 billion DKK on travels, which was the biggest product group in 2016. The second biggest product group in 2016 was Clothes, footwear and jewellery, which accounted for 14.282 billion DKK.

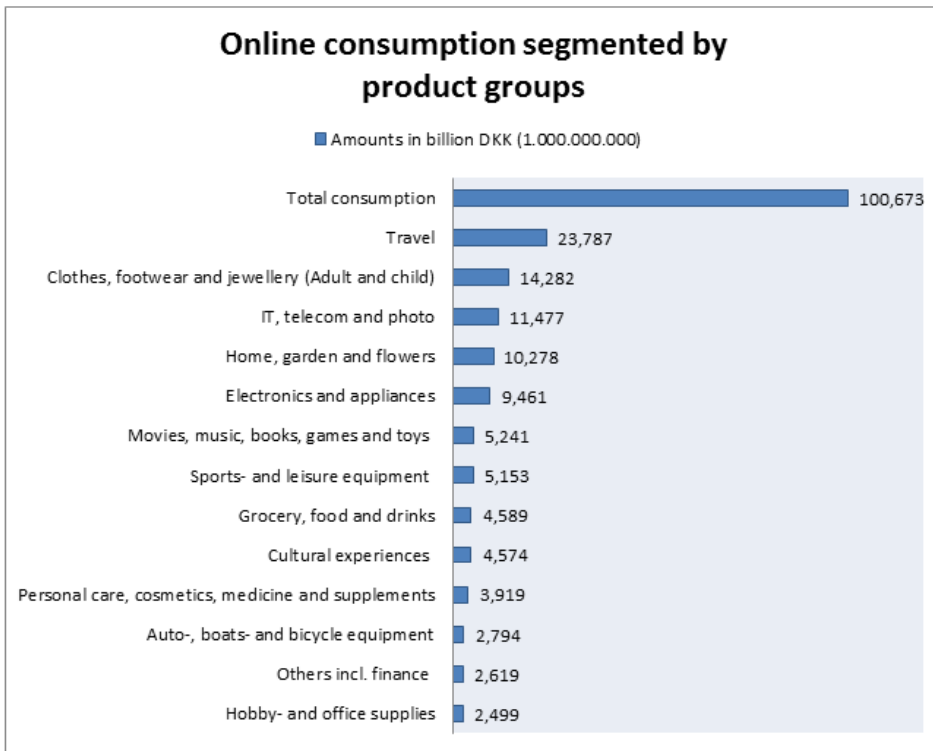


Figure 5: Online consumption in 2016 segmented by product groups
Source: Own production and FDIH, 2017 p. 12

The profile of a Danish e-commerce user varies in age according to Danish Statistics, who conducted a report on the topic based on 6000 respondents from telephone interviews or online surveys in the period of March 2016 to May 2016 among a representative sample of the Danish population from 15-89 years (Tassy, 2016). However, most of the Danish population are shopping online, regardless income and age. According to Figure 2 90% of the people aged 16-44 are shopping online, which is the group of the Danish e-commerce users, who are shopping the most online. First when looking at the e-commerce users between 65-74 years we discover a clear cut in e-commerce activity.

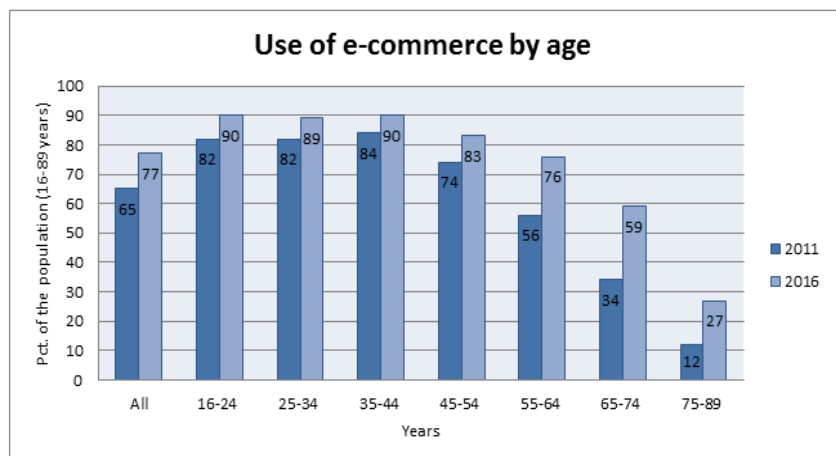


Figure 6: Use of e-commerce by age
Source: Own production and Tassy, 2016, p. 43

Finally, by looking at Figure 2 the younger generations are shopping more online, which can indicate the future use of e-commerce may increase. As an example, 56% of the 55-64 years old consumed goods and/or services online in 2011, increased to 76% in 2016.

Thus, e-commerce has become an important part of the way the Danish customers shop goods and/or services. As illustrated in Figure 3, the consumptions habits in the physical stores are decreased by 7% in the period and the consumption online is increased by 27%.

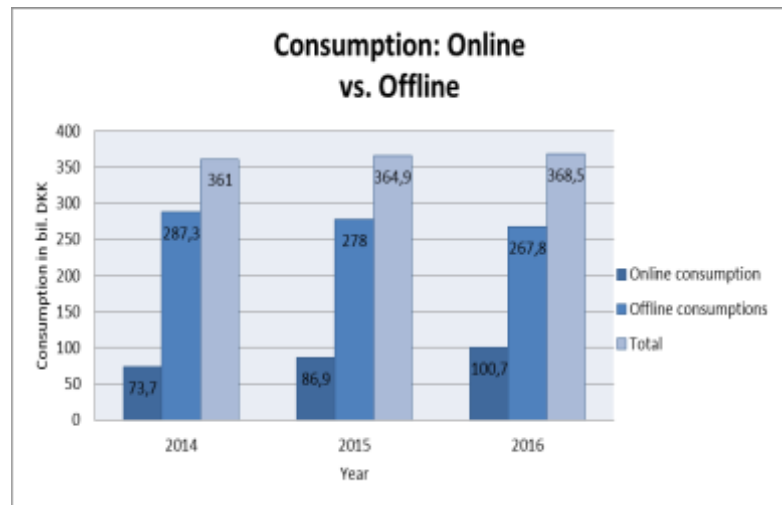


Figure 7: Consumption: Online vs. Offline
Source: Own production and FDIH 2017, p. 8

Additionally, the increasing use of e-commerce in Denmark is not only a problem for the offline stores. It is also becoming a socio-economic problem. As a result of the consumption is moving online the Danish economy is facing some problems. The e-commerce does not move in a 1-1 scale to the Danish web shops (Theil, 2014).

"We are extremely pleased with the continued growth (Red. e-commerce growth). But it's scary when Danish e-commerce analysis also shows that an increasingly amount of the Danish customers online purchases are made abroad. We do now have an e-commerce imbalance with increasing purchases abroad, and if the development continuous the e-commerce balance will become more unequal in the future. Unfortunately, not in Danish favour" - Annette Falberg, CEO FDIH
(Theil, 2014)

According to Henrik Theil (2015) Danish customers spend 30 billion DKK in foreign web shops in 2015 while foreign customers only spend 4-5 billion DKK in Danish web shops, which resulted in a deficit on minimum 25 billion DKK. Furthermore, Henrik Theil (2015) argues that if the development of the e-commerce balance continues it can be predicted that 50 % of all the Danish customers' transactions will be placed online, which will account for 167 billion DKK in 2020. Moreover, if the

increasingly use of foreign web shops continues, the Danish customers will place about 80 billion DKK in foreign web shops, nearly 50 % of the total Danish e-commerce consumption. Furthermore, it is only expected that Denmark will account for 7 billion in e-commerce export in 2020. (Theil, 2015)

The increasing tendency as illustrated above is also an expression of the important factor of the e-commerce, namely the Internet has provided stronger competition. When competing online the businesses are operating under the same conditions, which make them transparent and easily compared against competitors (Høyer, 2015). As a result of this, the price parameter has become under pressure, due to the fact that e-businesses are competing against the whole world (Høyer, 2015). The competition between the Danish web shops is tough but also between the respective countries in- and outside the European Union. Especially inside EU the web shops are competing regardless of country borders (Høyer, 2015).

Considering the fact that there are no country borders online, questions about consumer ethnocentrism and the degree hereof in an online context can be asked. Taking the above into consideration the hypothesis saying that *“The degree of consumer ethnocentrism does not exist in the same way as we know from the offline consumption”* can be stated. However, do the phenomenon even exist online?

Consumer ethnocentrism explains the customer’s likelihood to accept or reject foreign made products (Schiffman et al., 2012). With the purpose of distinguish between consumer segments that are likely to be attracted to foreign made products and those who are not, researchers have developed and tested a tool (CETSCALE), that can measure consumer ethnocentrism. Consumers with a high degree of ethnocentrism are more likely to feel that it is unfortunate or wrong to purchase foreign made products due to the economic impact on the domestic economy. On the other hand, consumers who are non-ethnocentric tend to evaluate foreign made products more objectively for their product specific characteristics like quality, price, how good are they etc. (Schiffman et al., 2012).

Additionally, research has shown that the degree of ethnocentrism varies by country and products. For instance, Mexican consumers tend to be more ethnocentric than their French counterparts (Clarke et al., 2000), and Malaysian consumers who prefer to purchase trousers, shirts,

undergarments and belts that are locally produced, tend to buy imported sunglasses and watches (Mohamad et al., 2000).

No doubt that consumer ethnocentrism is an important phenomenon in international marketing, which marketers have been investigating since its development in 1906. However, not much attention has been paid to consumer ethnocentrism in an online context. Consequently, in 2006 Hyokjin Kwak, Anupam Jaju and Trina Larsen conducted a research about consumer ethnocentrism offline and online. According to Kwak et al. (2006) the creation of the Internet has established a new way for consumers to purchase products and/or services and during the past decade consumers have gained the ability to access information instantaneously online and to place orders for products and/or services throughout the world. Consequently, little is known about impact of consumer ethnocentrism in the online environment (Kwak et al., 2006).

1.2 Problem Formulation

Taking the above research background into consideration, the problem formulation of this Master Thesis can be stated as followed:

“What are the underlying factors of online consumer ethnocentrism in Denmark?”

The main goal of this dissertation is first and foremost to provide an understanding of the impact of consumer ethnocentrism in an online context, how it affects the purchase behaviour of Danish e-commerce consumers, and which demographic characteristics that triggers consumer ethnocentrism online, which I found lacking in the research background and literature review. Furthermore, as outlined in the research background more and more Danish e-commerce consumers are purchasing products and services from foreign web shops, which is the fundamental issue of this research. Thus, taking into consideration that Danish customers spend 30 billion DKK in foreign web shops in 2015 while foreign customers only spend 4-5 billion DKK in Danish web shops, which resulted in a deficit on minimum 25 billion DKK on the Danish e-commerce balance, the empirical investigations has been conducted in response to the socio-economic call for additional research. Additionally, it is found interesting whether consumer ethnocentrism affect the Danish customer's purchase behaviour while shopping online.

In order to gain a better understanding and to answer the problem formulation the following research questions are defined:

RQ 1: *The impact of consumer ethnocentrism in an online context?*

RQ 2: *The degree of Danish customers' consumer ethnocentrism while shopping online?
- What triggers consumer ethnocentrism while shopping online?*

RQ 3: *How can Danish web shops differentiate themselves to avoid consumer ethnocentrism?*

The first research question will be answered partly through a systematic literature review regarding consumer ethnocentrism in an online and offline context and how it affects the consumer purchase behaviour and partly through the findings from the analysis. The second research question will be examined by testing hypotheses and analysing data collected through a quantitative questionnaire developed on behalf of the literature review. Finally, the third research question will be recommendation on how Danish web shops can avoid consumer ethnocentrism based on the findings from research question 1 and 2.

1.3 Dissertation Structure

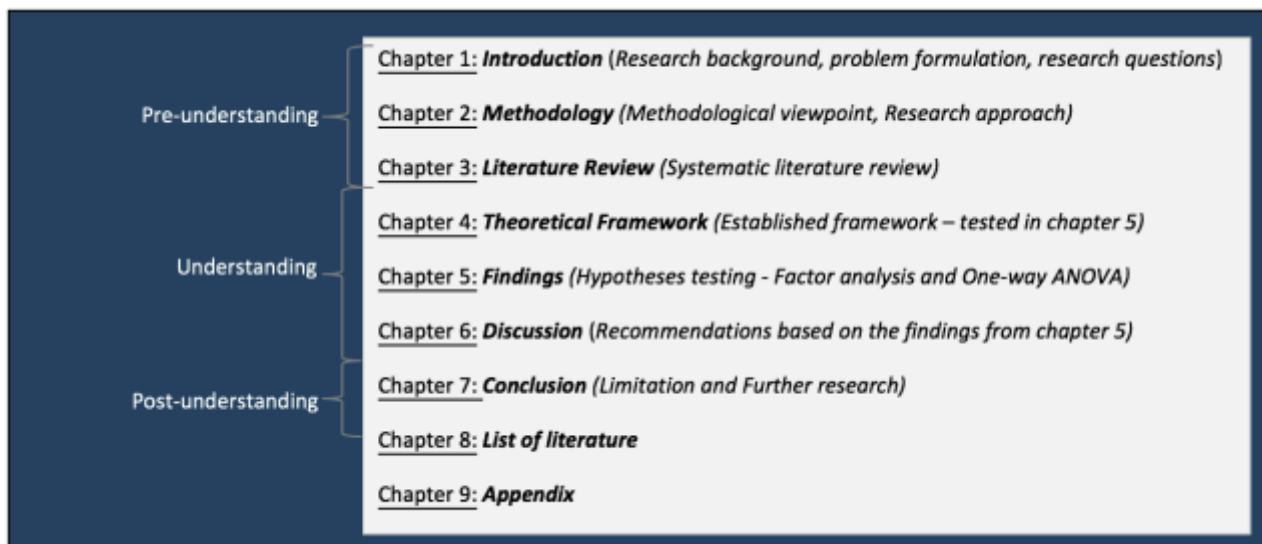


Figure 8: Dissertation Structure
Source: Own production

The structure of the dissertation consists of nine chapters, which contains three different stages of understanding. The phases are named pre-understanding, understanding and post-understanding, as known from the hermeneutics (Arbnor & Bjerke, 2009). The purpose of Figure 4 is to provide an overview of how the dissertation is going to be executed.

The first stage of understanding is according to Arbnor and Bjerke (2009) pre-understanding, which consists of the researcher's previous experiences and the already existing knowledge held by other knowledge creators (Arbnor & Bjerke, 2009). However, this stage includes an introduction (chapter 1) in which the research background is being identified by looking at effect of the increasing competition the Danish e-businesses face from the whole world due to the fact of no borders while shopping online, which both is a socio-economic problem but also a problem for Danish e-business companies. The problem is being studied in light of the phenomenon consumer ethnocentrism and the hypotheses saying that *"The degree of consumer ethnocentrism does not exist in the same way as we know from the offline consumption"*. Additionally, this brings me to the purpose of this study, which is to gain an understanding of online consumer ethnocentrism based on the socio-economic problem Denmark are facing, by the development of the three research questions. Consequently, the pre-understanding of consumer ethnocentrism as a phenomenon is further being studied in a systematic literature review (chapter 3).

Furthermore, the methodological viewpoint of the dissertation is also being presented at the pre-understanding stage (Chapter 2). Apart from the methodological viewpoint the methods of conducting the research (research approach) is also being presented in this chapter.

The second stage is understanding, which according to Arbnor and Bjerke (2009) occurs by using the relations that knowledge creator establishes from the pre-understanding stage. Thus, the development of the understanding is shared by the researcher and the actors (Arbnor & Bjerke, 2009). Therefore, theoretical framework (chapter 4), analysis/findings (chapter 5), the discussion as well of recommendation (chapter 6) represent the understanding stage of the dissertation.

Finally, the post-understanding stage is being reached and presented by the conclusion (chapter 8), in which the main findings will be summarised.

2. Methodology

There are a numerous approaches and ways to specifying the investigation area, when conduction a research. Therefore, the purpose of this chapter is to reflect the dissertation's scientific basis and methodological considerations, in which structure and homogeneity throughout the dissertation will be created, as I consider it to be important to understand how the results of this investigation have been developed. Chapter 2 is also an account of theory of science and a justification of how it will affect the investigation as it like any other piece of scientific work is to be led by the laws of scientific investigation (Kuada, 2012). The chapter will start with the methodological viewpoint of the project, in which the difference between ontological and epistemological will be explained. Secondly the research philosophy and the chosen research approach will be identified. And finally, at the end of the methodological chapter the research methodologies of the dissertation will be clarified.

2.1 Methodological Viewpoint

The methodological viewpoint or research design is the action plan or blue print of any scientific research, that aims to provide a logical sequence of activities that allows the reader of the investigation to understand the connection between the research questions (specified in chapter 1), the adopted methodological approach to address the research questions, the underlying assumptions of the methodological approach, how data will be collected and analysed, as well as the findings and conclusions (Kuada, 2012). However, to structure the methodological viewpoint of this dissertation, the four levels of understanding is being considered, which feed into each other as illustrated below by Figure 5 (Kuada, 2012).

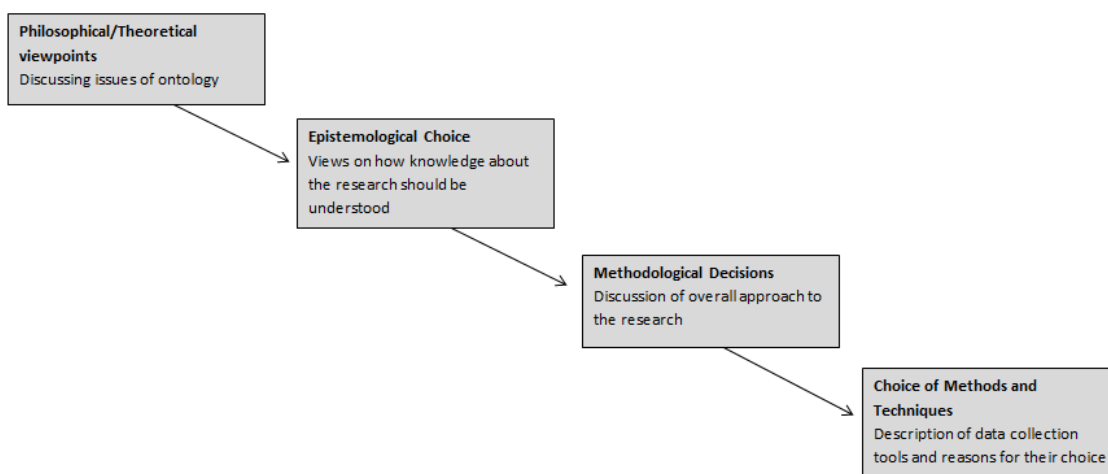


Figure 5: Structure and Levels of Discussion in a Methodology Chapter
Source: Kuada, 2012 p. 58

As outlined in Figure 5 this methodology chapter begins by addressing the ontological and epistemological considerations followed by the research philosophy, concept of a paradigm and ending by explaining the operative paradigm of the dissertation.

2.1.1 Objective and Subjective Considerations

According to Kuada (2012) the discussions of paradigms in social science have been influenced by a general distinction between objective and subjective approaches to research, which Andersen (1990) assume to be two polar perspectives, labelled as the positivistic paradigm and the interpretive paradigm. However, Burrell and Morgan (1979) compare the two divergent perspectives in terms of their ontology, epistemology, human nature and methodology as illustrated in Figure 6 below.

DIMENSIONS	THE OBJECTIVIST APPROACH	THE SUBJECTIVIST APPROACH
Ontology	Realism	Nominalism
Epistemology	Positivism	Antipositivism
Human Nature	Determinism	Voluntarism
Methodology	Nomothetic	Idiographic

Figure 6: The Objectivist-Subjectivist Dispositions in Social Science
Source: Kuada, 2012 p. 72

Ontology is a term used in philosophy of science to describe the nature of what the knowledge creator seeks to know about the “knowable” or “reality” (Kuada, 2012). Additionally, Kuada (2012) argues that the social world, which is being investigated by social science scholars, is often seen from two broad perspectives. Some scholars see the social world as “real” and existing independent of our knowledge. Other holds the view that every individual creates his or her own social world or reality (Kuada, 2012). Bryman and Bell (2015) refer to the two positions by using the terminology objectivism and constructionism, in which the different can be illustrated by reference to two of the most common terms in social science - organization and culture. *“Objectivism is an ontological position that implies that social phenomena confront us as external facts beyond our reach our influence”* - (Bryman & Bell, 2015 p. 32). According to the organization/culture terms, an organization has rules and regulations, and it adopts standardized procedures for getting things done. In an organization individuals are employed to different jobs as part of the division of labour and finally, the organization has a mission statement (Bryman & Bell, 2015 p. 32). Furthermore,

Bryman and Bell (2015, p. 32) argues further, that the degree to which these features exist in different organizations is variable, but it can still be argued that the reality of an organization is external to the actors who interact in the organization. Considering the culture term, the case is the same. As argued by Bryman and Bell (2015) cultures as well as subcultures can be viewed as sources of widely shared values and customs into which people are socialized so that they can function as food citizens or full participants. However, individuals subscribe to cultures and subcultures because they share their beliefs and values (Bryman & Bell, 2015). In other words, this means that the social world exists independent from the control of the social individuals and their actions.

The other ontology position according to Bryman and Bell (2015) is constructionism. *“This position challenges the suggestion that categories such as organization and cultures are pre-given and therefore confront social actors as external realities that they have no role on fashioning”* – (Bryman & Bell, 2015 p. 32). In other words, constructionism refers to the fact that the social world is continually accomplished by social actors, meaning that the social world is continually changing through social interactions (Bryman & Bell, 2015). However, considering the constructionism position in connection to the two most common terms – organization and culture it means that the social order in an organization is in a constant state of change, meaning it is the everyday interactions between the individuals that change the social order. Additionally, Becker (1982, p.521) suggest that people create culture continuously.

According to Figure 6 Kuada (2012) views the ontology level from two angles: realism and nominalism. Realism postulates that the reality is “real”, being made up of hard, quantifiable and unalterable structures, located outside to the individual. In contrast, nominalism argues that reality is a social construction, and one can thus speak of a number of different realities in social science (Kuada, 2012).

The purpose of this dissertation is to investigate the underlying factor of online consumer ethnocentrism in Denmark, how it affects the consumers purchase behaviour and which demographic characteristics that triggers consumer ethnocentrism. On the basis of the empirical investigation made, I make conclusions to whether or not consumer ethnocentrism is an online phenomenon, how it affects the consumers purchase behaviour and which demographic characteristics that triggers consumer ethnocentrism. Therefore, the ontological considerations of

this dissertation employ the realist or objectivist position, due to the fact that I view the reality as external without influence of individual interactions.

Epistemology reflects the nature of knowledge and the means of knowing, which address “how we know what we know” or what we conceive as truth (Kuada, 2012, p. 58). Some researchers argue that it is possible for an external researcher to know the truth about a specific social world. Other argues that the researcher only can know the truth about a specific social world by occupying the frame of reference of the individual actors within the social world (Kuada, 2012). On an epistemological level, if the researcher holds a positivistic position, it means that he or she seeks to explain or predict what happens in the social world with an emphasis on regularities and causal relationships of its constituent elements. However, the positivistic researcher holds the view that any social science researcher can be objective and conduct the research as an external researcher (Kuada, 2012). Conversely, antipositivism postulates that the social world is essentially relativistic, or social constructed in other words (Kuada, 2012). Thus, from an antipositivistic position the social world can only be understood from the standpoint of those individuals who are directly involved in the social activities under the investigation, and those who hold this position are uncomfortable with the fact that social science researchers can conduct objective knowledge of any kind (Kuada, 2012).

In this study, I obtain a positivistic position, with the aim of generating a better understanding of consumer ethnocentrism in an online context, how it affects the consumers purchase behaviour and which demographic characteristics that triggers consumer ethnocentrism. I believe that the social world can be studied from an objective standpoint without being part of the phenomenon.

As far as human nature is concerned, determinism sees human beings as being dependent on the environment they are in, while voluntarism regards them as autonomous and possessing free will (Burrell and Morgan, 1979). I believe that humans are being affected of the environment they are in, meaning that the degree of consumer ethnocentrism may vary depending on environment the consumer are – Like culture, sub-culture norms and values.

Finally, on a methodological level, the nomothetic approach encourages the use of methods and techniques such as surveys as well as other standard research tools, whereas the ideographic approach prescribes the execution of everyday analyses/observations of the subjects of the study.

The latter allows the researcher to assess the situation by “getting inside” it, as the subjects tell their own stories instead of answering standardized questions (Kuada, 2012). The aim of the study is to examine the research question through a questionnaire, which means that a nomothetic approach will be employed in this dissertation.

To sum up this objective vs subjective discussion, this dissertation will be conducted from the following approaches according to the ontology, epistemology, human nature and methodology position: Realism, positivism, determinism and nomothetic.

2.1.2 Research Philosophy

Research philosophy as a term reflect the development of knowledge and the nature of knowledge, which is what a researcher does when conducting a research and developing knowledge in a specific field (Saunders et al., 2009). Within the research philosophy the researcher adopts, important assumptions about the way of viewing the world will be containing. However, these assumptions will reflect the research strategy and the methods selected as part of the strategy (Saunders et al., 2009). Moreover, Saunders et al. (2009) agree with Johnson and Clark (2006) who argue that the essential part of the research is not how well the study is philosophically informed, but how well the researcher manage to reflect upon his or her philosophical chooses and further argue for these choices in relation to all the alternatives the researcher could have adopted. As visualized in Figure 7 Saunders et al. (2009) developed the research onion that clarifies four dissimilar types of philosophical approaches: positivism, pragmatism, realism and interpretivism.

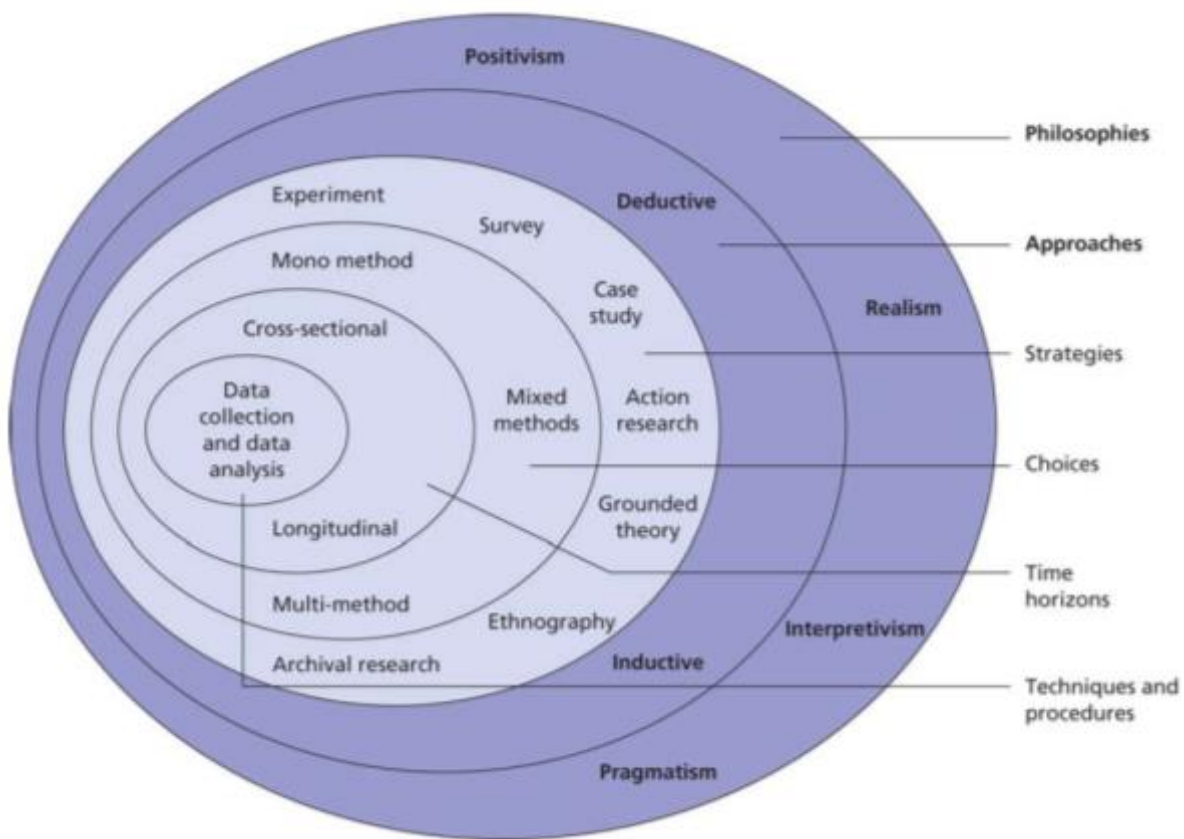


Figure 7: The Research Onion
Source: Saunders et al., 2009 p. 108

Saunders et al. (2009) state that researchers holding a pragmatic philosophy have the opinion that it is perfectly possible to work with variations in ontology and epistemology. In other words, pragmatism argues that more than one philosophical position can be employed. Furthermore, the most important determinant of the ontology and epistemology is the research question. One philosophical position may be more suitable than the others for answering particular questions. To exemplify this, the use of quantitative and qualitative data collection methods can be used in the same study (Saunders et al., 2009).

Researchers holding the philosophy of positivism will probably adopt the philosophical standpoint of the natural scientist. Thus, a general assumption is that what is found through experiments and questionnaires are real data and in order to collect such data existing theory is used to develop hypotheses (Saunders et al., 2009). These hypotheses will be tested and confirmed as a whole or parts. If these tests prove wrong it will lead to further development of theory which may be tested in further research (Saunders et al., 2009). According to Saunders et al. (2009) another important

aspect of the positivism approach is that the researcher is undertaking as far as possible and the researcher is external towards the process of data collection and further objective according to the investigation.

The third research philosophical research approach included in the research onion developed by Saunders et al., (2009) is realism, which relates to scientific investigation. *"The essence of realism is that what the senses shows us as reality is the truth: that objects have an existence independent of the human mind"* - (Saunders et al., 2009 p. 114). However, realism is being divided into two types: direct realism and critical realism. Direct realism argues that *"what you see is what you get"* whereas the critical realism postulates that *"what we experience are sensations, the image of the things in the real world, not the things directly"* (Saunders et al., 2009 p. 114-115). In other words, the differences between the two forms of realism can be seen as followed. Critical realism argues that there are two steps to experiencing the world - first there is the thing itself and the sensations it conveys, second there is the mental processing that goes on sometime after that sensation meets our senses. Direct realism postulates that the first step is enough (Saunders et al., 2009 p. 115).

Finally, the fourth philosophical approach is interpretivism, which argues that it is important for researchers to understand the difference between humans in the role as social actors. The main purpose as an interpretivistic researcher is to interpret the social roles by using the understandings from the individuals (Saunders et al., 2009).

2.1.2.1 Research Philosophy of the Dissertation

Taking into consideration that this dissertation analyses empirical data collected based on the principles of quantitative data collection methods and follows a quantitative research method, the employed research philosophy is positivistic. Moreover, the hypotheses, which has to be tested throughout the study, is developed based on existing theories from already existing literature. Whether the tests of the developed hypotheses are being confirmed or dined, the results are widening the knowledge in the area of consumer ethnocentrism and further research is allowed. Finally, the research question calls for an objective study with the aim of generating a better understanding of the consumer ethnocentrism in an online context, how it effects the consumers purchase behaviour and which demographic characteristics that triggers consumer ethnocentrism in an online context.

2.1.3 The Concept of a Paradigm

The purpose of this section is to provide a better understanding of the philosophical standpoint of the dissertation. Creation of knowledge is essential for the consistency and performance of how the investigation is constructed. The differences between objectivism and subjectivism have led to the development of wide a range of different classifications of paradigms (Kuada, 2012). However, before describing some of the classifications of paradigms, I will start by defining a paradigm.

As argued by Kuada (2012) the concept of a paradigm erupts from Kuhn (1970), who presented a theory of structure of scientific revolution as a method to describe waves in any given scientific research. Hence, the theory postulates that any research is developed by a set of shared understandings about the studied phenomenon, the types of questions that is needed to be asked about the phenomenon, how the approach should be structured to answer the research questions, and how the results should be interpreted (Kuada, 2012, p. 72) - these shared understandings can further portray the paradigm. Kuhn (1970) argues further that science not only progress from a progressively accumulations of facts, but also from waves of thoughts aiming to re-frame ideas, which tend to alter the nature of what researchers consider to be facts over timer, but overlapping in the shorter term (Kuada, 2012 p. 72). Bryman and Bell (2015) has also defined a paradigm, which subscribe Kuhn's:

A paradigm is: "A cluster of beliefs and dictates which for scientists in a particular discipline influence what should be studied, how research should be done, [and] how result should be interpreted"

(Bryman & Bell, 2015, p. 35)

Additionally, an important aspect of Bryman and Bell's (2015) definition of a paradigm is that they are incommensurable – Meaning that paradigms are inconsistent with each other because of their divergent assumptions and methods. However, given that the approach to paradigms are incommensurability interrupt the idea that different paradigms can be mixed and used together, since they are building on different root assumptions.

Arbnor and Bjerke's (1997) definition of a paradigm does also subscribe to Kuhn (1970), which can be understood as a set of assumptions about reality connected with science and scientific ideals. They define it as following:

"A paradigm is any set of general and ultimate ideas about the constitution of reality, the structure of science, scientific ideals, and the like." Or "Ultimate presumptions of: Conception of reality, conception of science, scientific ideals, and ethics/aesthetics".

(Arbnor & Bjerke, 1997, p. 26)

However, the different definitions as stated above are just partly describing the author's understanding of a paradigm. Much more underlying explanation is needed to gain the fully understanding of the different definitions, but this is not needed in this dissertation. However, in the following section a clarification of what position the scientific investigator can employ during the research will follow.

2.1.3.1 Three Methodological Approaches

Kuada (2012) explain three of the more prominent among the classifications of paradigms – the FISl, RRIF and Arbnor and Bjerke's three methodological approaches. In this dissertation, the three methodological approaches developed by Arbnor and Bjerke will be used. Arbnor and Bjerke draw a distinction between theory of science and methods in their work with classifications of paradigms. Thus, the theory of science covers the ontological and epistemological considerations in social science, named ultimate presumptions in Arbnor and Bjerke's typology (Kuada, 2012). Furthermore, Arbnor and Bjerke also draw lines between their paradigms and methods, and argue further that paradigms reflect the relation between "ultimate presumptions of the researcher and the practical use of various methodological approaches", while the latter elucidates the "ultimate presumptions as they relate to the specific study" at the same time setting up a framework for a more specific approach to the study (Kuada, 2012). The six overlapping paradigms presented by Arbnor and Bjerke are listed below, starting from the most objective to the most subjective:

	Paradigm O1	Paradigm O2	Paradigm O3	Paradigm SO1	Paradigm S1	Paradigm S2	
OBJECTIVE	Reality as a concrete phenomenon that conforms to law and is independent of the observer	Reality as a concrete determining process	Reality as mutually dependent fields of information	Reality as a world of symbolic discourse	Reality as a social construction	Reality as a manifestation of human intentionality	SUBJECTIVE

Figure 8: Arbnor and Bjerke's six overlapping paradigms
Source: Own production (Based on Kuada 2012, p. 84)

Paradigm O1 (Reality as a concrete phenomenon that conforms to law and is independent of the observer) assumes that reality as tangible, concrete, and real with deterministic relations among the constituent parts and furthermore independent of the observer. Researchers employing this view of reality assume the social subjects and activities they study as a result of the external forces in the environment to which these subjects and activities are exposed (Arbnor & Bjerke, 1997).

Paradigm O2 (Reality as a concrete determining process) postulates that *“society and its parts are seen as an organically evolving process that is concrete in its nature but ever-changing in its details”* (Arbnor & Bjerke, 1997 p. 28). However, according to Arbnor & Bjerke (1997) individuals become social facts in the process of creating knowledge – they influence and are influenced by the environment in which they interact. Thus, researcher strives to reproduce these concrete relations in a more holistic perspective. Paradigm O2 represents the second objectivistic position on the continuum (Kuada, 2012 p. 86).

Paradigm O3 (Reality as mutually dependent fields of information) is meaning that the researcher views the reality as consisting of constantly changing forms and activities that are based on the transfer of information. Familiar to Paradigm O2, Arbnor and Bjerke (1997) argues that *“... some relations are considered to be more stable than others, but usually probabilistic and relative rather than fixed and real”*. It is that knowledge never can be assumed to fully picture the total truth, meaning that there is a chance that the results of any research might be wrong. However, a change in any variable will affect the whole system and require adaptations and re-adaptations in the network of relations (Arbnor & Bjerke, 1997). Researchers employing this view of reality are interested in making clear differentiation between the object and its environment rather than causality (causes and effects). Moreover, the object and its environment are seen to evolve together, meaning that the individuals in the system continuously adapting to information from the environment (Arbnor & Bjerke, 1997). Paradigm O3 represents the second objectivistic position on the continuum (Kuada, 2012 p. 86).

Researchers employing Paradigm SO1 (Reality as a world symbolic discourse) are concentrated on the patterns of symbolic and significances that emerge out of human actions and interactions (Arbnor & Bjerke, 1997 p. 31). Arbnor and Bjerke (1997) argue that social reality becomes an exchange and a question of negotiations among the subjective interpretations of individuals, things

and situations in this paradigm, which lead to shared social rules. However, as a result of individuals interprets reality by negotiations; reality will always be open to new confirmations or variations through changes in participating members (Arbno and Bjerke, 1997 p. 31). Finally, researchers employing this view of reality postulate that *“if you start from specific, real situations it is possible to find that individual definitions and responses to situations may be similar from one case to another and from one time to another”* (Arbno & Bjerke, 1997 p. 31). In other words, researchers are allowed to formulate more generalized theories. Paradigm SO1 represents the fourth position on the objective-subjective continuum. It combines some degrees of objectivism and subjectivism (Kuada, 2012 p. 87).

Paradigm S1 (Reality as a social construction) views reality from a subjective perspective and ethnomethodology is the central concept. According to Arbno and Bjerke (1997) *“ethnomethodologists concern themselves with the reality that exists in and through the methods and/or processes that produce the taken-for-granted knowledge in different areas of everyday life that creates social orders”* (Arbno & Bjerke, 1997 p. 34). In other words, researchers employing paradigm S1 has to understand the process and methods through which reality is created, before creating knowledge. Paradigm S1 represents the next position on the subjectivist end of the continuum (Kuada, 2012 p. 89).

Paradigm S2 (Reality as a manifestation of human intentionality) is founded on the basis saying that individuals create reality within their own consciousness. Additionally, Arbno and Bjerke (1997 p. 35) states that *“individuals are seen as intentional creatures who control their psychological energy by acts that spring from a kind of transcendental consciousness”*. Finally, if researchers who employ this view of reality are to assess knowledge it must be intersubjectively due to the fact that reality is postulated as a projection of the creative imagination of separate individuals (Arbno & Bjerke, 1997 p. 35). Paradigm S2 represents the extreme position on the subjectivist continuum (Kuada, 2012 p. 89).

Based on the above six overlapping paradigms, Arbno and Bjerke identify three methodological approaches that researchers employ for creating knowledge, named *“the analytical approach”*, *“The systems approach”* and *“the actors approach”* (Kuada, 2012). Firstly, the analytical approach together with its underlying paradigms will be presented.

Dimensions	Paradigm O1	Paradigm O2	Paradigm O3
Ontology	Reality as concrete phenomenon that is conformable to law and independent of the observer	Reality as a concrete determining process	Reality as mutually dependent fields of information
Research approach Human Nature Methodology	Analytical Approach		

Figure 9: Ontological Considerations in the Analytical Approach

Source: Kuada, 2012, p. 85

The analytical approach view reality as objective, which exists independent from the observer. Furthermore, it is understood that reality is having a summative character, meaning that the whole is equal to the sum of its parts.

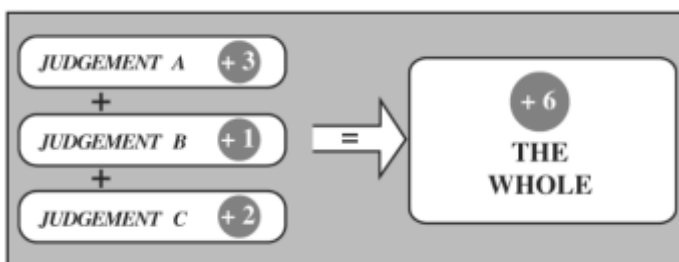


Figure 10: The Analytical Approach - The Whole is the Sum of its Parts

Source: Arbnor and Bjerke, 2009 p. 52

As visualized in Figure 10 the researcher has the ability to divide the subject of the study into its different parts and analyse each of them on their own when employing the analytical approach. Thus, the different parts can be brought together later on and form the total picture (Kuada, 2012). The main presumption underlying the analytical approach on the epistemological level is that knowledge is fact-based, meaning that the researcher can be objective and neutral with a position outside the studied phenomenon. In this connection, it has to be mentioned that the analytical approach is roughly similar to the functionalistic paradigm from the FISl classification (Kuada, 2012)

Dimensions	Paradigm O2	Paradigm O3	Paradigm SO1
Ontology	Reality as a concrete determining process	Reality as mutually dependent fields of information	Reality as a world of symbolic discourse
Research approach Human Nature Methodology	Systems Approach		

Figure 11: Ontological Considerations in the Systems Approach
Source: Kuada, 2012, p. 87

The systems approach postulates that reality is objectively accessible and holds the view that reality is arranged in a way that the whole differs from the sum of its parts – It is that, in contrast to the analytical approach, that the sum of the whole not only is equal to its parts but their relations are essential, as these synergies will lead to positive (plus) or negative (minus) effects (Arbnor & Bjerke, 2009).

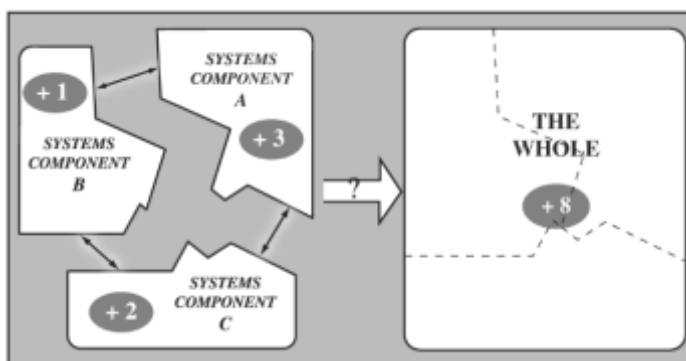


Figure 12: The Systems View: Synergy
Source: Arbnor and Bjerke, 2009 p. 53

The systems approach views social entities (groups, organizations and communities) as systems of constituent elements that are interrelated – for instance synergetic. Furthermore, all systems have a set of unique characteristic in the shape of the already discussed constituent elements along with the relations between them. However, it is the researchers’ job to divulge how modifications in one fundamental element might change other elements in the whole system (Kuada, 2012). Additionally, researchers subscribing to the systems approach can focus their studies on one or a combination of static structures of the system and regular non-regular processes (Kuada, 2012).

Static structures symbolize the fixed, stable characteristics in a social system, while processes represent the mechanisms that produce changes within the system (Kuada, 2012). Moreover, the regular processes indicate those changes that are dynamic but evolutionary, although the non-regular processes express the extreme and radical changes of thinking that might swift and change the whole system. According to Kuada (2012) it is within these changes and the causes hereof, which makes the systems approach different from the analytical approach.

In line with the aforesaid researchers can focus their studies on one or an amalgamation of the following – static structures of the system(s) and/or regular and non-regular processes. Static structures represent the permanent, unchanging characteristics in a social system, while processes denote the mechanisms that deliver changes within the systems. Regular processes signify changes that are dynamic yet evolutionary, whereas non-regular processes designate rather extreme changes of thinking that might revolutionize the whole system. It is these changes and what happens under the conditions of change, where the systems and analytical approaches differ. While the analytical approach takes for granted that the environment is stable and predictable, the systems approach appreciates the potential unpredictability of the setting within which the social actors are positioned. (Kuada, 2012)

Finally, the third approach of Arbnor and Bjerke's three methodological approaches is the actors approach (Figure 13), which differs significantly from the analytical and systems approaches, as it views reality as socially constructed, putting an emphasis on interaction, individuality and subjectivity (Kuada, 2012). In other words (as explained in Figure 14) the actors approach is not searching for explanations, but interested in understanding social wholes, which can be accomplished through the pictures of reality (the finite provinces of meaning) held by individual actors. The main purpose of the actors view is reproducing the meaning(s) that various actors associate their acts and the surrounding context (Arbnor & Bjerke, 2009). However, according to Arbnor and Bjerke (2009) as a result of this reality is taken as a social construction that is intentionally created by processes at different levels of meaning structures. Thus, the actors approach shares many similarities with interpretivism from the FISl classification.

Dimensions	Paradigm SO1	Paradigm S1	Paradigm S2
Ontology	Reality as a world of symbolic discourse	Reality as social construction	Reality as a manifestation of human intentionality
Research approach Human Nature Methodology	Actors Approach		

Figure 13: Ontological Considerations in the Actors Approach
Source: Kuada, 2012, p. 88

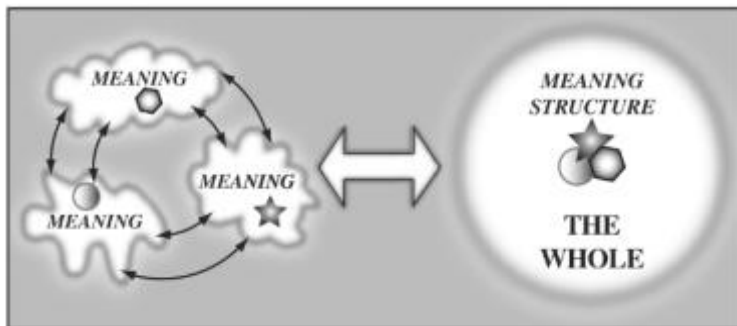


Figure14: The Actors View: Meaning Structures
Source: Arbnor and Bjerke, 2009 p. 54

2.1.3.1.1 Own Methodological Approach

After reviewing the different definitions of a paradigm and the three methodological approaches developed by Arbnor and Bjerke the methodology employed in this dissertation can be clarified. However, I have chosen to position myself between the analytical approach and systems approach and a combination of paradigm O2 and O3, as visualized in Figure 15. The reason why this position is chosen is because I believe that the reality is objectively accessible and consumers influence and are being influenced by their environments. Furthermore, the aim of the dissertation is to reproduce the social facts collected via a questionnaire survey to produce a more holistic perspective of the phenomenon and further add new knowledge to the area of consumer ethnocentric behaviour in an online context. However, I will not be able to fully cover the truth about consumer ethnocentrism among Danish e-commerce consumers, which subscribe to paradigm O3. Moreover, I view social entities as systems of constituent elements that are interrelated and agree that changes can affect the whole system.

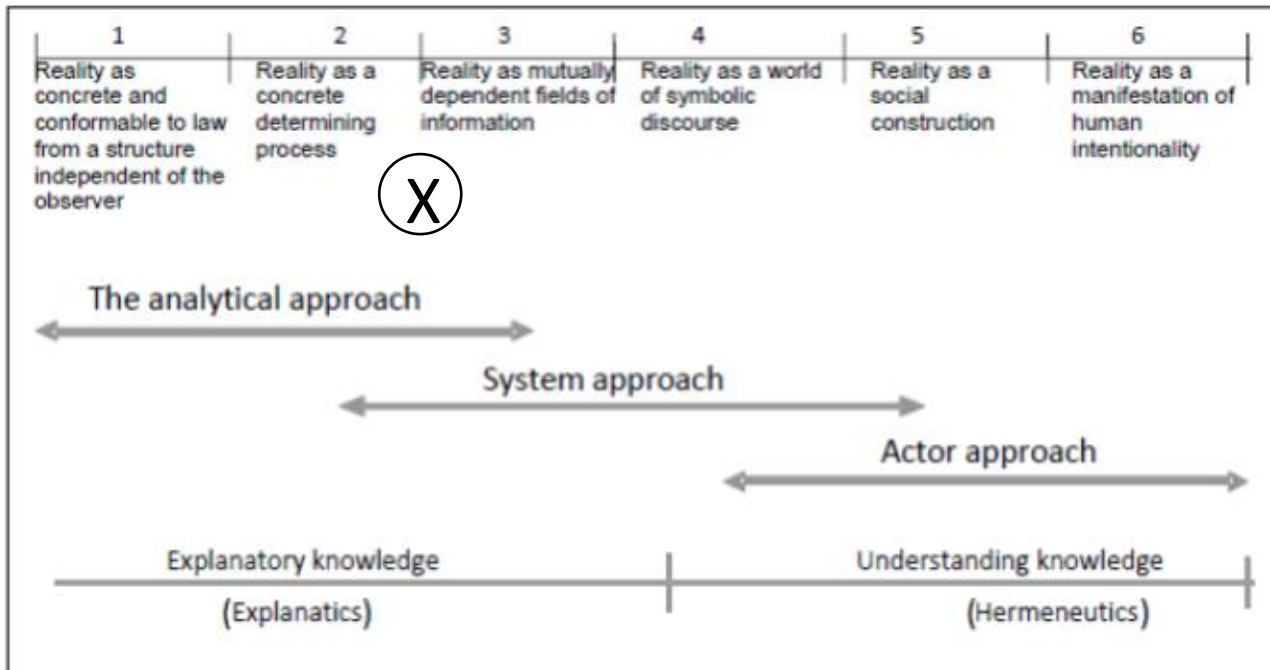


Figure 15: Arbnor and Bjerke's methodological approaches with their underlying paradigms
Source: Arbnor and Bjerke, 1997

2.2 Research Approach

The purpose of this section is an account of my approach to investigate the problem formulation and related research questions. In line with the positivistic research philosophical approach employed throughout the dissertation, which seeks to generating a better understanding of the consumer ethnocentrism in an online context and how it affects the consumers purchase behaviour. Furthermore, in the preparation of the investigation different research techniques are being used to collect primary empirical data, which will be presented in the following. The research techniques are selected on the basis of the methodology viewpoint, with the aim of increasing the validity and reliability of the dissertation.

2.2.1 Inductive vs. Deductive Approach

Saunders et al. (2009) distinguish between two research approaches: Inductive and Deductive research approach. The inductive research approach allows the researcher to collect data and develop theory as a result of the data analysis. The deductive research approach allows the researcher to develop a theory and hypothesis and design a research strategy to test the hypothesis (Saunders et al., 2009). The major differences between deductive and inductive research approach is listed below.

Deduction emphasises	Induction emphasises
<ul style="list-style-type: none"> ➤ Scientific principles ➤ Moving from theory to data ➤ The need to explain causal relationships between variables ➤ The collection of quantitative data ➤ The application of controls to ensure validity of data ➤ The operationalisation of concepts to ensure clarity of definition ➤ A highly structured approach ➤ Researcher independence of what is being researched ➤ The necessity to select samples of sufficient size in order to generalise conclusions 	<ul style="list-style-type: none"> ➤ Gaining an understanding of the meanings humans attach to events ➤ A close understanding of the research context ➤ The collection of qualitative data ➤ A more flexible structure to permit changes of research as the research progresses ➤ A realisation that the researcher is part of the research process ➤ Less concern with the need to generalise

Figure 16: Major differences between deductive and inductive approaches to research
Source: Saunders et al., 2009, p. 127

This dissertation will follow the principles of the deductive research approach, which will progress through the five sequential stages developed by Colin Robson (2002).

Deductive Research Approach
<ol style="list-style-type: none"> 1. Deducing a hypothesis (a testable proposition about the relationship between two or more concepts or variables) from the theory 2. Expressing the hypothesis in operational terms (that is, indicating exactly how the concepts or variables are to be measured), which propose a relationship between two specific concepts or variables. 3. Testing this operational hypothesis (this will involve one or more of the strategies from the research philosophy, as explained earlier). 4. Examining the specific outcome of the inquiry (it will either tend to confirm the theory or indicate the need for its modification) 5. If necessary, modifying the theory in the light of the findings <p>NB: An attempt is then made to verify the revised theory by going back to step 1 and repeating the rest</p>

Figure 17: Robson's (2002) five sequential stages of a deductive research
Source: Own production based on Saunders et al., 2009, p. 124 - 125

By reviewing already existing literature in the field, a theoretical framework is created and then the relationship between consumer ethnocentrism and consumer purchase behaviour online is presented and further hypotheses will develop. After that, the developed hypotheses will be tested based on the data collected from the questionnaire. Furthermore, in order to make replication

possible and to have certainty upon the validity and reliability of the dissertation a structured methodology is used. A final characteristic of the deductive approach is the aspect of generalization, which requires a significant data sample.

2.2.2 Systematic Literature review

According to Bryman and Bell (2015) does already existing literature represent an important element in all academic research. When an interesting topic or issue is about to be investigated further previous literature must be read to determine: (Bryman & Bell, 2015, p. 9)

- What is already known about the topic?
- What concepts and theories have been applied to it?
- What research methods have been applied in the studying it?
- What controversies exist about the topic and about how it is studied?
- What clashes of evidence (if any) exist?
- Who the key contributors to research on the topic are?

To review previous literature this master thesis follows the systematic literature review, which is an approach of reviewing the literature that adopts explicit procedures (Bryman & Bell, 2015).

Bryman and Bell (2015) claims further that systematic review has emerged as a focus of interest for two main reasons. First of all, some researchers suggest that many literature reviews tend to lack consistency and to reflect the biases of the researcher. Therefore, adopting explicit procedures makes such biases less likely to arise. Secondly, Bryman and Bell (2015) argues that the systematic literature review approach has become cornerstone of evidence-based investigation. The main purpose is to provide advice for practitioners based on all the available evidence from previous research. Moreover, these kinds of reviews are valuable for decision-makers, particularly in areas where there is conflicting evidence concerning the best way of doing things (Bryman & Bell, 2015).

Consequently, Tranfield et al. (2003) admit that systematic literature reviews are useful in business and management research, which is a relatively new field that often calls for quantitative research strategy. This is different from the traditionally medical science where research questions often are concerning whether or not particular interventions are effective like medicine for instance (Bryman & Bell, 2015).

According to Bryman and Bell (2015) a systematic literature review consists of three main steps, which is (1) specifying the question and planning the review (2) Conduction the review and (3) reporting and dissemination.

Step 1, specifying the question and planning the review, involves specifying the research question, which has to be clearly answerable (Bryman & Bell, 2015). Denyer and Tranfield (2009) argue further, that this stage calls for relationship between variables and why and when the relationships occurs. There are four elements to consider in this connection, which are context (what individuals/relationships/institutional settings/systems are being studied), intervention (what effects, relation to events, actions or activities, are being studied), mechanisms (what mechanisms explain the relationship between interventions and outcome) and outcomes (the intended and unintended effects of the intervention and how they will be measured) (Bryman & Bell, 2015, p. 107).

The second step of a systematic literature review is conducting the review, which is about carrying out a comprehensive, unbiased search based on keywords and search terms. This step has to be described in such a way, that it allows other researchers to replicate the search. Conduction the review leads to the production of an overview of all the articles and books, which are the basis of the literature review (Bryman and Bell, 2015). After conducting the list of articles and books the literature are first being examined in relation to the reviews research question – Those who fail to relate has to be excluded. When knowing what literature that is being considered as relevant has to be examined for study quality (Bryman & Bell, 2015). Once the literature to be included have been identified, the analysis

Finally, the third step, which is reporting and dissemination, has to be done in a manner that is easy to understand and further provide a descriptive map of the research on the subject including who the contributors are, where they are based, and when the main temporal periods of research activity on the subject occur. Additionally, the process of the review should make it easier for the practitioner to understand the research, so that it is more likely that it will be translated into practice (Bryman & Bell, 2015 p. 108).

The literature review process of this dissertation started out with a systematic search in the databases of Aalborg University. However, the chosen database for this investigation is ProQuest.

In line with the first step of a literature review the research question has to be specified. As already mentioned in chapter 1.2 the research question that the literature review should put an answer to is as followed: “*The impact of consumer ethnocentrism in an online context*”. The research question calls for an understanding of the relationship between consumer ethnocentrism and how it affects the consumers purchase behaviour of Danish e-commerce customers. To gain an understanding of the research question, two main searches alternative searches were done. According to the degree of consumer ethnocentrism in the light of e-commerce the phenomenon has to be reviewed both from an online and offline angle. More specific, to say whether the impact of consumer ethnocentrism is greater or less online, literature about consumer ethnocentrism in general and offline has to be reviewed as well.

In order to find suitable literature for this investigation the keywords “consumer ethnocentrism” was used with the option of “Anywhere except full text – ALL”, with a total number of 485 hits were found. Furthermore, I limited the search by selecting only peer reviewed articles in English, which limited the search to 354 hits. Out of this search, 27 articles were selected for a deeper analysis – Table 1 in Appendix 10.1 provides an overview of the 27 selected articles.

In line with the above search, another underlying search was made, with the purpose of putting an online aspect into the literature review contributed to consumer ethnocentrism. In order to find suitable literature, the following search were made: “consumer ethnocentrism” AND “online” OR “e-commerce” OR “e-business” OR “Internet” and the option “Anywhere except full text – ALL”, which resulted in 15 hits. Out of these only five articles were found to be interesting as visualised below in Table 2 in Appendix 9.1

2.2.3 Data Collection

In the following, the different research methods employed throughout this dissertation will be presented, providing a clear picture of the used techniques and their correlation sampling strategies, measures and approach to validity establishment (Creswell, 2014).

Researchers distinguish between two different types of data collection methods: *qualitative* and *quantitative* research methods. According to Kuada (2012) qualitative research methods is in general used to represent a wide variety of data collection methods including ethnography, participant observation in-depth interviewing and conversational interviewing. Strauss and Corbin

(1998 p. 10-11) define qualitative research as “any type of research that produces findings not arrived at by statistical procedures or other means of quantification”. According to Kuada (2012) quantitative data collection methods allow the researcher to test hypotheses developed from reviewing literature about the investigated issue(s). Furthermore, such studies will usually encourage the researcher to investigate causal relationships between specified variables, based on the theoretical background, which indicate that some specific variables influence other variables to produce an effect (Kuada, 2012). The most common quantitative data collection methods are according to Kuada (2012) questionnaire-based surveys and interviews. Leedy and Ormrod (2001 p. 102) argues that “quantitative researchers seek explanations and predictions that will generate to other persons and places. The intent is to establish, confirm, or validate relationships and to develop generalizations that contribute to theory”.

Figure 18 below reflects the general characteristics of both qualitative and quantitative data collection methods.

Quantitative Research	Qualitative Research
<ul style="list-style-type: none"> ➤ Test hypothesis that the researcher begins with ➤ Concepts are in the form of distinct Variables ➤ Measures are systematically created before data collection and are standardized ➤ Data are in the form of numbers from precise measurements ➤ Theory is largely causal and used deductively ➤ Procedures are standard and replication is frequent ➤ Analysis proceeds by using statistics, tables, or charts, and relating them to the hypotheses 	<ul style="list-style-type: none"> ➤ Capture and discover meaning once the researcher obtains the data ➤ Concepts are in the form of themes motifs, and taxonomies ➤ Measures are created in an ad hoc manner and often specific to the individual setting of researcher ➤ Data are in the form of words and images from documents observations, and transcriptions ➤ Theory can be causal or noncausal and is often used inductively ➤ Research procedures are particular and replication is very rare ➤ Analysis proceeds by extracting themes or generalizations from evidence and organizing data to present a coherent and consistent picture

Figure 18: Some General Characteristics of Quantitative and Qualitative Research
Source: Kuada, 2012 p. 118

As already mentioned the purpose of the dissertation is to investigate the underlying factors of online consumer ethnocentrism in Denmark. Consequently, the most suitable data collection method for this purpose is the quantitative research approach. The reason why the quantitative research approach is employed in this dissertation is, as already mentioned due to the fact that this approach allows the researcher to test hypotheses developed from reviewed literature about the investigated research topic(s). Moreover, this dissertation seeks to investigate causal relationships between specified variables, based on the theoretical background (chapter 3) and theoretical framework (chapter 4), which might indicate that some specific variables influence other variables to produce an effect. More specific, to answer and examine the developed research questions this investigation will employ questionnaires to collect the needed data.

2.2.3.1 Survey Research Method

As stated above, a quantitative survey is used for studying research question regarding the degree of consumer ethnocentrism among the Danish customers' while shopping online and which characteristics that triggers consumer ethnocentrism while shopping online. This data collection approach represents the primary data of the study.

To collect the needed empirical dataset, to test the hypotheses developed from the theoretical framework, this dissertation will employ the survey strategy in form of a questionnaire. The collected empirical data is representing the Danish e-commerce consumers in this investigation. Bryman (2012) claims that it is favourable to use already existing measures for questionnaires, due to the fact that they have already been piloted, which make the quality of measurement known in advance – Therefore, the questionnaire of this research is inspired by both Shimp and Sharma (1987) with their "Consumers ethnocentrism - Construction and Validation of the CETSCALE" and Iacob (2014), who conducted her PhD, named "Country-of-origin effects and consumer brand perception: A developed and emerging market perspective" at Aalborg University. However, as already clarified, this data collection approach is related to the deductive research approach, and is furthermore a popular and common strategy in business and management research, that is used to answer questions like: who, what, where, how much and how many (Saunders et al, 2009). Saunders et al. argue further that a survey allows the researcher to collect a large amount of data from a large population at a low cost. Thus, it also allows the researcher to collect quantitative data, which can be analysed quantitatively by using descriptive and inferential statistics.

Additionally, Saunders et al. (2009, p. 362) differs between four types of self-administered questionnaire, which are: internet-mediated questionnaires, intranet-mediated questionnaires, postal or mail questionnaires and delivery and collection questionnaires). However, these types of self-administered questionnaire are usually completed by the respondents. A self-completed internet administrated questionnaire is found to be suitable for this dissertation. Firstly, taking into considerations that the purpose of the dissertation is to investigate consumer ethnocentrism and how it affects the consumer purchase behaviour of Danish e-commerce consumers in an online context and which demographic characteristics that triggers consumer ethnocentrism online, the Internet is useful to distribute the questionnaire, because the respondents has to be online and use the internet for online shopping. Secondly, the internet administrated questionnaire is cheap and the sample is geographically widely dispersed in Denmark, in which most of the population is using the Internet meaning that large quantities can be collected at the same time. Moreover, Bryman and Bell (2015) state that a self-completed internet administrated questionnaire overcome from the bias of interviewers asking questions in a different order or in different ways and further that this type of questionnaire is more convenient for the respondents because they can complete it when they want and at the speed that they want.

2.2.3.1.1 Designing the Questionnaire

According do Saunders et al. (2009) the internal validity and reliability of the collected data and the response rate depends on the design of the questions, the structure of the questionnaire and the rigour of the pilot testing. To archive this, the following section will focus on designing an accurate questionnaire. Thus, a valid questionnaire will enable the researcher to collect accurate data, and if the data are reliable, it means it is collected consistently. Foddy (1994) reflects validity on behalf of the questions and answers making sense.

“The question must be understood by the respondent in the way intended by the researcher and answer given by the respondent must be understood by the researcher in the way intended by the respondent”. (Foddy, 1994; Cited in Saunders et al., 2009, p. 371)

The above quote indicates that if the question is to be valid and reliable there are at least four stages that have to occur. Furthermore, it also indicates that the design stage is involving the researcher as the one who develop the questionnaire, in substantial rewriting in with the aim of

ensuring that the respondent decodes the questions in the intended way (Saunders et al., 2009). The four stages that must occur in a valid and reliable questionnaire are listed below in Figure 19.

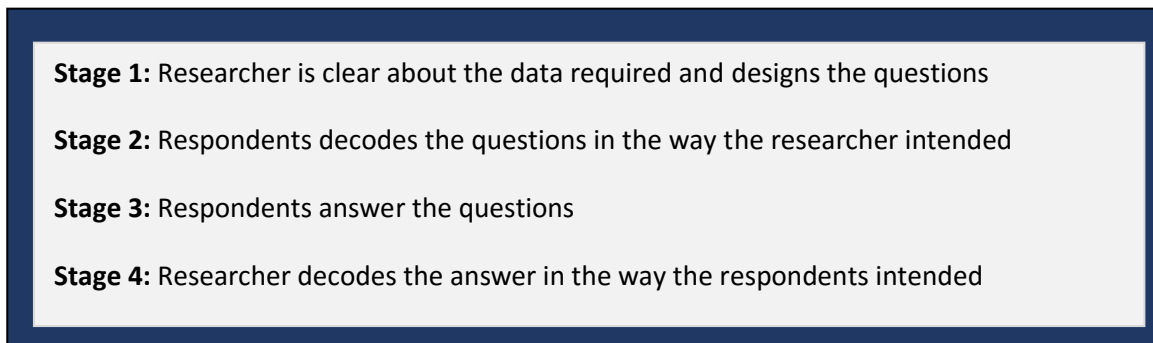


Figure 19: Stages that must occur if a question is to be valid and reliable
Source: Own production based on Saunders et al. (2009 p. 372) and Foddy (1994 p. 17)

Apart from the above Figure 19 Hunt et al. (1982) argues further that the development of a questionnaire normally includes seven steps as visualised in Figure 20

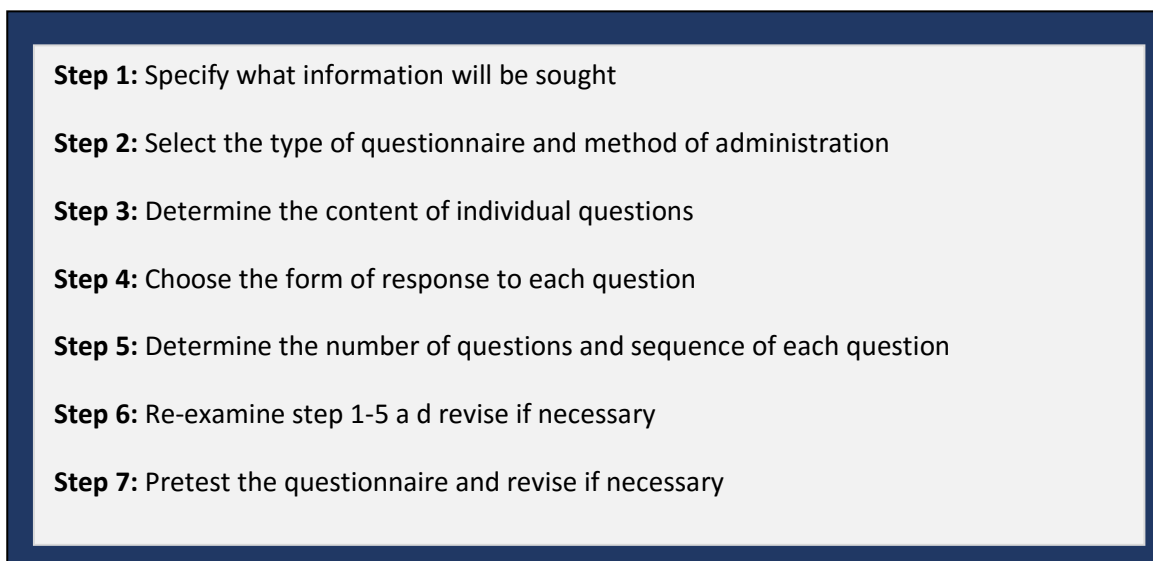


Figure 20: The questionnaire-development process
Source: Own production based on Hunt et al. (1982 p. 269)

Based on Figure 19 and 20 the development of the questionnaire used in this dissertation will follow the process described in Figure 21.

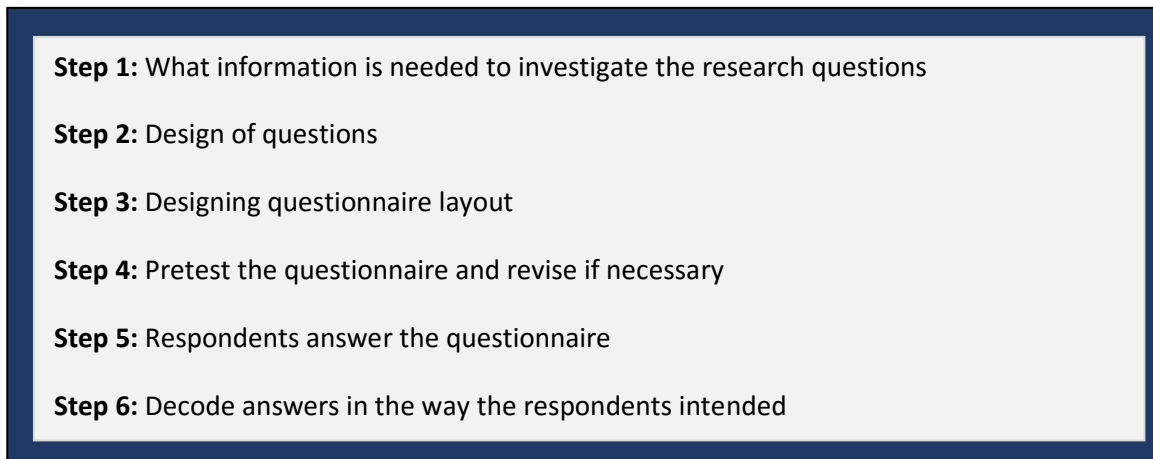


Figure 21: Designing the questionnaire step by step
Source: Own production

First of all, I have to decide which information is needed to investigate the research questions. The information and variables used to investigate the research questions progressed mainly through the literature review. Saunders et al. (2009) argues further that there exist three types of relations between variables, which are dependent, independent and extraneous variables. Thus, the independent variable causes changes in a dependent variable, while the dependent one changes in response to change in another variable. Moreover, Dillman (2007) differs between three types of data variable that can be collected through a questionnaire, which is opinion, behaviour and attribute variables. The opinion variables clarify how respondents feel about something. Behavioural variables relate to what people did in the past, do now and will do in the future. Attributes variables are containing data about respondent's demographic characteristics like age, gender, marital status, education, occupation and income (Saunders et al., 2009).

When the first step is fulfilled the design of the questions and questionnaire layout has to be done. The second step is designing the questions. According to Bryman and Bell (2015) the researcher has to choose between two types of questions, which are open questions and closed questions. If the researcher wants to give the respondents the possibility to answer a question however they want, open questions is recommended. On the other hand, if the researcher wants to limit the respondents to choose between appropriate answers from a set of alternatives or the like, closed questions can be recommended. I have chosen to ask the respondents closed questions in the questionnaire, due to the fact that it is easy to process the answers, because the respondent needs to select an option available for a question. Additionally, closed question can further eliminate

uncertainty, if any, because the available answers can help them in understanding and clarify the meaning of a question (Bryman & Bell, 2015). The second part of step 2 is to secure that the layout of the questionnaire is easy to follow and the questions are easy to answer. In the very beginning of the questionnaire a short presentation of the questionnaire and the purpose hereof is being outlined in order to clarify why it is important for the respondents to fulfil the questionnaire. Secondly, I divided the questionnaire into three sections representing demographic background, online shopping behaviour and consumer ethnocentrism. The questions about the respondent's demographic are placed at the beginning of the questionnaire and the ones about the respondent online shopping behaviour and attitude to the consumer ethnocentric statements in the end. I decided to place the latter ones at the beginning because I want the respondents to enter the questionnaire smoothly.

An important element of the validity and reliability of the questionnaire depends on pre-testing the questionnaire before sending it out to the respondents. In self-completion questionnaire pre-testing is an important step, which aim is to avoid any misunderstandings in the data collection. Furthermore, because the self-completion questionnaires are sent out in a large number, considerable wastage may occur if any problems appear (Bryman & Bell, 2015). The present questionnaire was tested on Danish family, colleagues and friends and then any misunderstandings, errors, time wasting questions or any other thing was changed with the purpose of making the questionnaire as good as possible.

Finally, at step 5 the respondents answer the questionnaire and after which the answers will be decoded and analysed in step 6.

2.2.3.1.2 Distribution of the Questionnaire

The questionnaire has been distributed through the social media platform, Facebook.com. The reason why I the Facebook.com was chosen as a distribution channel was based on the research context. As already mentioned, the study aims to gain a better understanding of the phenomenon consumer ethnocentrism in an online context. Thus, I decided to use an online platform to collect the data, based on the idea that almost all online e-commerce consumers are using the social media platform, Facebook.com. I have posted the questionnaire two times – first by clarifying the motive of posting the survey and the second time with a reminder. However, using Facebook.com as

distribution channel means that the respondent has the ability to self-register by following a hyperlink provided by me. The way I decided to share my questionnaire on Facebook.com was through a public assessable post, clarifying my motives for posting such a questionnaire, which was only for research purposes. Furthermore, I asked the respondents to re-post the questionnaire, with the aim of reaching as many as possible. Moreover, by using a self-register questionnaire form on Facebook.com I'm aware of the bias there may occur. First of all, I know that the respondents are being spammed by such surveys every day – meaning that there is a possibility that the respondents don't care about the purpose and answering without paying attention or while they are not concentrated. Secondly, I don't know whether a respondent fulfilled the questionnaire more than one time. Thirdly, I do not know how many potential respondents I have reached by using Facebook.com and asking friends to re-post the survey – Meaning I do not know the response rate. Furthermore, I have to be aware of the bias of my portfolio of friends on Facebook. Therefore, I have scanned through my friends with the aim of gaining a better understanding of the distribution of my friends. Thus, it can be stated that I have most friends in the age of 20 – 30 years in the northern part of Denmark. Meaning, that the research might be influenced by the geographical area in which most of my friends are represented and most of the answers belongs to the age between 20 – 30 years. However, to overcome this source of error I asked my friends to re-post as already mentioned. These re-posts should help me avoid this source of error because I reach my friends portfolios of friends, which can be different from my own. Unfortunately, another source of error occurs when someone fail to re-post the survey without clarifying the purpose of the survey. In such cases it can happen that potential respondents enter the questionnaire without knowing the purpose and drop out when they find out – This error influences the distribution percentages of how many received answers.

2.2.3.1.3 Quantitative Data Analysis and management

To analyse the collected data from the questionnaire SPSS version 24 is used. However, before analysing the data several steps has to be completed. According to Saunders et al. (2009) the most important steps or methods are coding, entering data into SPSS and checking the data set for errors. As recommended by Saunders et al. (2009) the empirical data used for further analyse should be coded numerical, which further enable the researcher to enter the data with less errors and quickly in the statistical program, in this case SPSS. By using SurveyXact to distribute design and distribute

the questionnaire the coding of the data was easily done and furthermore, a codebook on how to code the dataset is include in Appendix 9.3. According to Bryman & Bell (2015, p. 308) the coding manual can be defined as “the content analysis dictionary, a statement of instructions that specifies the category that will be used to classify the text based on a set of written rules that define how the text will be classified”. Unfortunately, not all respondents manage to answer the questionnaire fully, meaning that missing data occurs in the dataset, which can occur by serval reasons. According to Saunders et al. (2009) missing data can be a result of respondents that refuses to answer the question. However, I tried to avoid the element of missing data by saying that all questions in the questionnaire should be answered. If some of the questions in any of the three sections not is answered, it is not possible to continue the questionnaire. However, 58 respondents manage to skip section three of the questionnaire dealing with consumer ethnocentrism (the 17 statements from the CETSCALE). Thus, it can’t be confirmed that the 58 respondents just skipped the last section of the questionnaire or just closed before they press the button “finish” and enter the last page saying thank you for your participation. Moreover, the missing data is coded -9 in the data set so they don’t interfere with the rest of the data set, which leads to the next step – Entering the data in Microsoft Excel. This step was easily done, due to the fact that SurveyXact have the options to export the dataset into excel (csv. format). The excel version of the data was skimmed to identify and correct any interfering values, which compliance step three – checking for any errors. Finally, the cleared data set (csv. format) was imported into SPSS version 24 where the data analysis take place. First of all,

2.2.3.1.4 Reliability and Validity

Reliability refers to consistency of measures. When testing whether a measure is reliable or not the following factors can be considered: Stability and Internal reliability (Bryman, 2012). “The most obvious way of testing for stability of a measure is the test-retest method, which involves administering a test or measure on one occasion and then re-administering it on the same sample on another occasion” (Bryman, 2012, p. 169). In other words, the test-retest method is obtained by administrating the same questionnaire twice to the same respondents, which can be very difficult. Furthermore, Bryman (2012) argue that this method might face some issues due to the face that the respondents may be influenced by their first answers in the second test. Internal reliability applies to multiple-measures, in which each respondent’s answer to each question are aggregated

to form an overall score, the possibility is raised that the indicators are related to same thing; in other words, they lack coherence (Bryman, 2012 p. 170). To test for internal reliability the split-half method and Cronbach's alpha is recommended.

According to the time-consuming aspect of testing for stability, the test-retest method will not be used in this dissertation. Additionally, the Cronbach's alpha will be used to test the reliability of the sample. The values may range from 0 to 1, with higher values indicating higher reliability. Anyway DeVellis (2003) recommends a minimum of 0.7, but in cases where the sample is quite small, the coefficient can be even smaller. The Cronbach's alpha coefficient in SPSS shows the following results of all variables, presented in the table below:

Case Processing Summary

		N	%
Cases	Valid	261	81,8
	Excluded ^a	58	18,2
	Total	319	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,707	29

Table 2: Cronbach's Alpha Coefficient
Source: Own Production

According to Table 2 (Cronbach's alpha coefficient) it can be concluded that the data used in the dissertation is reliable with a score of .707, which is more than the minimum of 0.7 as recommended by DeVellis (2003).

According to Bryman (2012, p. 171) validity refers to the issue of whether an indicator (or set of indicators) that is devised to gauge a concept really measures that concept. Several ways of establishing validity are explored: face validity, concurrent validity, predictive validity, construct validity and convergent validity. This dissertation will only focus on face validity, construct validity

A researcher who develops a new measure should at least make sure that it has face validity, which means "that the measure apparently reflects the content of the concept in question" (Bryman, 2012 p. 171). Face validity can be achieved by asking other people whether the measure fits to the concept that is the focus of

attention. As an example: People with expertise in the field might be asked to review the measures to determine whether on the face of it the measure seems to reflect the concept concerned. Face validity will be achieved by reviewing previous literature about consumer ethnocentrism and its impact on the consumers purchase behaviour and further in form of supervision by Andreea Ioana Bujac, who investigated the impact of country of origin on brand perceptions of consumers from developed and emerging countries in her Ph.D. dissertation.

If researcher aims to deduce hypotheses from theories that is relevant for the investigation, construct validity is being estimated (Bryman, 2012). In this dissertation, this means that a new theoretical framework is being developed based on a systematic literature review of existing theories as knowledge associated to the research questions that is being investigated. This framework is being tested in relation to the empirical frame – this is the collected data.

3. Theoretical Background

The purpose of this chapter is to review previous literature regarding the topic of this dissertation. The theoretical background of this dissertation will turn out as a literature review and reflect already existing literature about the two main concepts of the dissertation. Firstly, the impact of consumer ethnocentrism on purchase behaviour will be reviewed including consumer ethnocentrism in general, which will be explained as well as previous studies in the area regarding the phenomenon. Consequently, ethnocentric factors influencing consumer purchase behaviour will also be included in this section. Secondly, consumer ethnocentrism in an online context will be reviewed. Overall, the literature review should lead to a better understanding hereof, as well as found the background and basis of the theoretical framework in chapter four.

3.1 Impact of Consumer Ethnocentrism on Purchase Behaviour

Before going into depth with the impact of consumer ethnocentrism on purchase behaviour, consumer purchase behaviour will briefly be explained. Schiffman et al. (2012) draw an overall picture of consumer purchase behaviour in their work with the simple consumer decision-making process model.

3.1.1 A simple model of consumer decision-making

Schiffman et al. (2012) views the consumer decision-making process into three interlinked stages. Furthermore, Schiffman et al. (2012) argues that the model not presume to provide an exhaustive picture of the complexities of consumer decision-making, but is rather designed to synthesise and coordinate relevant concepts into a significant whole. The three stages of the model, named: input, process and output, will be described in the following.

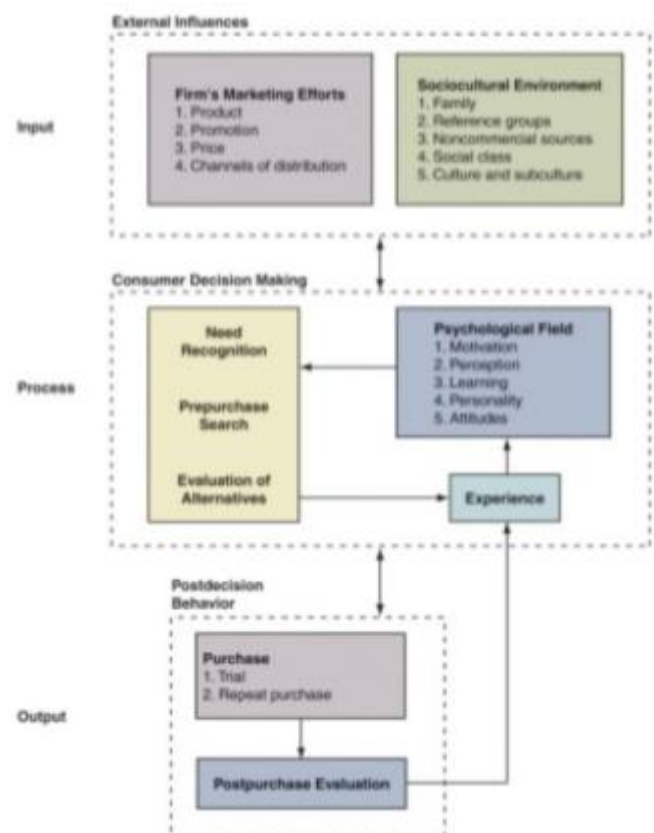


Figure 22: A simple model of consumer decision-making
Source: Schiffman et al., 2012 p. 69

3.1.1.1 External Influences

The external influences (input stage) serve as sources of information about a specific product and influence further the consumer's product-related values, attitude and behaviour (Schiffman et al., 2012). Most important among the input factors, as visualized in Figure 22, are the marketing mix activities of the companies, in which they strive to communicate the benefits of their products and services to potential consumers. Subsequently, another important input factor is the non-marketing sociocultural influences, which also might affect the consumer's purchase decisions (Schiffman et al., 2012).

The purpose of the marketing activities of the companies is to reach, inform and encourage potential consumers to buy and use their products and/or services. It is these inputs that affect the consumer's decision-making process according to Schiffman et al. (2012), who more specific states that these activities take place in the companies' strategies related to the marketing mix. Thus, the marketing mix consist of the product (including package, size and guarantees), promotion (in form of mass-media advertising, direct marketing, personal selling or other promotional efforts), pricing strategy, and the chosen distribution channels.

As already mentioned, sociocultural inputs are the other important input category of the external influences of the consumer's decision-making process. Schiffman et al. (2012) define the sociocultural influences' as inputs consisting a wide range of non-commercial influences like comments of a friend, an editorial in the newspaper, use by a family member or the views of experienced consumer participating in special-interest discussion group in the Internet (Schiffman et al., 2012 p. 68). Moreover Schiffman et al. (2012) argues further that influences of social class, culture and subcultures all are important input factors that are internalised and affect how consumers evaluate and ultimately adopt/reject products.

3.1.1.2 Consumer Decision-Making

The consumer decision-making or process aspect of Figure 22 reflects the way consumers make decisions. The psychological field of the process component deals with internal influences (motivation, perception, learning, personality and attitude) that affect the consumers' decision-making process (need recognition, pre-purchase search and evaluation of alternatives) (Schiffman et al., 2012).

3.1.1.2.1 Need Recognition

When consumers face a problem the recognition of need take place. However, Schiffman et al. (2012) define two different need or problem recognition types, named the actual state types and the desired state types. The actual state types occur when consumers recognise that they have a problem when the performance of a product not is satisfactory any more. The desired state types occur when the desired need for something new trigger the decision process (Schiffman et al., 2012).

3.1.1.2.2 Pre-purchase search

When a consumer recognises a need that might be satisfied by purchasing a new product, the pre-purchase search begins. Past experiences (gained from storage in long-term memory) might provide the consumer with sufficient information to make the current choice. Thus, if the consumers have no previous experiences, a comprehensive search of the outside environment for useful information on which to base the choice has to be done (Schiffman et al., 2012). Before searching external sources the consumer seek information in the psychological field (memory) regarding a given consumption of a new product. The more relevant the information provided from previous experiences (the memory) are, the less external information search has to be made by the consumer before a potential purchase of a product. Thus, most consumer decisions are made based on both internal and external sources of information. However, the degree of risk associated with the consumption can also influence this stage of the decision process. Consumers are more likely to engage in complex and extensive information search and evaluation in high-risk purchases. On the other hand, consumers apply simple or limited search and evaluation tactics in low-risk purchases (Schiffman et al., 2012).

3.1.1.2.3 Evaluation of Alternatives

When consumers evaluate the various alternatives of brands and products two types of information are likely to be used.

1. A list of brands (or models) from which the consumer plan to make their selection (the evoked set)
2. The criteria the consumer will use to evaluate each brand (or model).

The evoked set refers to the specific brands the consumers take into consideration when purchasing a new product. A consumer's evoked set differs from his or her inept set, which consists of brands that the consumer excludes either because the product not have any particular advantages or the brands are felt to be unacceptable (Schiffman et al., 2012).

Schiffman et al. (2012) argues that the criteria consumers employ to evaluate the various alternatives of products constitute their evoked sets are usually expressed in terms of important product attributes. Companies knows that consumers are evaluating alternatives in their decision-making process, which is why they sometimes advertise in a way that recommends the criteria that the consumers should use in assessing product or service options (Schiffman et al., 2012 p. 76-77).

3.1.1.3 Post-Decision Behaviour

The post-decision behaviour or output aspect of the decision-making model concerns two closely related kinds of post-decision activities aiming to increase the consumer's satisfaction with the given purchase, which is purchase behaviour and post-purchase evaluation (Schiffman et al., 2012).

3.1.1.3.1 Purchase behaviour

Schiffman et al. (2012) state that consumers make three types of purchase: trail purchase, repeat purchase and long-term commitment purchase. When a consumer purchases a product, or brand the first time and buy a smaller quantity than usually, it would be considered a trail. Thus, trail is the exploratory phase of purchase behaviour. When a new brand is discovered to have more benefits than other consumers are likely to repeat the purchase, which is closely linked to brand loyalty. However, trail purchases are not always feasible. In cases of durable goods consumers usually move directly from evaluation to a long-term commitment without the opportunity for an actual trail (Schiffman et al., 2012).

3.1.1.3.2 Post-purchase evaluation

In the post-purchase evaluation stage the consumer evaluate the products according to performance in light of their own expectations, which may occur in three possible outcomes as argued by Schiffman (2012 p. 82):

1. Actual performance matches expectations, leading to a neutral feeling
2. Performance exceeds expectations, causing what is known as positive disconfirmation of expectations, leading to satisfaction

3. Performance is below expectations, causing negative disconfirmation of expectations and dissatisfaction.

Schiffman et al. (2012) claims that for each of the three possible outcomes, consumers' expectations and satisfaction are closely linked – Meaning that consumers tend to judge their experience against their expectations when performing a post-purchase evaluation.

As outlined in Schiffman et al.'s (2012) model on consumer decision-making several factors are outlining its impact on the consumer' purchase behaviour like the firm's marketing mix and sociocultural inputs. However, another aspect which has its impact on the consumer purchase behaviour is the phenomenon, consumer ethnocentrism.

3.2.1 Consumer Ethnocentrism

As a sociological concept, ethnocentrism was originally developed by Sumner (1906), who defined it as the concept relation to the difference between two groups of people, the so-called "in-groups" and "out-groups". The "in-groups" is a group, which the individual identifies with, and the "out-groups" refers to the opposite of the "in-groups" by the individual. Ethnocentrism as a sociological concept argues that ethnocentric people favour the in-group over and above the out-group (Agnieszka, 2015; Luthy, 2007; Makanyeza et al., 2016; Al Ganideh, 2010; Erdogan et al., 2010; Evanschitzky et al., 2008;). Another definition of consumer ethnocentrism is developed by Booth (1979), saying that *"ethnocentrism refers to the tendency to see their cultural group as proving the norms for acceptable behaviours and preferences. Highly ethnocentric individuals are intolerant and judgmental with respect to cultures different from their own"* (Erdogan et al. 2010, p 395)

In general ethnocentrism as a concept reflect the tendency of individuals to assume their own group as the centre of the universe, with the purpose to interpret other social groups from the perspective of their group, and furthermore to reject persons who are culturally dissimilar and accepting social groups who are culturally like themselves without hesitating (Booth, 1979). Empirical research has further linked the ethnocentrism with other concepts like nationalism (Levinson, 1957) and patriotism (Chesler & Schmuck, 1964). Furthermore, ethnocentrism can force that individuals associate the symbols and values of their ethnic or national group (in-groups) with pride and form attachment in contrast to other groups (out-groups), which may be associated with disrespect (Levine & Campbell, 1972). Ethnocentric consumers often believe that purchasing foreign made

products hurt the domestic economy, stifles national employment, and that it is unpatriotic. Moreover, extremely ethnocentric consumers are inclined to be excessively negatively biased in their evaluation of foreign products (Shimp and Sharma, 1987; Makanyeza et al., 2016). Consequently, non-ethnocentric consumers tend to evaluate foreign made products from a more objectively perspective (Makanyeza et al., 2016).

Makanyeza et al., (2016) states that consumer ethnocentrism develops from three functional terms to an individual. First of all, consumer ethnocentric behaviour is a result of a sense of identity. Secondly, it inculcates a sense of belongingness and finally, consumer ethnocentrism ensures that individuals appreciate a purchase behaviour that is acceptable or unacceptable within the group (Shimp and Sharma, 1987; Makanyeza et al., 2016).

However, Shankarmahesh (2006); Balabanis et al. (2001); and Josiassen et al., (2011) all pay attention to the concept of “worldmindedness” and “culture openness”. According to Sampson and Smith (1957) and Skinner (1988) there is a clear difference between the two concepts – Culture openness reflects the opportunities for the individual to interact with other cultures, worldmindedness refers to a so called “world view of the problems of humanity”. Thus, Shankarmahesh (2006) argues that in theory, individuals can be worldminded without interacting with other cultures – Meaning that worldmindedness is more a state of mind in which the reference group is humankind instead of respective nationalities. Finally, worldminded consumers are often being characterized by interest in and knowledge of international affairs, regards for “world spirit” and consensus development (Shankarmahesh, 2006 p. 149)

In the field of international marketing purposes Shimp and Sharma (1987) investigated whether the concept of ethnocentrism tendencies affected individuals purchase behaviour and expanded the means of ethnocentrism further (Agnieszka, 2015; Makanyeza et al., 2016). The two scholars used consumer ethnocentrism as a concept reflecting the beliefs held by American consumers about the correctness, indeed morality, of purchasing foreign-made products. They suggested that the fact of consumer ethnocentrism was a result from fear of harmful effects imports may have on the economic situation of the individual and individual's society (Luthy, 2007).

3.2.1.1 CETSCALE

By applying a preliminary study, which provided insight into consumer thoughts about foreign-made products, followed by a content analysis of the responses, along with researcher's intuition and insights from pertinent literature Shimp and Sharma (1987) developed an instrument to measure consumers' ethnocentric tendencies related to purchase foreign-made products versus domestic products (in this case American product), named the CETSCALE (see Figure 23 below) (Shimp & Sharma, 1987).

17-ITEM CETSCALE ^a					
<i>Item</i>		<i>Reliability^b</i>	<i>Item</i>		<i>Reliability^b</i>
1.	American people should always buy American-made products instead of imports.	.65	11.	Americans should not buy foreign products, because this hurts American business and causes unemployment.	.67
2.	Only those products that are unavailable in the U.S. should be imported.	.63	12.	Curbs should be put on all imports.	.52
3.	Buy American-made products. Keep America working.	.51	13.	It may cost me in the long-run but I prefer to support American products.	.55
4.	American products, first, last, and foremost.	.65	14.	Foreigners should not be allowed to put their products on our markets.	.52
5.	Purchasing foreign-made products is un-American.	.64	15.	Foreign products should be taxed heavily to reduce their entry into the U.S.	.58
6.	It is not right to purchase foreign products, because it puts Americans out of jobs.	.72	16.	We should buy from foreign countries only those products that we cannot obtain within our own country.	.60
7.	A real American should always buy American-made products.	.70	17.	American consumers who purchase products made in other countries are responsible for putting their fellow Americans out of work.	.65
8.	We should purchase products manufactured in America instead of letting other countries get rich off us.	.67			
9.	It is always best to purchase American products.	.59			
10.	There should be very little trading or purchasing of goods from other countries unless out of necessity.	.53			

^aResponse format is 7-point Likert-type scale (strongly agree = 7, strongly disagree = 1). Range of scores is from 17 to 119.
^bCalculated from confirmatory factor analysis of data from four-areas study.

Figure 23: 17-item CETSCALE

Source: Source: Shimp & Sharma, 1987, p. 282

To test the reliability and construct validity of the 17-item CETSCALE four separate studies were performed (Shimp & Sharma, 1987). However, according to Shimp and Sharma (1987) the results of the four separate studies indicated that the 17-item CETSCALE was a valid and reliable instrument to measure and indexing consumer ethnocentric (Luthy, 2007; Al Ganideh, 2010; Evanschitzky et al., 2008). Knowing the CETSCALE was valid and reliable Shimp and Sharma (1987) conducted a study with the aim of investigating whether ethnocentric tendencies occur consistently across all consumers or whether certain population segments are disproportionately more or less likely to possess them (Luthy, 2007). However, Shimp and Sharma (1987) identified a link between observed differences in consumer ethnocentric scores and the perceived threat that foreign-made products represented to an individual's quality of life and economic livelihood (Luthy, 2007). The principles of the CETSCALE were also found to be satisfactory in countries outside the United States of

America. The construct of consumer ethnocentrism was found to have one dimension in Spain, France, Japan, China and West Germany. In the Czech Republic, Poland, Ukraine, the Netherlands, Australia, Taipei, Shanghai, Africa and Greece, the construct was found to be multi-dimensional. In South Africa, studies show that the construct of consumer ethnocentrism consists of two dimensions, which is economic ethnocentrism and patriotic ethnocentrism (Makanyeza et al. 2016). Pentz et al. (2013) argues that economic ethnocentrism reflects the protections of the domestic economy, while patriotic ethnocentrism, on the other hand, is concerned with the extent to which consumers are patriotic products. In Mozambique, scholars found that the construct of consumer ethnocentrism also consists of two dimensions, which are being referred to as core consumer ethnocentrism and protectionism. *“Core consumer ethnocentrism mainly explains the principal component underlying the construct of consumer ethnocentrism, while protectionism is concerned with protecting the local economy”* (Makanyeza et al. 2016, p. 192).

Overall, Teo et al. (2011) highlight the fact the consumer ethnocentrism has been measured in several countries by using the two population groups: students and general. In fact, the general populations tend to have higher ethnocentric tendencies than the student populations by looking on the CETSCORES based on the 17-item 7-point liker-type scale (General populations CETSCORES between 28.70 and 85.07 / Student populations CETSCORES between 32.02 and 62.50), where the highest score was recorded in Korea (85.07), and the lowest score was recorded in Belgium (28.70) (Makanyeza et al. 2016).

Makanyeza et al. (2016) argues that one of the key factors that determine consumer's preferences according to foreign products is consumer ethnocentrism. In line with that, measuring consumer ethnocentrism tendencies in different countries is an important aspect of localization for firms involved in international marketing, as it provides marketers with the ability of creating unique product positioning strategies (Makanyeza et al., 2016). To do so, the CETSCALE become very practicable and researchers has studied this marketing tool for many years to confirm the validity and reliability in many countries (Makanyeza et al., 2016). Makanyeza et al. (2016) conducted a study with the aim of extending the current body of consumer behaviour and international marketing knowledge. One of the underlying objectives of the study was further to test the reliability and validity of the CETSCALE based on a survey distributed in Zimbabwe.

The implications of an ethnocentric tendency have been investigated and researched in a number of settings, which affect international business. As examples of the explored ethnocentric tendencies, Lanciaux (1991) studied the impact of ethnocentrism in American and Japanese trade policy negotiations. Walle (1990) studied the issues related to American manager's opinions of foreign cultures and management. Grant and Wren (1993) found that student ethnocentrism was associated with negative attitudes toward the importance and propensity to enrol in courses in international business, foreign language, and business ethics in their study regarding potential impact on the further of global business (Luthy, 2007). In view of the importance of consumer demographic characteristics as important segmentation variables in marketing practice, Caruana, (1996), Pharr, (2005) and Shankarmahesh (2006) pointed out that the findings in the extant consumer ethnocentrism literature regarding the impact of age, gender, and income are unclear, conflicting, and present a research gap (Josiassen et al., 2011). According to this gap Josiassen et al. (2011) investigated whether the age, gender, and income of consumers not only predicts levels of consumer ethnocentrism, but also moderates the impact of such tendencies on willingness to buy. They suggest further that consumers of different age, gender, and income may differ in their propensity to let these consumer ethnocentric tendencies affect their willingness to buy (Josiassen et al., 2011).

3.2.2 Ethnocentric Factors Influencing Purchase Behaviour

After reviewing the consumer purchase behaviour and consumer ethnocentrism in general, this section will follow by reviewing what ethnocentric factors are influencing consumer purchase behaviour. According to Bruning (1997) empirical marketing literature assume that one's country of origin is a factor influencing the decision whether to purchase foreign or domestic products and/or services. In brief, the country of origin cue triggers a global evaluation of quality, performance, or specific product/service attributes (Bruning, 1997). Kucukemiroglu (1999) define country of origin as a stereotypical "made in" perception of the product from a specific country by individuals (Cilingir & Basfirinci, 2014). According to the evaluating aspect of country of origin cue, it can be seen as an ethnocentric influencing factor on consumer's purchase behaviour. However, other influencing factors on consumer's purchase behaviour can be the demographic characteristics of the consumer.

3.2.2.1 Demographic Characteristics on Consumer Ethnocentrism

Shankarmahesh (2006) argues that four broad categories of antecedents of consumer ethnocentrism can be identified: socio-psychological, economic, political and demographic. This dissertation is only focusing on the fourth category, which is demographic variables such as gender, age etc. The reason why this dissertation only considers the demographic variables mainly because it's expected impact on ethnocentric tendencies in an online context.

However, to support marketers in identifying consumers who may be sensitive toward imported products, several studies have been conducted to investigate the relationship between demographic variables and consumer ethnocentrism (Pentz et al, 2014). According to Javalgi et al. (2005) and Josiassen et al. (2011) the most common use of demographic variables in studies regarding consumer ethnocentrism are age, gender, education and income (Pentz et al, 2014).

Taking into consideration that earlier studies not find any consistent relationship between age and consumer ethnocentrism, it has become trendy to investigate this relationship because of the developed hypotheses among marketers saying that the older segments show higher ethnocentric tendencies than the younger, which further has been confirmed (Pentz et al., 2014; Josiassen et al., 2011; Balabanis et al., 2001). In line with the more dominant view from previous research is that the older people gets, the more ethnocentric will they be.

According to Pentz et al. (2014); Josiassen et al., (2011) it can be stated that there seems to be a more widely agreement among researchers saying that gender does influence consumer ethnocentrism. More specific, women are in generally scoring higher on the CETSCORE than men. The underlying reasons that have been given for this statement, is according to Sharma et al. (1995) that *"females tend to be more conservative, patriotic, concerned with preserving social harmony and promoting positive feelings among group members, and less individualistic than males"* (Pentz et al. 2014, p. 415). However, worth mentioning is that Aziz et al. (2014) discovered that males are more ethnocentric than females in their study regarding the role of demographic characteristics on consumer ethnocentrism and buying behaviour among Pakistani consumers.

Research shows that there is a negative relationship between level of education and consumer ethnocentrism – meaning that the more educated consumers are the less ethnocentric tendencies they show (Josiassen et al., 2011; Javalgi et al., 2005; Balabanis et al., 2001). However, Aziz et al.

(2014) discovered that well educated people exhibit higher ethnocentric tendencies, which is inconsistent to Josiassen et al., (2011); Javalgi et al., (2005); Balabanis et al., (2001). However, Javalgi et al. (2005) argues further that some of the underlying factors related to this negative relationship are that *“... more educated consumers tend to be less conservative, are less likely to have ethnic prejudices or be patriotic, and are more likely to favour imported over domestic products”* (Pentz et al., 2014, p. 416).

Finally, the level of income can be considered in the same way as level of education. According to Pentz et al. (2014) a negative relationship between level of income and consumer ethnocentrism can be confirmed – meaning that consumers with a higher income tend to be less ethnocentric. Sharma et al. (1995) argues that when consumers level of income increases they tend to travel overseas more often and are than exposed to a variety of other products, which may result in alternative views and attitudes and an increased openness to foreign made products (Pentz et al., 2014).

3.2 Consumer Ethnocentrism as an online phenomenon?

Agnieszka, (2015); Luthy, (2007); Makanyeza et al., (2016); Al Ganideh, (2010); Erdogan et al., (2010); Evanschitzky et al., (2008); Pentz et al., (2014); Josiassen et al., (2011); Aziz et al. (2014) and Balabanis et al., (2001) does all reflects consumer ethnocentrism as an offline marketing phenomenon – it is that that they all refers to consumer ethnocentrism in cases where the products and/or services are being consumed or considered in connection to the traditional consumer buying process.

Kwak et al. (2006) conducted a research about consumer ethnocentrism offline and online. The aim of the study was to conduct two empirical studies by using data from the United States, South Korea and India, which can be seen as three diverse cultural and economic environments (Kwak et al., 2006). In stage one, the study suggest that consumer ethnocentrism provokes a negative attitude towards both foreign advertisements and products across all three countries. In stage two the scholars identified that consumer ethnocentrism dampens consumers’ online consumption activities in foreign web shops (Kwak et al., 2006). According to Kwak et al. (2006) the Internet has the ability to allow marketers to reach potential foreign customers instantaneously and relatively inexpensively. However, the elimination of the geographic barrier through the Internet does not

ensure that consumers will purchase goods from foreign web shops and change consumers' attitudes and cultural values, even though the Internet offer the customers to purchase goods by offering a behavioural alternative to the traditional offline purchase of goods. In connection with that, Kwak et al. (2006) argues that consumer ethnocentrism may extend toward the online purchasing environment. Furthermore, Fraser et al. (2002) claims further that previous research suggested that consumer ethnocentrism influences consumers' attitudes towards foreign retailers, which also may cause consumers to respond more negatively to online retailers (Kwak et al., 2006). Finally, Kwak et al. (2006) discovered significant negative relationships between online consumer ethnocentrism with commercial e-mail correspondence and consumer activities on foreign sites. Thus, given by the results, regardless the online environment, consumer ethnocentrism still exists (Kwak et al., 2006).

Based on Kwak et al. (2006) study, which suggested that consumer ethnocentrism is very likely to be a factor behind online consumer behaviour, Oh and Zhang (2010) conducted a study examining the effect of consumer ethnocentrism in China in the light of Internet services. Hence, the two authors suggested that the Chinese Internet users would link their nationalistic thoughts to their choice of Internet services and have negative attitude toward foreign services. However, by examining the effects of consumer ethnocentrism, the authors would enable themselves to gain an understanding whether consumer ethnocentrism dampens the Chinese users' preferences for foreign Internet Web sites (Oh & Zhang, 2010). The findings of the study showed that the perceived globalness of foreign Internet services among Chinese users is high and has a negative effect on users' preferences for domestic services, meaning users with a high level of ethnocentric tendencies may prefer domestic services (Oh & Zhang, 2010)

Widjaja et al. (2014) conducted a research with the purpose of filling the gap existed in the area of online consumer ethnocentrism and foreign product marketing with traditional online marketing channels (like e-mail, E-commerce, banner advertising and etc.) as it is compared to social medias like Facebook.com. In the research, the scholars aim to answer two research questions. Firstly, they were investigating whether online consumer ethnocentrism still matter in foreign products marketing with social media. Secondly, they examined consumer ethnocentrism and market maven,

then the role of market maven for foreign product marketing with social media (Widjaja et al., 2014). The findings of the research show insignificant relationship between consumer ethnocentrism online and foreign product marketing with social media. Widjaja et al. (2014) argues that the main reason for this relationship is due to the fact that social media like Facebook is considered as a powerful marketing channel which penetrates the geographical, culture and time boundaries. Widjaja et al., (2014) states further that: *“Social media activities and its exposure to multi virtual culture experience induce the negative relationship between CET and foreign product marketing with social media to some extent deteriorated”* (Widjaja et al., 2014 p. 9). Moreover, the findings concerning the market maven for foreign product challenges the results of Kwak et al. (2006). Kwak et al. (2006) discovered an insignificant relationship between online consumer ethnocentrism and market maven. The findings of Widjaja et al. (2014) prove otherwise – meaning that consumers who shows high ethnocentric tendencies tend to have less market maven for foreign product regardless of their market maven’s characteristics.

4. Theoretical framework

The purpose of this chapter is to provide the dissertation with the theoretical framework based on the literature review (chapter 3), which found the fundamental basis to investigate the research questions as stated in the introduction. Apart from a theoretical framework, hypothesis will furthermore be developed with the purpose of being tested in the analysis in chapter 5.

4.1 Ethnocentric Factors Influencing on the Consumers Purchase Behaviour

Apart from the external and internal influences (as described in chapter 3.1.1.1 in the literature review) the aspect of consumer ethnocentrism is also considered to influence the consumers purchase behaviour. Consequently, in connection with research question 1, considering “*The impact of consumer ethnocentrism in an online context*” it is assumed that the decision-making process is made in an online context as well. However, when a consumer is searching for information, evaluating alternatives and making the purchase decision online, web shops from all over the world are being taking into account – It is due to the term of no borders online. As an example, when a consumer wants to search information about a specific product on Google, not only domestic information sources are being showed. As a result of the information provided by Google consumer ethnocentric behaviour can occur due to the consumer’s perception about the “in-group” and the “out-groups”. Moreover, the decision-making process can also be influenced by consumer ethnocentrism in cases where the external influences tend to be consumer ethnocentric. Huddleston et al. (2001) argues further, that based on the fear that foreign made products damage individuals and national economies, consumer ethnocentrism is being expressed by economic behaviour such as purchases and boycotts. Moreover, in line with the external influences (sociocultural environment) moral and social dimensions are being expanded when a family member, friend or colleague avoids or prevents the consumer from buying imported products because of this concern (Myers, 1995; Ozsomer and Cavusgil, 1991).

As already mentioned in the introduction the Danish e-commerce consumers spent more than 100.7 billion DKK online in 2016, which is a record breaker in Danish e-commerce history (FDIH, 2017). Consequently, as stated by Henrik Theil (2015) Danish customers spend 30 billion DKK in foreign web shops in 2013, which was 34.5% of the total online consumption in Denmark. Considering the term of “no borders” while shopping online along with the previous mentioned facts about Danish e-commerce development the overall hypotheses, and the foundation of the dissertation, can be

stated, with the aim of partly answering RQ 1: *The impact of consumer ethnocentrism in an online context* and fully answering RQ 2: *The degree of Danish customers' consumer ethnocentrism while shopping online? - What triggers consumer ethnocentrism while shopping online?*

H¹: The impact of consumer ethnocentrism online is not existing due to the fact of globalisation and “no borders” while shopping online.

However, demographic consumer characteristics are considered as relationships, which can assist marketers in identifying consumers and potential external influences, who may be sensitive toward imported and foreign made products and brands. Thus, the most common use of demographic variables in studies regarding consumer ethnocentrism is age, gender, education and income (Pentz et al, 2014). As identified in the literature review the older a consumer are/become, the more ethnocentric they get (Pentz et al., 2014; Josiassen et al., 2011), it is proposed that:

H²: There is a positive relationship between age and consumer ethnocentrism among Danish e-commerce consumers.

Moreover, Sharma et al. (1995) claims that females tend to be more consumer ethnocentric than males because they in general are more conservative, patriotic, concerned with preserving social harmony and promoting positive feelings among group members (Pentz et al. 2014). Additionally, another hypothesis can be stated:

H³: Danish women exhibit greater ethnocentric tendencies than men while shopping online

Findings from the literature review shows that the more educated consumers are the less ethnocentric are they, due to the fact that more educated consumers tend to be less conservative, are less likely to have ethnic prejudices or be patriotic (Josiassen et al., 2011; Javalgi et al., 2005). Furthermore, the same understanding is adopted in case of level of income. The higher income the consumers have, the less ethnocentric they are. In line with the fact that the relationship between level of education and consumer ethnocentrism and level of education and income is negative, the following hypothesis can be stated:

H⁴: The lower educated the Danish e-commerce consumers are the greater ethnocentric tendencies they show.

H⁵: The lower income the Danish e-commerce consumers have the greater ethnocentric tendencies they show.

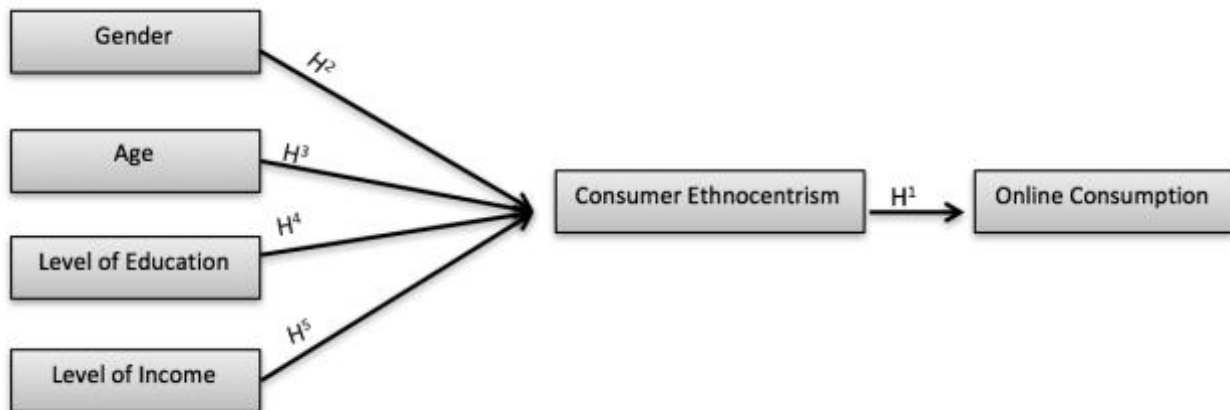


Figure 24: Conceptual Framework
Source: Own Production

Figure 24 illustrates the conceptual framework of the dissertation, which will be tested in chapter 5.

However, before testing the framework is as to be explained. As already mentioned several times the purpose of this dissertation is to provide an understanding of the impact of consumer ethnocentrism in an online context, how it affects the purchase behaviour of Danish e-commerce consumers, and which demographic characteristics that triggers consumer ethnocentrism online. As visualised in Figure 24 the conceptual framework starts with the four most common used demographic characteristics or variables that are affecting consumer ethnocentric tendencies, which is gender, age, education and income. However, these four demographic characteristics all leads to the next section of Figure 24, which is consumer ethnocentrism. By testing the developed hypotheses, it can be concluded how the demographic characteristics are influencing consumer ethnocentric tendencies in an online context, which leads to the final section of the conceptual framework called online consumption. The aim is to gain a better understanding of whether or not consumer ethnocentric tendencies are affecting or influencing the online consumption (the e-commerce industry) or only is an offline phenomenon. Moreover, H¹ aims to test the impact of consumer ethnocentrism online in light of globalisation and the “no borders” phenomenon.

5. Data Analysis

The purpose of this chapter is to analyse the collected data and further test the developed hypotheses from Chapter 4. Moreover, the findings of the data analysis together with the findings from the literature review in Chapter 3 should further provide answers to RQ 1 (The impact of consumer ethnocentrism in an online context?) and RQ 2 (The degree of Danish customers' consumer ethnocentrism while shopping online? - What triggers consumer ethnocentrism while shopping online?) Moreover, apart from the data analysis the chapter will start with a short introduction of the collected data.

5.1 Data Introduction

The data the dissertation works with has been collected in Denmark and focuses on online consumer ethnocentrism. A total of 1149 has entered the questionnaire survey but only 319 of those has responded, meaning that 830 potential respondents quite the survey without answering any of the questions. 262 respondents answered the whole questionnaire. Thus, 57 of the 319 respondents only answered the question in Section 1 and 2 but not the 17 statements from the CETSSCALE. Thus, these answers will still be taking into consideration in the statistical analysis that the dissertation is to conduct. However, all as visualised in Table 3, 99.7% of the respondents are shopping online and only 0.3 (or one person) are not.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	318	99,7	99,7	99,7
	No	1	,3	,3	100,0
	Total	319	100,0	100,0	

Table 3: Do you shop online?
Source: Own production and data

By looking closely into the descriptive frequencies of the data (as illustrated in Table 4), it can be said that 61.4% of the respondents were filled up by women and 38.6 by men. In terms of age the biggest age-group is people between 16 – 24 years, representing 156 respondents (45.9%). 85 respondents are represented in the age-group 25 – 34 years, 18 respondents in the age-group 35 – 44 years, 39 respondents in the age-group 45 – 54 years, 18 respondents in the age-group 55 – 64

years, and finally, only three respondents are above 65 years old. By looking at the occupation among the respondents, "Student" is the most represented occupation by 153 respondents, which might be consequence of the distribution of age. Moreover, as a result of this 43.6% of the respondents are having a monthly income less than 10.000 DKK.

Along the lines of educational level, the most numerous cluster is formed by 119 people having an upper secondary school/high school background, followed by 149 people having ended a higher education (Including short cycle higher education (Less than 3 years of study), medium cycle higher education (3-4 years of study), and long cycle higher education (More than 4 years of study). Now by knowing the data, that will be worked with in this dissertation, the data analysis and hypotheses testing continues below this paragraph.

Demographic	Categories	Frequencies	Percent
Gender	Female	196	61,4
	Male	123	38,6
Age	16 - 24 years	156	48,9
	25 - 34 years	85	26,6
	35 - 44 years	18	5,6
	45 - 45 years	39	12,2
	56 - 65 years	18	5,6
	Above 65 years	3	0,9
Marital status	Single	113	35,4
	In a relationship	142	44,5
	Married	59	18,5
	Divorced	3	0,9
	Widowed	2	0,6
Occupation	Employer	4	1,3
	Manager/Director	12	3,8
	Employed with higher education	36	11,3
	Retired	6	1,9
	Employee	91	28,5
	Student	153	
	Unemployed	17	48,0
Education level	Municipal primary and lower secondary school (7 years in school	1	0,3
	Municipal primary and lower secondary school (9 years in school	35	11,0
	Trainee / Apprenticeship (ex. Bricklayer or carpenter)	15	4,7
	Upper secondary school / high school (STX, HF, HXH, HTX)	119	37,3
	Short cycle higher education (Less than 3 years of study)	50	15,7
	Medium cycle higher education (3-4 years of study)	75	23,5
Long cycle higher education (More than 4 years of study)	24	7,5	
Income	Don't want to share this information	16	5,0
	No income	15	4,7
	Under DKK 10.000	139	43,6
	DKK 10.000 - 19.999	80	25,1
	DKK 20.000 - 24.999	27	8,5
	DKK 25.000 - 29.999	16	5,0
	DKK 30.000 - 34.999	8	2,5
	DKK 35.000 - 39.999	7	2,2
	DKK 40.000 - 44.999	6	1,9
	DKK 45.000 - 49.999	1	0,3
	DKK 50.000 or more	4	1,3

Table 4: Descriptive frequencies of the sample
Source: Own Production and data

Apart from the descriptives frequencies of the sample the percentage distribution of the respondents scores and means scores for the 17 variables (statements) addressing consumer ethnocentrism is presented in Table 5 below. Worth mentioning is that the answers with missing values is being excluded of Table 5.

17-Item CETSCALE	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Mean	Std.
1. Danish people should always buy Danish-made products instead of imports	12,2	30,5	35,5	17,9	3,8	2,71	1,022
2. Only those products that are unavailable in Denmark should be imported	8,0	36,1	30,8	22,1	3,0	2,76	0,984
3. Buy Danish-made products. Keep Denmark working	3,8	12,5	25,9	46,8	11,0	3,49	0,976
4. Danish products, first, last and foremost	8,4	25,2	40,8	21,8	3,8	2,87	0,973
5. Purchasing foreign-made products is un-Danish	34,7	38,9	19,8	4,2	2,3	2,00	0,961
6. It is not right to purchase foreign products, because it puts Danes out of work	26,7	47,3	19,8	4,6	1,5	2,07	0,886
7. A real Dane should always buy Danish-made products	33,2	45,8	14,9	5,0	1,1	1,95	0,885
8. We should purchase products manufactured in Denmark instead of letting other countries get rich from us	20,2	39,7	24,0	14,1	1,9	2,38	1,020
9. It is always best to purchase Danish products	13,4	26,0	28,6	26,7	5,3	2,85	1,121
10. There should be very little trading or purchasing of goods from other countries unless out of necessity	19,1	35,1	29,0	14,1	2,7	2,46	1,038
11. Danish people should not buy foreign products, because this hurts Danish business and causes unemployment	18,3	41,6	28,6	9,2	2,3	2,35	0,959
12. Restrictions should be put on all imports.	30,5	35,9	27,9	5,0	0,8	2,10	0,919
13. It may cost me in the long run but I prefer to support Danish products.	8,0	19,1	37,8	28,2	6,9	3,07	1,033
14. Foreigners should not be allowed to put their products on our markets.	39,3	41,6	15,6	1,9	1,5	1,85	0,862
15. Foreign products should be taxed heavily to reduce their entry into Denmark.	30,9	36,6	25,2	5,7	1,5	2,10	0,959
16. We should buy from foreign countries only those products that we cannot obtain within our own country.	21,4	32,8	28,6	14,1	3,1	2,45	1,070
17. Danish consumers who purchase products made in other countries are responsible for putting their fellow Danes out of work	30,5	38,5	24,8	5,3	0,8	2,07	0,913

Note: Percentage distribution of respondents scores and mean scores for ethnocentric statements (n=262, missing values=57)

Table 7: Percentage distribution of respondents answer to the CETSCALE
Source: Own Production and data

According to Table 5 the results of the ethnocentric constructs indicate that Danish e-commerce consumers preference to support “buying Danish products”. This is being visualised in the mean scores of variables 2, 3, 4 and 10.

5.2 Impact of Demographics Variables on Consumer Ethnocentrism

The purpose of this section is to say whether demographic characteristics are influencing consumer ethnocentrism. Firstly, a factor analysis (PCA) has to be executed to identify whether some of the 17 variables addressing consumer ethnocentrism are measuring the same thing. After than the One-way ANOVA analysis will be executed on the demographic characteristics and the discovered components.

5.2.1 Reducing variables into components

In order to answer RQ2 (*The degree of Danish customers' consumer ethnocentrism while shopping online?*) and say whether demographic characteristics are influencing the degree of consumer ethnocentrism a factor analysis (principal components analysis) with the variables CE1 – CE17 will be executed. The reason why a factor analysis has to be done is not to test any hypotheses or to tell whether on group is significantly different from another. The purpose of a factor analysis is mainly to reduce the 17 consumer ethnocentric variables into a smaller set of components, with the purpose of easing the process of investigating whether the relationships are significant or insignificant. Moreover, some of the 17 consumer ethnocentric variables are measuring the same underlying construct (Pallant, 2007). Pallant (2007) argues that before running a factor analysis, two main issues have to be considered in determining whether the data set is suitable for running such analysis; Sample size and the strength of the relationship among the variables. According to the sample size Tabachnick and Fidell (2007) argues that at least 300 cases are needed for a factor analysis. However, in cases where the sample are smaller (like 150 cases) should be sufficient if Cronbach's Alpha are above 0.80 (Tabachnick & Fidell, 2007). Apart from the sample size there should be a ratio of at least 5 cases for each of the variables, which I have (1. Strongly disagree, 2. Disagree, 3. Neither agree nor disagree, 4. Agree, 5. Strongly agree) (Tabachnick & Fidell, 2007).

The second issue regarding the strength of the relationship among the variables. Two tests are recommended to assess the factorability of the data, namely, Bartlett's test of Sphericity and the Kaiser-Meyer-Olkin (KMO) – Both tests measure the sample adequacy (Pallant, 2007).

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,948
Bartlett's Test of Sphericity	Approx. Chi-Square	3167,955
	df	136
	Sig.	,000

Own production and data from SPSS

According to Table 6 (KMO and Bartlett's Test) it can be concluded that the value of the KMO test is 0.948, which is above 0.6, meaning that the sample adequacy is acceptable. Moreover, the Bartlett's Test of Sphericity reflects the significance of the research and also the validity and suitability of the sample in order to address the research questions or problems of the research. As stated confirmed in Table 6 (KMO and Bartlett's Test) Bartlett's Test of Sphericity is 0.000, which is below 0.05 meaning that the data is significant. Finally, by knowing the data set is suitable for running a factor analysis, which will be presented stepwise in the following.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings ^a
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	
1	9,405	55,322	55,322	9,405	55,322	55,322	8,460
2	1,612	9,483	64,805	1,612	9,483	64,805	6,911
3	,747	4,391	69,196				
4	,677	3,982	73,178				
5	,599	3,525	76,703				
6	,542	3,189	79,892				
7	,448	2,638	82,530				
8	,425	2,503	85,033				
9	,416	2,448	87,481				
10	,396	2,327	89,808				
11	,335	1,969	91,776				
12	,315	1,855	93,631				
13	,259	1,522	95,153				
14	,233	1,373	96,527				
15	,215	1,265	97,792				
16	,207	1,216	99,007				
17	,169	,993	100,000				

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

Table 7: Total Variance Explained

Source: Own production by using the data

Notes: Only components with an eigenvalue greater than 1.0 are of relevance

As visualised in Table 7 (Total Variance Explained) the 17 variables addressing consumer ethnocentrism is being reduced into two components. The reason why only two components are being considered is because of the eigenvalue, which have to be above 1.0. To locate whether the variables belongs to component 1 or 2 Table 8 (Rotated Component Matrix) are being taking into consideration.

Rotated Component Matrix^a

	Component			Component	
	1	2		1	2
Danish people should always buy Danish-made products instead of imports	,408	,736	Danish people should not buy foreign products, because this hurts Danish business and causes unemployment	,678	,481
Only those products that are unavailable in Denmark should be imported	,342	,607	Restrictions should be put on all imports.	,786	,083
Buy Danish-made products. Keep Denmark working	,089	,797	It may cost me in the long run but I prefer to support Danish products.	,293	,708
Danish products, first, last and foremost	,257	,831	Foreigners should not be allowed to put their products on our markets.	,803	,186
Purchasing foreign made products is un-Danish	,761	,291	Foreign products should be taxed heavily to reduce their entry into Denmark.	,728	,252
It is not right to purchase foreign products, because it puts Danes out of work	,802	,329	We should buy from foreign countries only those products that we cannot obtain within our own country.	,638	,372
A real Dane should always buy Danish-made products	,719	,413	Danish consumers who purchase products made in other countries are responsible for putting their fellow Danes out of work	,698	,276
We should purchase products manufactured in Denmark instead of letting other countries get rich of us	,628	,560			
It is always best to purchase Danish products	,293	,755			
There should be very little trading or purchasing of goods from other countries unless out of necessity	,681	,459			

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

Table 10: Rotated Component Matrix
Source: Own production by using the data

By using the rotated component matrix, it can be located which of the two components the 17 variables belong to. One important criterion in this process is that the loadings have to be above 0.4 in at least one of the components. In cases where the loadings are above 0.4 in both of the components the variable cannot be used because they have an influence on both components. However, Table 9 indicates which component the 17 variables belong. The components are being named by finding a common denominator of the variables of the two components.

Component	Belonging variables
Component 1: Protectionism	5,6,12,14,15,16,17
Component 2: Buy Danish Products	2,3,4,9,13
Influencing both components	1,7,8,10,11

Table 9: Belonging Variables
Source: Own production by using the data

As visualised in Table 9 (Belonging variables) variable 1,7,8,10 and 11 influences both components because their loading are above 0.4 in both components. Therefore, another factor analysis only with the variables influencing both components will be executed. Once again Bartlett's test of Sphericity and the KMO test have to show that the sample adequacy is acceptable and significant, which can be confirmed according to Table 10.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,879
Bartlett's Test of Sphericity	Approx. Chi-Square	759,276
	df	10
	Sig.	,000

Table 10: KMO and Bartlett's Test v.2
Source: Own production by using the data

According to Table 11 (Total Variance Explained v.2) the 5 variables influencing both component 1 and 2 are being reduced into one component because the eigenvalue is above 1.0 on the first component, which means that the five variables influencing both components 1 and 2 all belongs to the same component – This is also supported by Table 12 (Component Matrix) where all the loadings are above 0.8. The third component was named "Nationalism"

Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,578	71,566	71,566	3,578	71,566	71,566
2	,458	9,170	80,736			
3	,382	7,637	88,373			
4	,320	6,390	94,763			
5	,262	5,237	100,000			

Extraction Method: Principal Component Analysis.

Table 11: Total Variance Explained v.2

Source: Own production by using the data

Notes: Only components with an eigenvalue greater than 1.0 are of relevance

Component Matrix^a

	Component 1
Danish people should always buy Danish-made products instead of imports	,811
A real Dane should always buy Danish-made products	,844
We should purchase products manufactured in Denmark instead of letting other countries get rich of us	,866
There should be very little trading or purchasing of goods from other countries unless out of necessity	,841
Danish people should not buy foreign products, because this hurts Danish business and causes unemployment	,866

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Table 12: Component Matrix

Own production by using the data

To sum-up the factor analysis it can be concluded that sample adequacy is acceptable and significant. Moreover, three components were discovered as visualised in Table 13 below. The next step in identifying which demographic characteristics influencing the degree of consumer ethnocentrism among the Danish e-commerce consumers is to utilize the one-way ANOVA analysis.

Component	Belonging variables
Component 1: Protectionism	5,6,12,14,15,16,17
Component 2: Buy Danish Products	2,3,4,9,13
Component 3: Nationalism	1,7,8,10,11

Table 13: Component Overview
Source: Own Production

5.2.2 Analyse of variance between independent variables and factors

Pallant (2007, p. 242) define the One-way ANOVA test as technique that “compares the variance (variability in scores) between different groups (believed to be due to the independent variable) with the variability within each of the groups (believed to be due to chance)”. When running the One-way ANOVA test an F ratio is being calculated, describing the variance between the groups, divided by the variance within the groups. Moreover, a large F ratio means that there is more variability between the groups than there is within the groups. If the F test is significant the null hypothesis can be rejected, but not which of the groups that differs - To provide that information a post-hoc test can be useful (Pallant, 2007).

Before running the One-way ANOVA, several criteria must be reached. According to Pallant (2007) the One-way ANOVA analysis of variance involves one independent variable, which are the demographic characteristics in this case. In an ideal world, these independent variables have to comprise three or more categorical, independent groups (Apart from gender and religion) (Pallant, 2007). The independent variables being analysed in this dissertation does all comprise three or more categorical, independent groups apart from gender, which satisfy the already mentioned conditions of the independent variables in a One-way ANOVA analysis of variance. Moreover, all the dependent variables have to be continuous, which has been satisfied because the Factor analysis generates continuous components. As a third criteria that the variability of scores for each of the groups is similar – Meaning that a homogeneity of variance has to be archived, which can be tested by performing a Levene’s test for equality of variances. When running Levene’s test an insignificant

result is preferred (significance level of greater than 0.05) (Pallant, 2007). If the significance level is found to be less than 0.05 the Welch-Satterthwaite method can be used.

However, the following analysis of the relationship between each of the demographic variables and the three discovered components will only include the Tukey HSD post hoc tests, as they are the most important when identifying the where the relationships exactly occurs, if so. This means, that all the completed Levene's test for equality of variances and the One-way ANOVA tests will take place in Appendix 9.4.

5.2.2.1 Gender on the three components

In the following H³ saying that Danish women exhibit greater ethnocentric tendencies than men while shopping online, will either be confirmed or rejected. According to the theoretical background in Chapter 3, gender does influence consumer ethnocentrism in an offline environment. Thus, women tend to score higher than men on than CETSCORE – Is the result the same in an online environment?

According to the One-way ANOVA test on gender and the three ethnocentric components (see Appendix 9.4.1) gender does not show any significance in the relationship between gender and online consumer ethnocentrism. However, by looking at the descriptive output (the mean scores) from the three One-way ANOVA tests the mean score of males are discovered to be less than the mean scores of females in all three situations, which indicates that there might be a little difference in the degree of ethnocentric tendencies the two groups exhibit.

Protectionism			Buy Danish Products			Nationalism		
	N	Mean		N	Mean		N	Mean
Female	158	,0447608	Female	158	,0810612	Female	158	,0607122
Male	103	-,0804181	Male	103	-,1144717	Male	103	-,0981345
Total	261	-,0046393	Total	261	,0038969	Total	261	-,0019744

Table 14: Descriptive Statistics – Comparing Means
Source: Own Production and data

In order to accept or reject H³ saying that Danish women exhibit greater ethnocentric tendencies than men while shopping online is has to be taking into account that no significance (p-value above 0.05 in all three situations) were identified, but the means score are indicating that there is a little

difference but not saying where the difference are located. Thus, the hypothesis can be accepted, but is not very strong.

5.2.2.2 Age on the three components

The following H² saying that “The older the Danish e-commerce consumers get the more ethnocentric tendencies they show” is to be analysed with the aim of accepting or rejecting the hypothesis. Pentz et al., (2014); Josiassen et al., (2011) and Balabanis et al., (2001) has both confirmed the hypothesis in an offline environment, but no one has confirmed a significance relationship between age and ethnocentric tendencies in an online environment. According to appendix 9.4.2 homogeneity of variance is observed in all of the three cases, which allows me to run the One-way ANOVA test to discover whether or not there is significance difference between age and consumer ethnocentrism.

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Protectionism	Between Groups	12,610	5	2,522	2,597	,026
	Within Groups	247,682	255	,971		
	Total	260,293	260			
Buy Danish Products	Between Groups	14,405	5	2,881	2,986	,012
	Within Groups	245,997	255	,965		
	Total	260,402	260			
Nationalism	Between Groups	21,624	5	4,325	4,619	,000
	Within Groups	238,737	255	,936		
	Total	260,361	260			

Table 15: One-way ANOVA – Age and the three components
Source: Own Production and data

As illustrated in Table 15 statistically significance is discovered (Significance level less than 0.05) and the null hypothesis is being rejected saying that age and consumer ethnocentrism not are associated, which means that a post-hoc test has to be utilized to determine where the difference between the groups occurs, which furthermore allows me to accept or reject the hypothesis saying that the older the Danish e-commerce consumers get, the greater consumer ethnocentric tendencies they show.

Multiple Comparisons							
Tukey HSD			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
Dependent Variable						Lower Bound	Upper Bound
Protectionism	55 - 65 years	16 - 24 years	,82398900 *	0,25464540	0,017	0,0927695	1,5552085
		25 - 34 years	,83847309 *	0,26724408	0,023	0,0710763	1,6058699
		35 - 44 years	0,45746639	0,35568858	0,792	-0,5639006	1,4788334
		45 - 54 years	0,65007609	0,29275122	0,232	-0,1905650	1,4907172
		Above 65	0,29284938	0,73674109	0,999	-1,8227177	2,4084164
Buy Danish Products	45 - 54 years	16 - 24 years	0,41481874	0,18981478	0,248	-0,1302383	0,9598757
		25 - 34 years	,60098528 *	0,20630081	0,045	0,0085883	1,1933823
		35 - 44 years	0,53237466	0,31189751	0,528	-0,3632454	1,4279947
		55 - 65 years	-0,12422178	0,29175340	0,998	-0,9619976	0,7135541
		Above 65	1,21258347	0,71464697	0,535	-0,8395399	3,2647068
Nationalism	55 - 65 years	16 - 24 years	,94716668 *	0,25000482	0,003	0,2292727	1,6650606
		25 - 34 years	1,10852196 *	0,26237390	0,000	0,3551099	1,8619340
		35 - 44 years	0,68580984	0,34920661	0,366	-0,3169441	1,6885637
		45 - 54 years	0,54089771	0,28741621	0,416	-0,2844238	1,3662192
		Above 65	0,80341071	0,72331494	0,877	-1,2736029	2,8804243

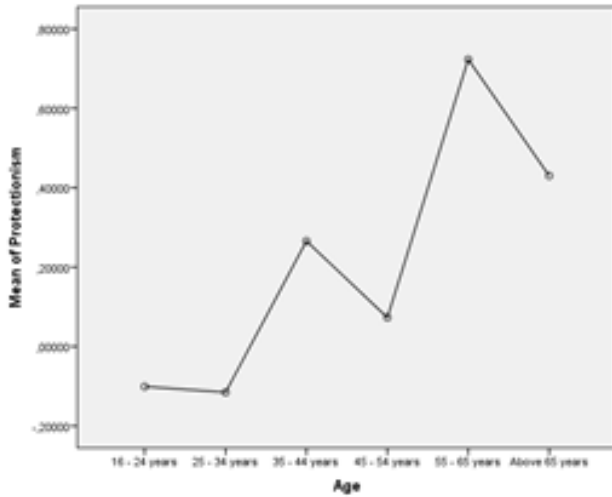
*. The mean difference is significant at the 0.05 level.

Table 16: Post Hoc Tests, Tukey HSD - Age and the three components
Source: Own Production and data

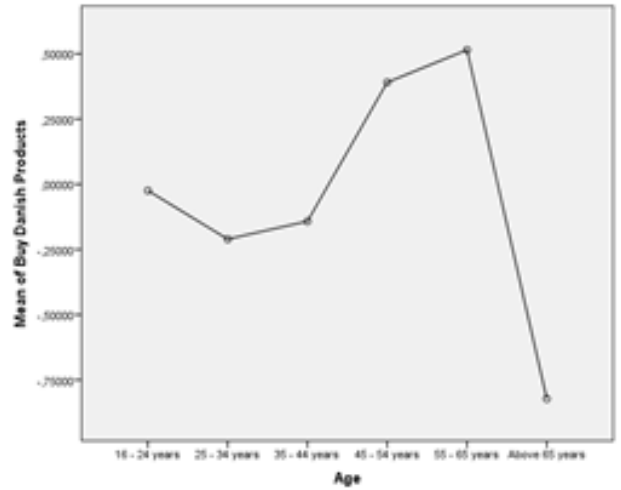
As already mentioned age was found to be significant for the consumer ethnocentric construct (as visualised in Table 15). However, taking the Table 16 (post hoc test – Tukey HSD) into account the results indicate that there is a significant difference in the way respondents aged 55 - 65 years and 16 – 24 and 24 – 34 years view protectionism. significant difference was also discovered in the way respondents aged 45 - 54 years and 24 – 34 years view Buy Danish Products and finally, there is a significant difference in the way respondents aged 55 - 65 years and 16 – 24 and 24 – 34 years views nationalism. Overall, as visualised by Table 17 by looking at the three means plot for each of the tests in can be concluded that the older groups are showing more ethnocentric tendencies than the younger. Therefore, the H² hypothesis saying that: The older the Danish e-commerce consumers get the more ethnocentric tendencies they show can be accepted. The findings are furthermore in accordance with the findings from the studies by Pentz et al., (2014); Josiassen et al., (2011); Balabanis et al., (2001), who also confirmed that the older the consumers get, the more consumer ethnocentric tendencies they show. Thus, according to Table 18 there is a tendency showing that the respondents above 65 years are showing a less degree of consumer ethnocentric tendencies than the 55 – 65 years and even the youngest group of respondents, which not can be confirmed due to the fact that this group only consists of two respondents – Meaning that more respondents in this group is needed to conclude how consumer ethnocentric this group is and therefore, it can further be concluded that the those

respondents located in the 55 – 65 years old are the most affected group and therefore exhibit the strongest consumer ethnocentric tendencies among the Danish e-commerce consumers.

Means Plots



Means Plots



Means Plots

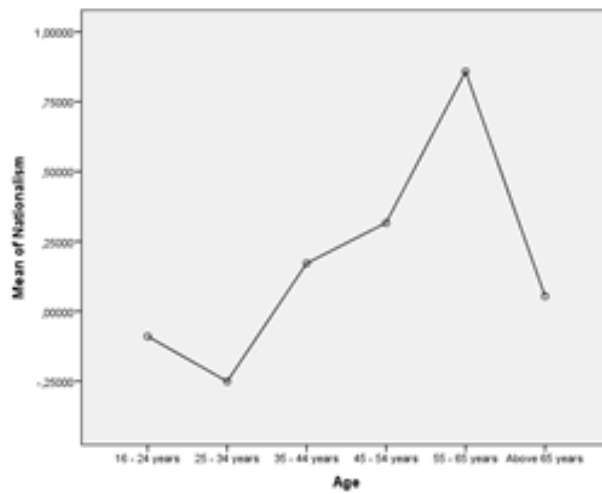


Table 17: Comparing the means plot (Age and the three components)
Source: Own production and data

5.2.2.2 Level of Education on the three components

The following H⁴ saying that “The more educated the Danish e-commerce consumers are the greater ethnocentric tendencies they show” is to be analysed with the aim of accepting or rejecting the hypothesis. As argued in the theoretical background (Chapter 3) Josiassen et al., (2011); Javalgi et al., (2005); Balabanis et al., (2001) all discovered a negative relationship between level of education and consumer ethnocentrism – meaning that the more educated consumers are the less ethnocentric tendencies they show in an offline environment. Inconsistent to these findings, Aziz et al. (2014) discovered a positive relationship between level of education and consumer ethnocentric tendencies, which is the quite opposite result. However, no one has confirmed or disproportionate a significance relationship between level of education and ethnocentric tendencies in an online environment. According to appendix 9.4.3 homogeneity of variance is only observed in two of the three cases. Therefore, it has to be mentioned that I am aware that I have violated the assumption of homogeneity of variance. Thus, the One-way ANOVA test will still be completed to discover whether or not there is significance difference between level of education and consumer ethnocentrism.

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Protectionism	Between Groups	16,437	5	3,287	3,438	,005
	Within Groups	243,856	255	,956		
	Total	260,293	260			
Buy Danish Products	Between Groups	16,596	5	3,319	3,472	,005
	Within Groups	243,806	255	,956		
	Total	260,402	260			
Nationalism	Between Groups	22,200	5	4,440	4,754	,000
	Within Groups	238,161	255	,934		
	Total	260,361	260			

Table 18: One-way ANOVA – Level of Education and the three components
Source: Own Production and data

As illustrated in Table 18 statistically significance is discovered (Significance level less than 0.05) and the null hypothesis is being rejected saying that level of education and consumer ethnocentrism not are associated, which means that a post-hoc test has to be utilized to determine where the difference between the groups occurs, which furthermore allows me to accept or reject the hypothesis saying that the more educated the Danish e-commerce consumers are, the less consumer ethnocentric tendencies they exhibit.

Multiple Comparisons							
Tukey HSD							
Dependent Variable			Mean Difference (I J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Protectionism	Medium cycle higher education (3-4 years of study)	Municipal primary and lower secondary school	-.73412625	0,23309884	0,022	-1,4034743	-0,0647782
		Trainee / Apprenticeship (fx. Bricklayer or carpenter)	-0,68894409	0,33184194	0,303	-1,6418350	0,2639468
		Upper secondary school / high school (STX, HF, HHX, HTX)	-0,15333080	0,15478256	0,921	-0,5977921	0,2911305
		Short cycle higher education (Less than 3 years of study)	-0,49498066	0,19302418	0,110	-1,0492535	0,0592922
		Long cycle higher education (More than 4 years of study)	0,02792280	0,26003264	1,000	-0,7187662	0,7746118
Buy Danish Products	Long cycle higher education (More than 4 years of study)	Municipal primary and lower secondary school	-0,81669007	0,30488418	0,083	-1,6921712	0,0587911
		Trainee / Apprenticeship (fx. Bricklayer or carpenter)	-1,28335787	0,38565137	0,013	-2,3907637	-0,1759521
		Upper secondary school / high school (STX, HF, HHX, HTX)	-0,52997639	0,25016622	0,281	-1,2483338	0,1883810
		Short cycle higher education (Less than 3 years of study)	-0,72226410	0,27546527	0,096	-1,5132682	0,0687400
		Medium cycle higher education (3-4 years of study)	-.85109825	0,26000610	0,015	-1,5977111	-0,1044854
Nationalism	Upper secondary school / high school (STX, HF, HHX, HTX)	Municipal primary and lower secondary school	-.65909627	0,21945937	0,034	-1,2892783	-0,0289142
		Trainee / Apprenticeship (fx. Bricklayer or carpenter)	-0,77307044	0,32038062	0,156	-1,6930499	0,1469090
		Short cycle higher education (Less than 3 years of study)	-0,46801754	0,17743861	0,092	-0,9775361	0,0415010
		Medium cycle higher education (3-4 years of study)	-0,11522386	0,15296463	0,975	-0,5544649	0,3240172
		Long cycle higher education (More than 4 years of study)	0,40626498	0,24725323	0,571	-0,3037277	1,1162577
	Long cycle higher education (More than 4 years of study)	Municipal primary and lower secondary school	-1,06536125	0,30133405	0,006	-1,9306481	-0,2000744
		Trainee / Apprenticeship (fx. Bricklayer or carpenter)	-1,17933542	0,38116077	0,026	-2,2738463	-0,0848245
		Upper secondary school / high school (STX, HF, HHX, HTX)	-0,40626498	0,24725323	0,571	-1,1162577	0,3037277
		Short cycle higher education (Less than 3 years of study)	-.87428252	0,27225760	0,018	-1,6560760	-0,0924890
		Medium cycle higher education (3-4 years of study)	-0,52148883	0,25697854	0,329	-1,2594079	0,2164303

*. The mean difference is significant at the 0.05 level.

Table 19: Post Hoc Tests, Tukey HSD – Level of Education and the three components
Source: Own Production and data

As concluded from Table 18, level of education was found to be significant for the consumer ethnocentric construct. However, taking Table 19 (post hoc test – Tukey HSD) into consideration the results indicate that there is a significant difference in the way respondents with a medium cycle higher education (3-4 years of study) and respondents with a municipal primary and lower secondary school education view protectionism. Additionally, significant difference was also discovered in the way respondents with a long cycle higher education (more than 4 years of study) and respondents with a trainee/apprenticeship education as well as respondents with a medium cycle higher education (3-4 years of study) view Buy Danish Products. Consequently, significant difference was discovered in the way respondents with an upper secondary school/high school

education and respondents with a municipal primary and lower secondary school education view nationalism. Finally, significant difference was also discovered in the way respondents with a long cycle higher education (more than 4 years of study) and respondents with a municipal primary and lower secondary school education, a trainee/apprenticeship education as well as a short cycle higher education (less than three years of study) views nationalism. Overall, according to the three means plots (as visualised in Table 20) for each of the tests it can be concluded that the more educated respondents are showing less ethnocentric tendencies than the younger. Therefore, the H⁴ saying that “The lower educated the Danish e-commerce consumers are the greater ethnocentric tendencies they show” can be accepted. The findings are furthermore inconsistent with the findings from the studies by Josiassen et al., (2011); Javalgi et al., (2005); Balabanis et al., (2001), who also confirmed that the more educated the consumers are, the less ethnocentric tendencies they exhibit.

Means Plots

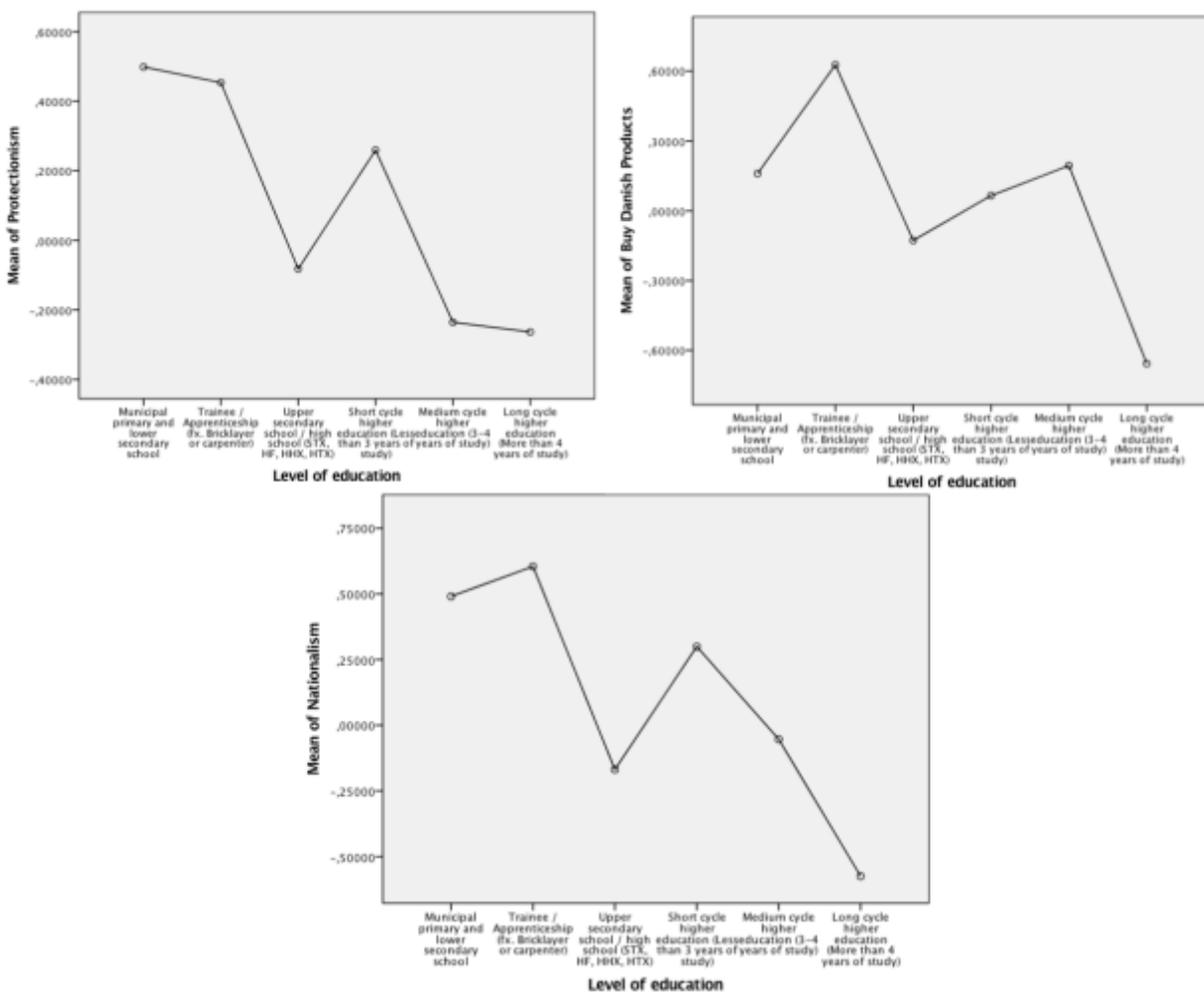


Table 20: Comparing the means plot (Level of Education and the three components)
Source: Own production and data

5.2.2.4 Level of Income on the three components

Finally, the fourth demographic characteristic is to be tested with the purpose of accept or reject H^5 saying that “The lower income the Danish e-commerce consumers have the greater ethnocentric tendencies they show”. As argued in the theoretical background (Chapter 3) Pentz et al. (2014); Aziz et al. (2014) discovered a negative relationship between level of income and consumer ethnocentrism, which means that consumers with a low level of income tend to exhibit greater ethnocentric tendencies than consumers with a higher level of income. Nevertheless, as stated in appendix 9.4.4 homogeneity of variance is observed in all of the three cases, which allows me to run the One-way ANOVA test to discover whether or not there is a significant difference between level of income and consumer ethnocentrism.

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Protectionism	Between Groups	19,820	9	2,202	2,299	,017
	Within Groups	240,473	251	,958		
	Total	260,293	260			
Buy Danish Products	Between Groups	7,999	9	,889	,884	,540
	Within Groups	252,403	251	1,006		
	Total	260,402	260			
Nationalism	Between Groups	7,204	9	,800	,794	,622
	Within Groups	253,157	251	1,009		
	Total	260,361	260			

Table 21: One-way ANOVA – Level of Education and the three components
Source: Own Production and data

As explained in Table 21 it can be established that statistical significance is only discovered (Significance level less than 0.05) in the case of protectionism and the null hypothesis is being accepted saying that level of income and consumer ethnocentrism are not totally associated. However, due to the fact that level of income and protectionism are associated, it means that there still are some consumer ethnocentric tendencies associated with level of income. Therefore, a post-hoc test has to be utilized to determine where the difference between the groups occurs, which furthermore allows me to accept or reject the hypothesis saying that the more educated the Danish e-commerce consumers are, the less consumer ethnocentric tendencies they exhibit.

Multiple Comparisons							
Tukey HSD							
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Protectionism	No income	Don't want to share this information	1,06789327	0,40099044	0,195	-0,2122441	2,3480306
		DKK 10.000 - 19.999	0,95725252	0,31947783	0,086	-0,0626608	1,9771659
		DKK 20.000 - 24.999	0,88945418	0,35881915	0,285	-0,2560539	2,0349623
		DKK 25.000 - 29.999	1,17519002	0,40857649	0,118	-0,1291653	2,4795454
		DKK 30.000 - 34.999	1,41922279	0,47324639	0,086	-0,0915873	2,9300328
		DKK 35.000 - 39.999	0,34979643	0,47324639	0,999	-1,1610136	1,8606065
		DKK 40.000 - 44.999	0,01800299	0,49676262	1,000	-1,5678812	1,6038872
		DKK 45.000 or more	0,90064842	0,52792845	0,791	-0,7847307	2,5860276
		Under DKK 10.000	0,98310731	0,30915174	0,052	-0,0038406	1,9700553

Table 22: Post Hoc Tests, Tukey HSD – Level of Income and the three components
Source: Own Production and data

As already mentioned level of income and consumer ethnocentrism was only found to be significant in case of the component named protectionism. Thus, analysing the result of Table 22 (post hoc test – Tukey HSD) it can be argued that there is no significance between any of the groups since all of the significance levels are above 0.05. However, taking Table 22 into account significance was discovered, which indicates that there is a significant difference in the way respondents with no income and an income under DKK 10.000 view protectionism. Considering the outcome of the three means plots (as visualised in Table 23) for each of the tests it can be concluded that there is no association between level of income and consumer ethnocentrism. The findings of the One-way ANOVA test on level of income and consumer ethnocentrism tendencies does not provide any support for saying that consumers with a higher level of income exhibit less consumer ethnocentric tendencies and therefore H^5 is being rejected. Consequently, the results suggest that both respondents with a low level of income and a higher level of income are showing greater consumer ethnocentric tendencies than those respondents with a medium level of income, which is inconsistent with the studies conducted by Pentz et al. (2014) and Aziz et al. (2014), who all discovered a negative relationship between level of income and consumer ethnocentrism.

Means Plots

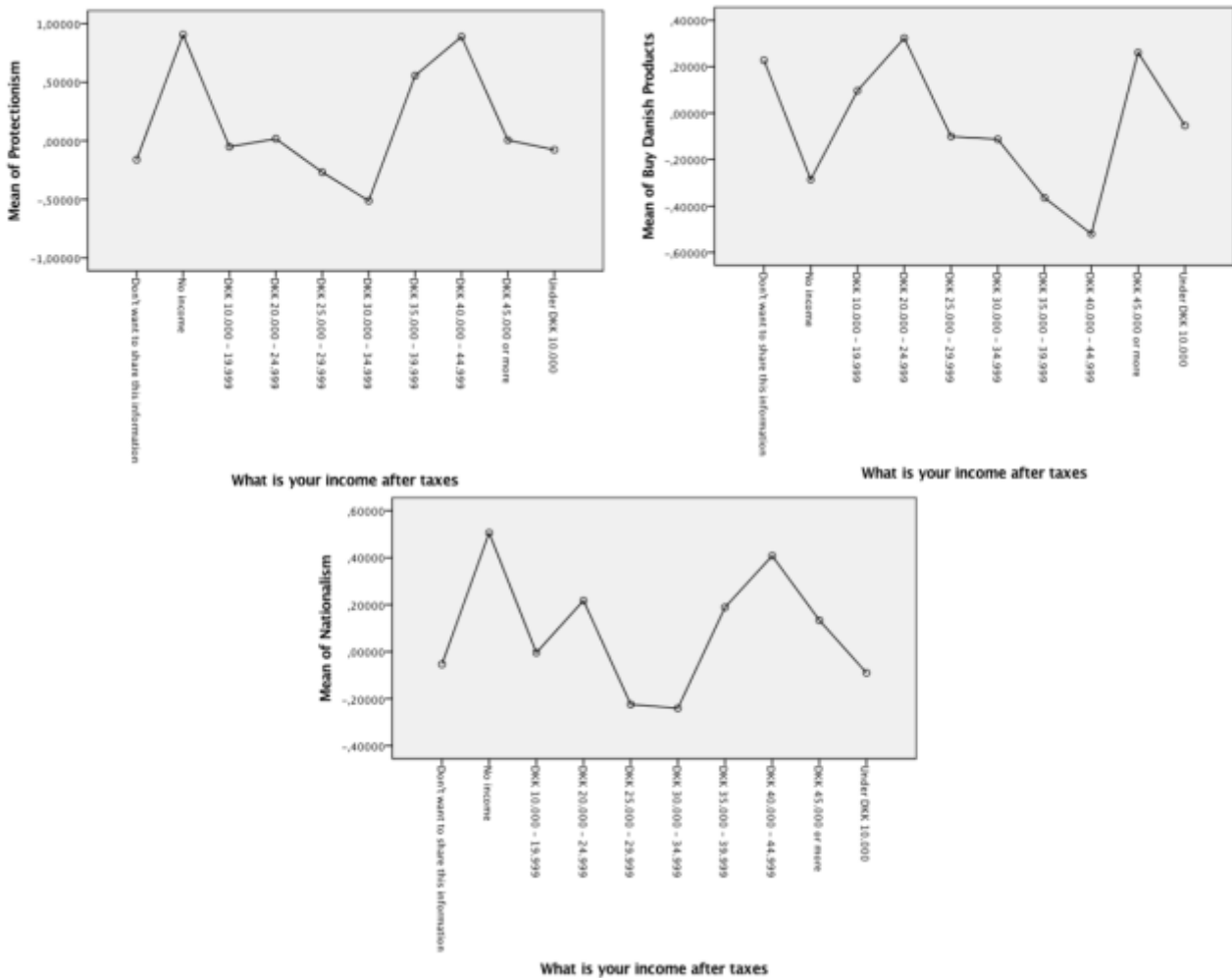


Table 23: Comparing the means plot (Level of Income and the three components)
Source: Own production and data

5.3 Online Consumer Ethnocentrism

This section aims to assess to what extent the Danish e-commerce consumers are ethnocentric. In other words, this section investigates to which degree Danish e-commerce consumers are affected by ethnocentric behaviour in their decision of shopping online. The findings of this analysis will further be used to answer RQ 1 (*The impact of consumer ethnocentrism in an online context?*) along with the findings from the literature review. According to the theoretical background (Chapter 3) Kwak et al. (2006); Oh & Zhang (2010) and Widjaja et al. (2014) consumer ethnocentrism is also an online phenomenon, which also is supported by the findings of the analysis on which demographic characteristics influencing consumer ethnocentric tendencies.

However, to archive an understanding of the impact of consumer ethnocentrism on Danish e-commerce consumers the One-way ANOVA will be utilized with the three discovered components, addressing consumer ethnocentrism, as the dependent variable and SHOP_ONLINE_2 (labelled “How often do you shop online?”) as the factor. To avoid any misunderstandings the three discovered components from section 5.2.1 is being presented below. Moreover, the overall hypothesis being tested in this section is H^1 : The impact of consumer ethnocentrism online is not existing due to the fact of globalization and “no borders” while shopping online.

Component	Belonging variables
Component 1: Protectionism	5,6,12,14,15,16,17
Component 2: Buy Danish Products	2,3,4,9,13
Component 3: Nationalism	1,7,8,10,11

Table 13: Component Overview

Source: Own Production

However, before running the One-way ANOVA analysis the descriptive statistics reflecting whether the respondents shop online or not will be presented.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	318	99,7	99,7	99,7
	No	1	,3	,3	100,0
Total		319	100,0	100,0	

Table 24: Descriptive Statistics, Frequency – DO_YOU_SHOP_ONLINE

Source: Own Production and data

According to Table 24 only one out of the 319 respondents does not shop online, which will interfere with the principles of the post hoc test, saying that the included cases has to include two or more cases. As a result of this a new variable addressing the same as SHOP_ONLINE will be recoded but with the one person, who not are shopping online will be moved into the category representing those consumers who only shop online one time a year.

According to appendix 9.4.5 homogeneity of variance is observed in all of the three cases, which allows me to run the One-way ANOVA test to discover whether or not there is significance difference between how frequently the respondents shop online and consumer ethnocentrism.

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Protectionism	Between Groups	5,007	3	1,669	1,680	,172
	Within Groups	255,286	257	,993		
	Total	260,293	260			
Buy Danish Products	Between Groups	6,929	3	2,310	2,342	,074
	Within Groups	253,473	257	,986		
	Total	260,402	260			
Nationalism	Between Groups	8,071	3	2,690	2,740	,044
	Within Groups	252,290	257	,982		
	Total	260,361	260			

Table 25: One-way ANOVA test – SHOP_ONLINE_2 and the three components
Source: Own Production and data

As clarified in Table 25 statistically significance was only discovered (Significance level less than 0.05) in case of nationalism and the null hypothesis is being accepted saying that frequency of shopping online and consumer ethnocentrism not are totally associated. However, due to the fact that frequency of shopping online and nationalism are associated, it can be concluded that there still are some consumer ethnocentric tendencies associated with frequency of shopping online among Danish e-commerce consumers. Therefore, a post-hoc test has to be utilized to determine where the difference between the groups occurs, which furthermore allows me to accept or reject the hypothesis saying that the impact of consumer ethnocentrism online is not existing due to the fact of globalization and “no borders” while shopping online.

Multiple Comparisons							
Tukey HSD							
Dependent Variable			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Buy Danish Products	One time a year	Every week	0,97501195	0,52862587	0,255	-0,3919715	2,3419954
		Every month	0,78540707	0,30462260	0,051	-0,0023222	1,5731363
		A couple of times a year	0,70869946	0,29786144	0,084	-0,0615460	1,4789449
Nationalism	One time a year	Every week	0,68818141	0,52739087	0,561	-0,6756085	2,0519713
		Every month	,79785435	0,30391094	0,045	0,0119654	1,5837433
		A couple of times a year	0,56273229	0,29716556	0,233	-0,2057137	1,3311783

*. The mean difference is significant at the 0.05 level.

Table 26: Post Hoc Tests, Tukey HSD – Frequency of Shopping Online and the three components
Source: Own Production and data

As concluded in Table 25, the frequency of shopping online was not found to be fully significant for the consumer ethnocentric construct. However, taking Table 26 (post hoc test – Tukey HSD) into consideration the results indicate that there is a significant difference in the way respondents who shop one time a year and respondents who shop online every week views buy national products. Moreover, it can furthermore be concluded that significant difference is located between respondents who shop online one time a year and respondents who shop online every week views nationalism. By illuminating how frequently Danish e-commerce consumers shop online and the three components addressing consumer ethnocentric tendencies it can be stated, that the more frequent the consumers shop online, the less ethnocentric tendencies they show. This tendency is also visualised in Table 27 reflecting the three means plots for each of the tests. However, it is not possible to accept or reject H^1 saying that “the impact of consumer ethnocentrism online is not existing due to the fact of globalization and “no borders” while shopping online” because the hypothesis is too wide to be accepted or rejected based on this single analysis. Additionally, the findings bring a new angle to the discussion regarding consumer ethnocentrism in an online context, because the more frequently the Danish e-commerce consumers are shopping online, the less consumer ethnocentric tendencies they exhibit. Thus, the finding is still consistent to the findings of Kwak et al. (2006); Oh & Zhang (2010); Widjaja et al. (2014) and the findings from section 5.2.2.

Means Plots

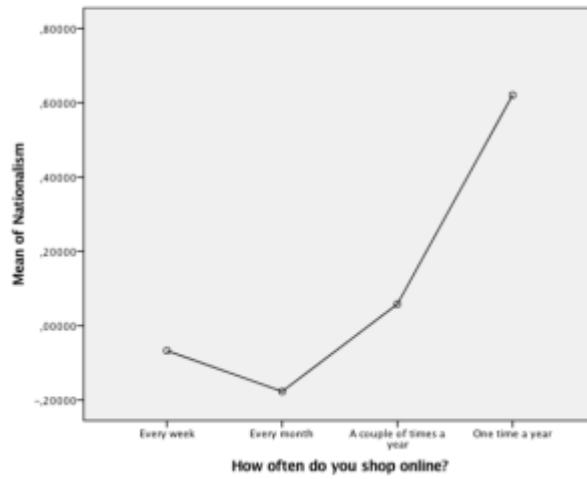
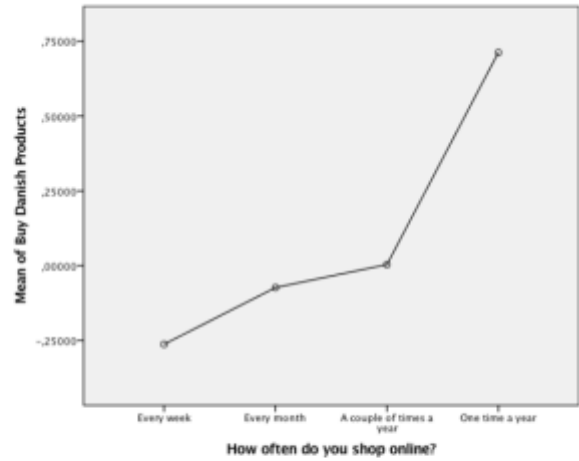
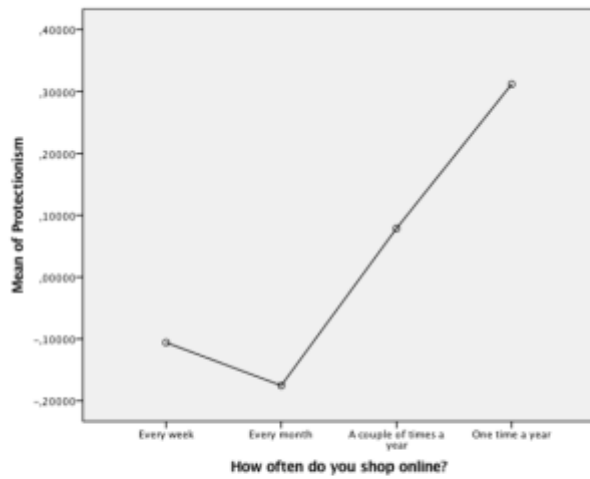


Table 27: Comparing the means plot (Frequency of Shopping Online and the three components)
Source: Own production and data

5.4 Summarising the Findings

The purpose of this section is to summarise the findings and the most important statements from the analysis, which further should form a more holistic overview. As mentioned in Chapter 4 presenting the theoretical framework, which found the basis of this dissertation's investigation. As visualised in Figure 24 below, the main goal of the analysis was to test five hypotheses.

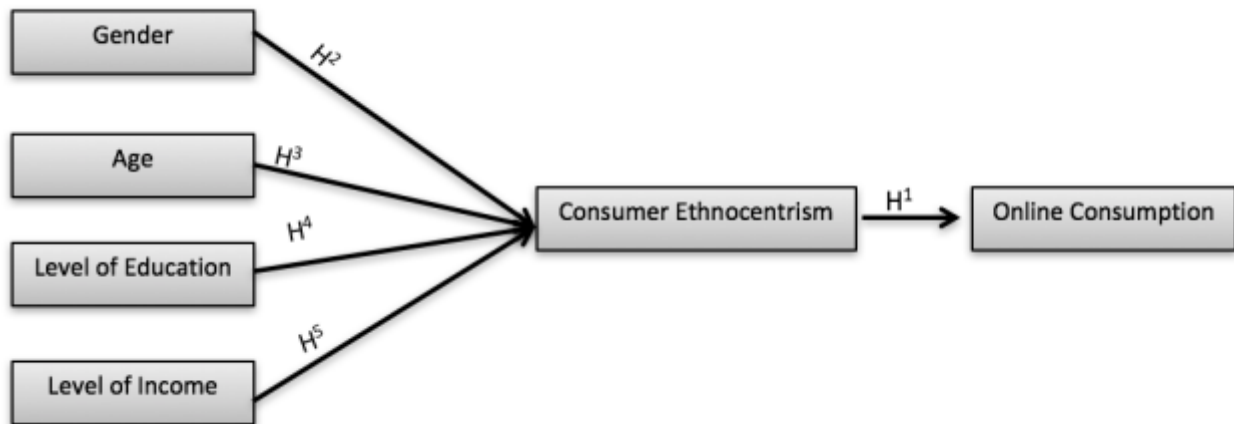


Figure 24: Conceptual Framework
Source: Own Production

- H¹** The impact of consumer ethnocentrism online is not existing due to the fact of globalization and “no borders” while shopping online.
- H²** There is a positive relationship between age and consumer ethnocentrism among Danish e-commerce consumers.
- H³** Danish women exhibit greater ethnocentric tendencies than men while shopping online
- H⁴** The lower educated the Danish e-commerce consumers are the greater ethnocentric tendencies they show.
- H⁵** The lower income the Danish e-commerce consumers have the greater ethnocentric tendencies they show.

As a fundamental part of the analysis two factor analysis (PCA) was executed and reduced the 17 variables from the CETSCALE into three components or factors. The first factor analysis contained all the 17 variables, but the second was only containing variable 1, 7, 8, 10 and 11 as these were influencing both components – identified from the first factor analysis.

Component	Belonging variables
Component 1: Protectionism	5,6,12,14,15,16,17
Component 2: Buy Danish Products	2,3,4,9,13
Component 3: Nationalism	1,7,8,10,11

Table 13: Component Overview
Source: Own Production

One-way ANOVA tests were further executed with the aim of investigating the impact on demographics characteristics on consumer ethnocentrism in an online context. Furthermore, H¹, H², H³, H⁴ and H⁵ was further accepted or rejected.

According to the One-way ANOVA test on gender and the three components it is important to state that females tend to exhibit greater ethnocentric tendencies than men while shopping online. Therefore, H³ saying that “Danish women exhibit greater ethnocentric tendencies than men while shopping online” is being accepted.

According to the One-way ANOVA test on age and the three components it can be confirmed that the overall findings were that the older Danish e-commerce consumers are, the more ethnocentric tendencies they show. Hereby H² saying that “*The older the Danish e-commerce consumers get the more ethnocentric tendencies they show*” is being accepted. Moreover, according to Table 18 (Comparing the means plot (Age and the three components)) it is clear that the respondents located between 55 – 65 years, was the group that exhibit the strongest degree of ethnocentric tendencies.

By analysing and testing H⁴ “*The lover educated the Danish e-commerce consumers are the greater ethnocentric tendencies they show*”, it can be confirmed that the more educated the respondents are, the less ethnocentric tendencies they show. Hereby, the hypothesis is accepted.

The One-way ANOVA test on level of income and the three components addressing consumer ethnocentrism no significance relationship was identified. As explained by the means plot in Table 50 it can be confirmed that level of income and ethnocentric tendencies not are associated. Therefore, H⁴ postulating that: “*The lover income the Danish e-commerce consumers have, the greater ethnocentric tendencies they show*” is rejected.

Taking above findings regarding H^2 , H^3 , H^4 and H^5 into consideration it is possible to answer put an answer to RQ 2: “*The degree of Danish customers’ consumer ethnocentrism while shopping online? - What triggers consumer ethnocentrism while shopping online?*”. As already mentioned, the research question is two folded and the answer to part two is given the answer to part one – Therefore, part two will be answered first. As visualised in Figure 25 (Rejecting/accepting the hypotheses) age, gender and level of education are all demographic characteristics that triggers consumer ethnocentrism while shopping online. Additionally, level income does not trigger consumer ethnocentrism behaviour among Danish e-commerce consumers while shopping online.





H^2	There is a positive relationship between age and consumer ethnocentrism among Danish e-commerce consumers.	
H^3	Danish women exhibit greater ethnocentric tendencies than men while shopping online	
H^4	The lower educated the Danish e-commerce consumers are the greater ethnocentric tendencies they show.	
H^5	The lower income the Danish e-commerce consumers have the greater ethnocentric tendencies they show.	

Figure 25: Rejecting/Accepting H^2 , H^3 , H^4 , and H^5
Source: Own Production

According to the first part dealing with the degree of Danish customer’ consumer ethnocentrism while shopping online findings shows:

- Older e-commerce consumers show a higher degree of consumer ethnocentric tendencies than the younger e-commerce consumers. Moreover, the degree of consumer ethnocentrism increases the older the consumers are.
- Females are showing a higher degree of consumer ethnocentric tendencies than males.
- Low educated Danish e-commerce consumers exhibit a higher degree of consumer ethnocentric tendencies and further the degree of consumer ethnocentric tendencies decrease as the consumers get more and more educated.

According to answer RQ 1: “*The impact of consumer ethnocentrism in an online context*”, a One-way ANOVA test was utilized with the three components as the independent variables and SHOP_ONLINE_2 (labelled “How often do you shop online?”) as the factor. The output of the One-

what ANOVA confirmed that online consumer ethnocentrism is a phenomenon, which also is being supported in the literature review. Moreover, taking the three means plot into consideration (as visualised in Table 28 - Comparing the means plot (SHOP_ONLINE_2 and the three components)), it can further be confirmed that consumers shopping frequently online are showing less ethnocentric tendencies, than those consumers who only are shopping online one time a year. Furthermore, findings show further that the degree of consumer ethnocentrism decreases in line with the how frequent Danish e-commerce consumers shop online. However, according to accepting or rejecting H^1 saying that "The impact of consumer ethnocentrism is significant lower online due to the fact of globalization and "no borders" while shopping online", it is not possible to accept the hypothesis. However, as a final note it has to be mentioned that the more the Danish e-commerce consumers are getting use to online shopping, the less ethnocentric tendencies they show.

H^1 The impact of consumer ethnocentrism online is not existing due to the fact of globalization and "no borders" while shopping online.



Figure 26: Rejecting/Accepting H^1
Source: Own Production

6. Discussion

The aim of chapter 6 of the dissertation is to discuss the findings from the data analysis in chapter 5. Moreover, by establishing operational recommendation on how the Danish e-commerce companies can interpret the findings in a beneficial manner will further be provided and hereby answer RQ 3 "How can Danish web shops differentiate themselves to avoid consumer ethnocentrism?".

According to the overall saying that "The degree of consumer ethnocentrism does not exist in the same way as we know from the offline consumption and whether or not the phenomenon even exists online?" the main purpose of this dissertation was to investigate consumer ethnocentrism in an online environment. As mentioned in the research background it is predicted that 50 % of all Danish customers' transactions will be placed online, which will account for 167 billion DKK in 2020. Thus, to avoid the discovered pattern indicating that Danish e-commerce consumers will place about 80 billion DKK in foreign web shops, nearly 50 % of the total Danish e-commerce consumption. Therefore, as a reaction to the negative development in the Danish e-commerce balance I found it interesting to investigate the degree of consumer ethnocentrism. One could say that the foreign e-commerce consumers not are purchasing from Danish e-commerce companies because the products are too expensive due to the high level of taxes etc. I wanted to argue this statement by analysing the Danish e-commerce consumers degree of ethnocentric tendencies. The reason why Danish e-commerce consumers were chosen and not foreign, was based on the fundamental thinking that "you have to understand your own group before analysing others". Moreover, as identified in the theoretical background (Chapter 3) no one has studied consumer ethnocentrism in an online environment like Agnieszka, (2015); Luthy, (2007); Makanyeza et al., (2016); Al Ganideh, (2010); Erdogan et al., (2010); Evanschitzky et al., (2008); Pentz et al., (2014); Josiassen et al., (2011); Aziz et al. (2014) and Balabanis et al., (2001) for instance, did in an offline environment. Kwak et al. (2006); Oh and Zhang (2010) and Widjaja et al. (2014) confirmed that consumer ethnocentric tendencies also was an online phenomenon but not which factors that are influencing the degree hereof.

The methodological approach of the dissertation is located somewhere between Arbnor and Bjerke's (2009) analytical approach and systems approach (a combination of paradigm O2 and O3,

as visualized in Figure 15), which allows me only to cover the specific part of the phenomenon dealing with the impact of consumer ethnocentrism and which demographic characteristics are influencing the phenomenon in an online context. Furthermore, the aim of the dissertation was to reproduce social facts collected via a questionnaire survey to produce a more holistic perspective of the phenomenon and further add new knowledge to the area of consumer ethnocentric behaviour. By using quantitative data collected via an online survey distributed on the social media platform, Facebook, enables the findings of the analysis to conclude general tendencies about the whole population of Denmark and further construct a comprehensive picture of the investigated part of the phenomenon. Therefore, this methodological approach is considered to be the most suitable to analyse an unexplained part of the phenomenon, according to the problem formulation of the dissertation.

The results of the data analysis show that the findings of H¹, H², H³ and H⁴ is consistent to the findings of the theoretical background and H⁵ is inconsistent. More specific, the demographic characteristics (gender, age and level of education) of the consumers is influencing the consumer ethnocentric tendencies online as well as offline. The case of age, shows that the older respondents exhibit a greater degree of consumer ethnocentric tendencies, which can be a result of the technological development. The older segment of the sample is identified by fact that e-commerce and the online media is being integrated continuously in the lives. As a result of that, the older respondents might be more critical according to online shopping and prefer offline shopping (shopping in physical stores). In contrast to the older respondents, the younger respondents are born into a more technological developed society, meaning that e-commerce, online medias and the Internet is a part of their lives. However, according to the level of education, an interesting note is being made by Aziz et al. (2014 p. 891), who argue that "buying foreign products leaves adverse impacts on national economy. These adverse impacts can be understood only by well educated people, thus it justifies that well educated people to be more ethnocentric".

However, the sample is affected by an "overload" of young people/students with an income of less than DKK 10.000, which truly has its influence of the results. Therefore, it could be interesting to repeat the analyse with a "perfect sample". Meaning that each group of the independent variables represent the same number of respondents. Hereby, it would be possible to discuss the result of

this study against a perfect sample, to see whether or not the findings would have been different if there would be more respondents to analyse in each group and finally, draw a more comprehensive picture of the investigation. Another interesting aspect regarding the data set, is that the sample is collected on an online media in form of Facebook. Hereby, it is given that the respondents use the Internet and therefore know its applications and gets affected by the marketing strategy of Facebook – cookies, which track your browser history and show ads from previous actions online. How would the results be if the data was collected in the Aalborg Downtown or in a shopping centre?

6.1 How can Danish e-commerce companies interpret the findings?

This study has several marketing implications. The most important one is that the research provide marketing professional and e-commerce companies with an understanding of consumer ethnocentric behaviour of Danish e-commerce consumers and which demographic characteristics that are influencing consumer ethnocentrism online. Previous, no significant research has been developed in the research area, which makes the study a valuable addition in the current literature about consumer ethnocentric behaviour.

Moreover, based on the findings from the data analysis it has been visualised that consumer ethnocentrism is a factor online as well as offline. However, as argued by Schiffman et al. (2012) the companies are trying to influence the consumers through external influences in the consumer decision-making process, which also is addressed as the marketing mix. The e-commerce companies in general has a unique opportunity of acting as a local web shop in every country they are represented – therefore the first recommendation is targeted the marketing strategy “think globally but act locally”. Hollensen (2014); Chaffey (2015); Usunier and Lee (2013); Schiffman et al. (2012) are all working with this marketing concept and recognize the aspect of having a global marketing strategy. However, before going into depth with the recommendation of a new global marketing strategy for attracting new potential customers to the Danish e-commerce companies, it is important to state that this recommendation requires that those of the Danish e-commerce companies, that only are selling in Denmark wants to expand their business and start international activities. Secondly, the Danish e-commerce companies that already are selling international can adapt to this global marketing strategy if they not already do so.

According to Hollensen (2014 p. 22) the “Glocalisation” strategy coordinate the company’s efforts, ensuring local flexibility while exploiting the benefits of global integration and efficiencies, as well as ensuring worldwide diffusion of innovation.



Figure 27: The Glocalisation Framework
Source: Hollensen, 2014 p. 22

Schiffman et al (2012) and Usuiner and Lee (2013) refers to Glocalisation strategy by the use of the two terms standardization and adaption of marketing efforts. According to Usuiner and Lee (2013) the standardization perspective reflects global marketing efforts as being the same or standardized across country borders, including all aspects of the marketing mix. The opposite of standardization is adaption, which argue that the company has to adapt their marketing mix to the specific and individual country they are operating in.

Chaffey (2015) reflect the Glocalisation/standardization vs. adaption marketing strategy from an e-commerce point of view. Chaffey (2015) argues further that electronic communications provided both SMEs and larger organizations with the opportunity for increasing the reach of the company to archive sales globally by localization of the web shop. As an indicator of the importance of localization Chaffey (2015) refers to a report by Common Sense Advisory from 2002, saying that it may be necessary for the e-commerce companies to vary: (Chaffey, 2015 p. 159)

- The language that content is provided in.
- Tone and style of copy.
- Site design – Certain colours or images may be unsuitable or less effective in some countries.
- Range of product offering.
- Product price.

- Promotional offers used to encourage acquisition of consumer email address. This may be affected by local data protection, taxation and trading laws.
- Local contact points

However, according to Chaffey (2015) the decision on the level of localization has to be taking based on regional or country basis to priorities different countries according to the size of the market and the importance of having localization. Singh and Pereira (2005) developed a framework of the level of localization including five levels of localization (Chaffey, 2015 p. 159).

1. Standardised website (not localized). A single site serves all customer segments (domestic and international).
2. Semi-localised websites. A single site serves all customers; however, there will be contact information about foreign subsidiaries available for international customers.
3. Localised website. Country-specific websites with language translation for international customers, wherever relevant.
4. Highly localized websites. Country-specific websites with language translation; they also include other localisation efforts in terms of time, date, postcode, currency formats, etc.
5. Culturally customized websites. Websites reflecting complete “Immersion” in the culture of target customer segments.

Finally, it is recommended that the specific Danish e-commerce company decide on which level it wants to localize the website depending on the costs and the products they are selling. As already mentioned in the theoretical background consumer ethnocentrism represents the tendency of individuals to view their own group as the centre of the universe, with the purpose to interpret other social groups from the perspective of their group, and furthermore to reject persons who are culturally dissimilar and accepting social groups who are culturally like themselves without hesitating (Booth, 1979). Taking this into consideration I recommend the Danish e-commerce web shops to start their localisation strategy on level 3 or more to avoid consumer ethnocentrism. On these levels, it is difficult to the unexperienced consumer to identify the country of origin of the given web shop they are shopping from.

The second recommendation for the Danish e-commerce companies is to enter new globally marketplaces such as Amazon and eBay. According to the research background the Danish e-

commerce companies are having hard time attracting foreign customers while the Danish e-commerce consumers are shopping in foreign web shops. Therefore, this recommendation is reflecting the opportunity in seeking new international marketplaces to capture new international consumers. Moreover, worth mentioning is that eBay was the second most used web shop and Amazon the third (as visualised in Figure 28), which is indicating that the Amazon and eBay also can help the Danish e-commerce companies in capturing the consumers, who are shopping on these two marketplaces (Bertelsen, 2017). However, Bertelsen (2017) argues that it is hard to ignore Amazon's international influence according to e-commerce sales and activities. In the USA 55% of all consumers starts their buying process by searching on Amazon instead of Google where only 28% of all Americans starts. Moreover, Bertelsen (2017) argue further that research shows that three times more product related searches are being made on Amazon than on Google. The reason why is first of all that Amazon is price oriented – meaning that the consumers know that the “sellers” on Amazon are using price as a competing element. Taking into account that the customers are searching for the best price on Amazon, it can be concluded that the Amazon customers are longer in the decision-making process than the Google customers (Bertelsen, 2017). However, it is not only in the USA Amazon well represented – The same picture can be drawn in Germany and the UK. In Germany Amazon is the most popular web shop, and it is already assumed that it is impossible to enter the German e-commerce market without being on Amazon. In 2015 Amazon's turnover was 7.8 billion euros in Germany.

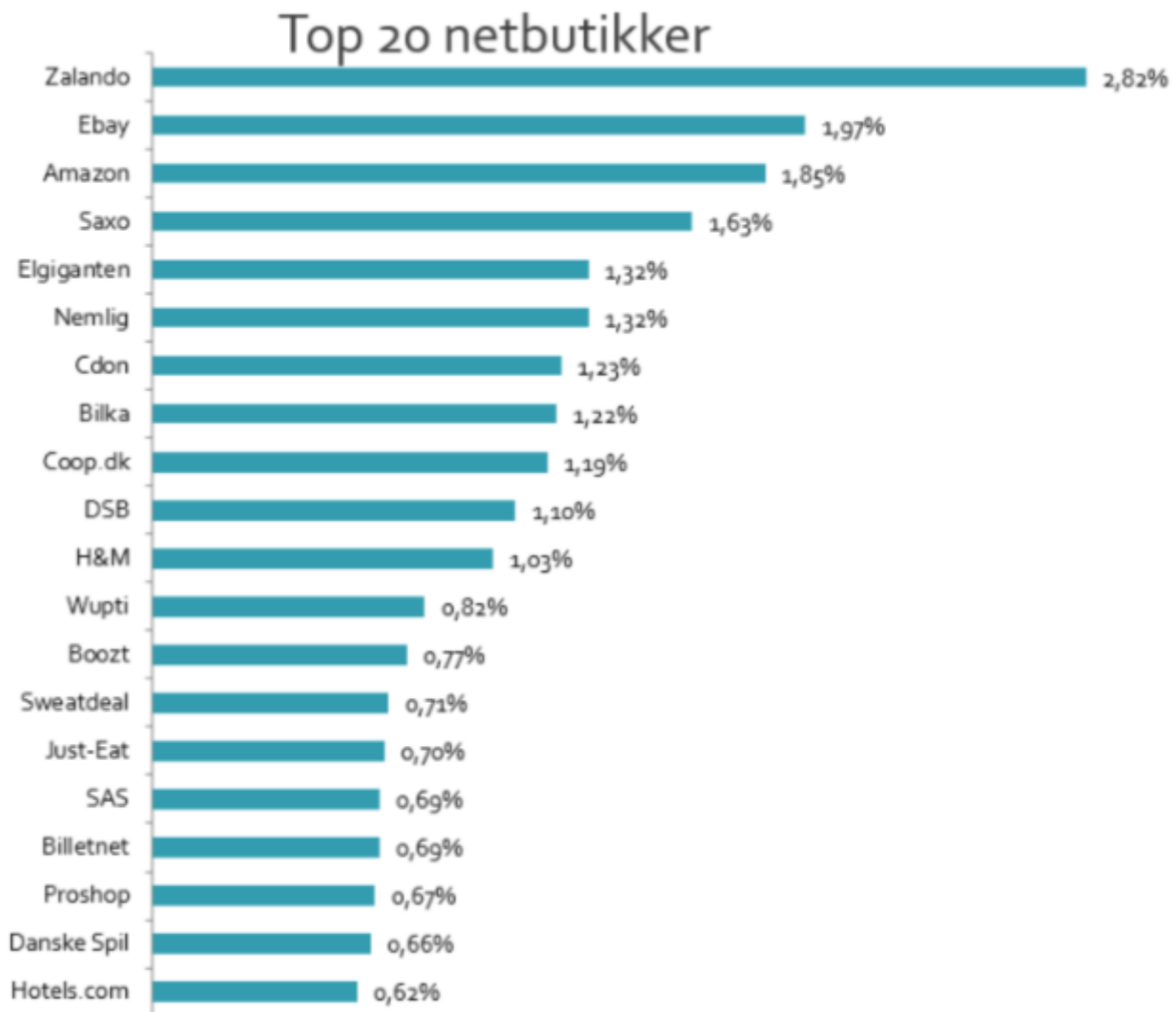


Figure 28: Top 20 most used web shops in Denmark
Source: Bertelsen, 2017

Finally, if the Danish e-commerce companies want to get access to billions of Amazon and eBay users there is nothing holding them back.

6.2 Limitations

This dissertation has several limitations. Firstly, a limitation is that the investigation is not very specific according to the industry or product category of consumer goods. Therefore, it can be difficult to use the findings as a guidance on how to deal with consumer ethnocentrism in a specific industry. The findings are generalised in Denmark, which is the second limitation. The sample is collected in Denmark, which is a developed country with an open mind set according to foreign countries. This is also referred to as the Scandinavian mind set. The sample and distribution of the questionnaire is

reflecting the third limitations of the dissertation. By using Facebook, I do not know who many potential respondents, who have seen the questionnaire, without answering. Furthermore, the distribution method of post – re-post cannot be utilized by another researcher, due the fact that I have a “customized” friend portfolio on Facebook. If another researcher uses the same distribution method on his Facebook friends the result can appear with a different outcome. Finally, a last limitation regarding the sample, is that only 262 respondents answered the questionnaire without skipping any questions. This sample size is a little too short according to Tabachnick and Fidell (2007) who argues that at least 300 cases are needed for a factor analysis.

6.3 Further research

This dissertation can be the fundament of a whole series of further research within consumer ethnocentrism, as it is one of the first to investigate influencing factors on consumer ethnocentrism while shopping online. As the data analysis only is based on a sample collected in Denmark, it could be interesting to compare the findings with other countries with a different culture and religion. Moreover, the dissertation is only focusing on the four most common consumer demographic characteristics (gender, age, education and income), it could therefore be interesting to investigate other demographic characteristics like marital status, occupation and religion. Finally, as mention in the limitation the research is not conducted based on a specific industry or product category. Therefore, further research could be made in different industries with different brands and the quality hereof.

7. Conclusion

This purpose of this chapter is to conclude on the results of the study and thus respond to the initially introduced problem formulation and the three research questions. The problem formulation, which is presented in Chapter 1 appears as followed:

“What are the underlying factors of online consumer ethnocentrism in Denmark?”

However, the main goal of this dissertation was to provide an understanding of the impact of consumer ethnocentrism in an online context, how it affects the purchase behaviour of Danish e-commerce consumers, and which demographic characteristics that triggers consumer ethnocentrism online. Secondly, by establishing operationally recommendation on how the Danish e-commerce companies can response to the socio-economic problem there has been identified according to the e-commerce balance.

7.1 Research Question 1

“The impact of consumer ethnocentrism in an online context?”

Based on the theoretical background (Chapter 3) and the data analysis (Chapter 5) it can be concluded that consumer ethnocentrism is an online phenomenon as well as offline. First of all, according to Kwak et al. (2006); Oh and Zhang (2010); Widjaja et al. (2014) it can be concluded that consumer ethnocentric tendencies also is an online phenomenon. Thus, this was also confirmed by section 5.2.2. Secondly, the findings show that frequency of shopping online and impact of consumer ethnocentrism tendencies was found to be statistically significant related. In other words, a positive relationship was discovered, meaning that the more frequently Danish e-commerce consumer shop online, the les consumer ethnocentric tendencies they exhibit. Thirdly, According to Table 7 the results of the ethnocentric constructs indicate that Danish e-commerce consumers preference to support “buying Danish products”. Overall, it can be concluded that consumer ethnocentrism has an impact on Danish e-commerce consumers.

7.2 Research Question 2

The degree of Danish customers' consumer ethnocentrism while shopping online? - What triggers consumer ethnocentrism while shopping online?

Based on the data analysis which factors are influencing consumer ethnocentrism, the four most common consumer demographic characteristics was tested, with the purpose of identifying which of the characteristics that influence consumer ethnocentric tendencies among Danish e-commerce consumers while shopping online. However, it can be concluded that gender, age and level of education all are influencing the degree of consumer ethnocentrism while level of income not are have any influence. According to the degree of consumer ethnocentrism among Danish e-commerce consumers while shopping online it can be concluded that:

- Older e-commerce consumers show a higher degree of consumer ethnocentric tendencies than the younger e-commerce consumers. Moreover, the degree of consumer ethnocentrism increases the older the consumers are.
- Females are showing a higher degree of consumer ethnocentric tendencies than males.
- Low educated Danish e-commerce consumers exhibit a higher degree of consumer ethnocentric tendencies and further the degree of consumer ethnocentric tendencies decrease as the consumers get more and more educated.

7.3 Research Question 3

How can Danish web shops differentiate themselves to avoid consumer ethnocentrism?

Considering the findings from the data analysis it can be concluded that Danish e-commerce companies has to localise their web shops if they want to avoid consumer ethnocentrism. More specific, the Danish e-commerce companies has to change their marketing strategy (including the marketing mix) so that the company appear as local instead of foreign to the international consumer. Furthermore, it can be concluded that Danish e-commerce companies has to start their localisation strategy on level 3 or more, according to Singh and Pereira's (2005) localisation framework, to avoid consumer ethnocentrism. On these levels, it is difficult to the unexperienced consumer to identify the country of origin of the given web shop they are shopping from.

Overall, it can be concluded that there is several underlying factors of online consumer ethnocentrism in Denmark. This dissertation has only identified few of them, which is influencing the consumer ethnocentric tendencies among Danish e-commerce consumers. The underlying factors identified in the dissertation is: gender, age, level of educations and online shopping frequency.

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9. Appendix

9.1 Literature Review

Year	Author	Title	Purpose	Findings
1	2010 Saeb Farhan Al Ganideh	Consumer Ethnocentrism in the Jordanian Market: The Impact of Socio-psychological Variables on Consumer Ethnocentric Tendencies	This study aims to explore consumer ethnocentrism in Jordan. Furthermore, it seeks to understand which demographic and socio-psychological variables triggers consumer ethnocentrism among the Jordanian consumers.	The findings indicate that the Jordanian consumers possess high ethnocentric tendencies towards domestic products. Moreover, the empirical results that consumer ethnocentrism can be explored in developing countries where foreign products are likely to be preferred over local products. Finally, the impact of socio-psychological and demographic variables on consumer ethnocentrism may be country or culture specific.
2	2011 Josiassen, Alexander, Saf, Al George, Karpen, Ingo D.	Consumer Ethnocentrism and Willingness to Buy	The purpose of this paper is to clarify how demographic consumer characteristics influence and interact with consumer ethnocentrism in willingness to buy.	The empirical findings show that consumer tendencies for ethnocentrism are directly influenced by characteristics of the customer. The authors also find that the strength of the relationship between consumer ethnocentrism and willingness to buy is influenced by customer characteristics. Specifically, age and gender are found to be important moderators of the consumer ethnocentrism-willingness to buy relationship.
3	2014 Pentz, Chris D, Verblanche, Nic, Boshoff, Christo.	Demographics and Consumer Ethnocentrism in Developing Context: A South African Study	The study aims to investigate the possible relationships between consumer ethnocentrism and demographic variables in South Africa divided by "white" and "black" respondents.	The results of the study revealed that for both groups of respondents there was a positive relationship between age and consumer ethnocentrism, while a negative relationship was found for both groups in terms of the relationship between consumer ethnocentrism and income. In terms of the relationship between consumer ethnocentrism and gender, the results differed between the two groups of respondents.
4	2009 Ishii, Kenichi.	Nationalistic Sentiments of Chinese Consumers: The Effects and Determinants of Animosity and Consumer Ethnocentrism	The purpose of this study is to examine the antecedents of consumer ethnocentrism and test the effects of animosity and consumer ethnocentrism on the purchase of foreign products in China.	The results indicate that the effects of animosity and consumer ethnocentrism are significant in the case of Japanese and U.S. products in China, and that Chinese consumer ethnocentrism is a combination of patriotism and negative internationalism. Patriotism is positively correlated with consumer ethnocentrism, but is negatively correlated with animosity. As compared to patriotism, the total effect of exclusionism on the willingness to buy foreign products is much stronger.
5	2005 Yoo, Boonghee, Donthu, Naveen.	The Effect of Personal Cultural Orientation on Consumer Ethnocentrism: Evaluations and Behaviors of U.S. Consumers Toward Japanese Products	The purpose of the research is to examine the relationship between cultural orientation and consumer ethnocentrism. Furthermore, the paper hypothesizes that each of Hofstede's five dimensions of cultural orientation, operationalized at the individual level, affects consumer ethnocentrism.	The results show that collectivism versus individualism, masculinity versus femininity, and uncertainty avoidance are related positively to consumer ethnocentrism, whereas long-term (versus short-term) orientation are related negatively to consumer ethnocentrism. The results also confirm the relationships between consumer ethnocentrism and its consequential variables of U.S. consumers' evaluations and behaviors toward Japanese products are meaningful and strong.
6	2015 Hat, Agnieszka	Enhancing the Quality of Consumer Ethnocentrism Research by Means of Systematic Review	This paper adopts the template of systematic literature review and provides an up-to-date synthesis of the literature on consumer ethnocentrism. The rich origins of consumer ethnocentrism literature, research problems, methods and theoretical perspectives have been revealed, enabling an author to distinguish research gaps.	Preliminary results show the growing interest in the subject of consumer ethnocentrism level and its moderators in the context of different countries and dependent phenomenon. However, there is still limited documented research exploring the consumer ethnocentrism in the services market. In view of growing internationalization of this market, the understanding of consumers' attitudes and forces shaping them becomes crucial and poses a research challenge.

7	2002	Balabanis, George; Mueller, Rene; Melewar, T.C.	The relationship between consumer ethnocentrism and human values	This study explores the relationship between human values and consumer ethnocentrism. Hypotheses linking values and consumer ethnocentrism are developed and tested in samples of consumers drawn from Turkey and the Czech Republic, respectively.	Findings indicate that the values relationship of consumer ethnocentrism varies across the two countries surveyed. The study also confirmed that conservation types of values are positively related to consumer ethnocentrism. However, some of the hypotheses put forward are not empirically supported but they provide new avenues for future research.
8	2008	Vida, Irena; Dimitrovic, Tanja; Badija, Claude.	The role of ethnic affiliation in consumer ethnocentrism	This paper aims to examine the effects of ethnic affiliation on ethnocentrism and domestic purchase bias, and to test a model of consumer ethnocentrism antecedents and outcomes in a multi-ethnic transitional economy.	The findings confirm that both national identity and nationalism are significant predictors of consumer ethnocentrism, and that ethnic affiliation has a direct effect on both consumer ethnocentrism and on domestic purchase bias. The findings also suggest that differentiated marketing strategy may be warranted on entering multi-ethnic markets.
9	2016	Makanyeza, Charles; du Toit, Francois.	Measuring Consumer Ethnocentrism: An Assessment of Reliability, Validity and Dimensionality of the CETSCALE in Developing Market	The study sought to mainly measure consumer ethnocentrism and to test psychometric properties of the CETSCALE in Zimbabwe using structural equation modeling.	The findings show that consumer ethnocentrism was found to be moderately high. The psychometric properties of the CETSCALE tested above the required thresholds. Consumer ethnocentrism was found to negatively influence consumer attitude towards imported poultry products
10	2011	Josiassen, Alexander.	Consumer Identification and Its Effects on Domestic Product Purchases: An Empirical Investigation in the Netherlands	This research provides an initial test of the consumer identification (CDI) construct. In contrast with consumer ethnocentrism, the CDI model predicts that consumers' repulsion toward their domestic country negatively affects the purchase of products made in their domestic country by domestic firms.	Structural equation modeling supports the model and shows that CDI has a significant impact on buying decisions beyond the effect of consumer ethnocentrism. The results further show that for second-generation Turkish immigrants, acculturation and ethnic identification are important predictors of both consumer ethnocentrism and CDI. The article discusses the implications of these findings for research and practice.
11	2007	Luthy, Michael R.	CONDUCTING INTERNATIONAL CONSUMER ETHNOCENTRISM SURVEYS	In the current study, the role of native language presentation in measuring consumer ethnocentrism is explored; specifically, on whether presentation of the survey in a subject's native language has the effect of increasing their expressed level of consumer ethnocentrism.	Statistical analysis showed that native language presentation did not have an impact
12	2001	Balabanis, George; Diamantopoulos, Adamantios; Renardentiste, Mueller; Melewar, T.C.	The impact of nationalism, patriotism and internationalism on consumer ethnocentric tendencies	This study investigates the impact of patriotism, nationalism and internationalism as antecedents to consumer ethnocentrism in Turkey and the Czech Republic.	The findings indicate that the impact of patriotism and nationalism is not consistent across the two countries. Consumer ethnocentrism in Turkey is fueled by patriotism, and in the Czech Republic by nationalism. Internationalism does not have a significant effect on consumer ethnocentrism in either country.
13	2014	Aziz, Saira; Bahadur, Waseem; Sarwar, Binesh; Farooq, Ukshanda; Arshad, Munaza.	Investigating the Role of Demographic Characteristics in Consumer Ethnocentrism and Buying Behavior	The purpose of this study is to investigate the role of demographic characteristics on consumer ethnocentrism and buying behavior. This study will also attempt to gaze at and scrutinize the belonging of several demographic variables, i.e., gender, age, education level, income level on the consumer ethnocentric tendencies among Pakistani consumers.	From results it was concluded that male consumers, older, high education, low income consumers seem to have higher ethnocentric tendencies.
14	2015	Chiciudean, Daniel; Funar, Sabina; Chiciudean, Gabriela; Muresan, Iulia.	Study Regarding the Romanian Consumer Ethnocentrism	The aim of this study is to determine the degree of ethnocentrism of the Romanian consumers given the relationship existing between this aspect and the consumer buying behaviour.	It can be concluded that testing the CETSCALE for the Romanian consumers is useful action because it helps marketers to determine the consumer general tendency in the decision making process for local products.
15	2012	B. Zafer Erdogan; Cevahir Uzkurt.	Effects of ethnocentric tendency on consumers' perception of product attitudes for foreign and domestic products	The purpose of this paper is to determine the relationship between consumer ethnocentrism and product attitudes, including country of origin, and to investigate whether ethnocentric tendencies and product attitudes vary by demographic variables.	The findings show that shoppers with high levels of ethnocentricity are more likely to be less educated and to earn lower monthly income than those with low levels of ethnocentric tendency.

16	2008	Evanschitzky, Heiner; Wangenheim, Florian; Woisetschlager, David; Blut, Markus	Consumer ethnocentrism in the German market	Purpose: International marketing researchers have long been concerned with determining whether consumers are predisposed towards preference for domestic products, or opposed to foreign products. The purpose of this paper is to assess such domestic-country bias (DCB) in the German market.	Findings: As in the study conducted in the UK, there is a general bias towards the German market. However, it differs largely across the 14 product categories. Results indicate that consumer preference rankings can best be explained by a combination of demographic variables and country-of-origin effects.
17	2002	Klein, Gill Gabrielle.	Us versus them, or us versus everyone? Delineating Consumer Aversion of Foreign Goods	This paper presents evidence that international animosity and consumer ethnocentrism are distinct constructs that play different roles depending on the set of products available to consumers.	Results show that animosity toward foreign nations is related to choices between foreign goods, while consumer ethnocentrism is related to choices between domestic and foreign goods.
18	2001	Supphellen, Magne; Rittenburg, Terri.	Consumer ethnocentrism when foreign products are better	The aim of this study is to add the dimension of Eastern Bloc countries to the consumer ethnocentrism discussion. More specifically, the study investigated consumer ethnocentrism when foreign brands are better.	The findings suggest that, in a situation where foreign brands are superior to domestic ones, consumer ethnocentrism is displayed in more positive perceptions of the domestic brand, with little or no effect on perceptions of foreign brands.
19	1995	Sharma, Subhash; Shimp, Terence; Shin, Beonghsin	Consumer ethnocentrism: A test of antecedents and moderators	The purpose of this study is to study the consumer behaviour with marketing implications.	Results indicate that the relationship between ethnocentric tendencies and attitudes toward imports is moderated by product necessity and the extent of threat these products are perceived as having to the consumer personally and to the domestic economy more generally.
20	2006	Shankarmahesh, Mahesh N.	Consumer ethnocentrism: An integrative review of its antecedents and consequences	Purpose: To provide an integrative review of the antecedents and consequences of consumer ethnocentrism (CET).	Findings: Four categories of antecedents, namely, socio-psychological, political, economic and demographic are gathered from the literature. Direct consequences and indirect consequences through relevant mediators and moderators are identified. Future research directions are offered.
21	2004	Balabanis, George; Diamantopoulos, Adamantios.	Domestic Country Bias, Country-of-Origin Effects, and Consumer Ethnocentrism: A Multidimensional Unfolding Approach	Based on a multidimensional unfolding approach the study aims to examine the preference patterns of UK consumers for domestic products and those originating from specific foreign countries for eight product categories.	Results indicate that the observed variability in preferences is linked to consumer ethnocentrism. However, the latter's capability in explaining consumer bias in favor of domestic products is dependent both on the specific country of origin and the particular product category.
22	2000	Watson, John; Wright, Katrina.	Consumer ethnocentrism and attitudes toward domestic and foreign products	The purpose of this study is to investigate the relationship between consumer ethnocentrism and consumer attitudes toward foreign manufactured products in product categories in which domestic alternatives are not available.	The results suggest that cultural similarity is an important consideration for highly ethnocentric consumers in the evaluation of foreign products.
23	2006	Alden, Dana; Steenkamp, Jan-Benedict M.; Batra, Rajeev.	Consumer attitudes toward marketplace globalization: Structure, antecedents and consequences	This study examines relationships between a new measure of consumer attitudes toward consumption alternatives resulting from market globalization, several attitudinal antecedents (materialism, susceptibility to normative influence and consumer ethnocentrism), and hypothesized Korea, the US, and China, the hypothesized antecedents and consequences are tested in South Korea.	Empirical findings broadly support hypotheses and provide important implications for future research on market globalization.
24	1991	Netemeyer, Richard; Durvasula, Srinivas; Lichtenstein, Donald.	A Cross-National Assessment of the Reliability and Validity	The purpose of this study is to assess the validity and reliability of the CETSCALE using samples from the US, Japan, France, and West Germany.	The results pertaining to the CETSCALE's nomological validity are not as strong as the dimensionality and internal consistency results. However, the pattern of correlations is consistent across each country's sample, providing evidence of nomological validity.

25	1987 Shimp, P. R.; Sharma, P. Subhash	Consumer Ethnocentrism: Construction and Validation of the CETSCALE	The purpose of this article is to test the CETSCALE (17-item scale)	Results showed that the scale's internal consistency reliability was quite high, and the scale's convergent and discriminant validity were supported. The concept was also held to be nomologically valid. The effect of the threat of competition by foreign products upon individuals' quality of life and economic livelihood was also considered and found to be significant. The CETSCALE can have valuable applications in regional marketing and geographic segmentation.
26	1997 Bruning, E. R.	Country of origin, national loyalty and product choice: The case of international air travel	The purpose of this article is to analyse how COO, nationalism, and product choice affects international air travel	The data presented in this study confirm the importance of national loyalty as a component of the country-of-origin effect. Results from the ordered probit analysis clearly indicate that the country attribute is second only to price in terms of relative importance in the air carrier choice decision.
27	2014 Cilingir, Z.; Basfirinci, C.	The Impact of Consumer Ethnocentrism, Product Involvement, and Product Knowledge on Country of Origin Effects: An Empirical Analysis on Turkish Consumers' Product Evaluation	The purpose of this study is to explore whether, in which ways, and to what extent country-of-origin (COO) information affects the product-evaluation process in Turkey as a less-developed country. Moderating effects of consumer ethnocentrism (CE), product involvement, and product knowledge were also explored.	Findings showed that COO cues have a significant main effect on the product-evaluation process. Although moderator variables (CE, product involvement, and product knowledge) do not have a significant effect alone on the product-evaluation process, they negatively moderate the relationship between COO cues and product evaluation.

Table 1: Literature review, 1st search “Consumer Ethnocentrism”
Source: Own production

Year	Author	Title	Purpose	Findings
1	2006 Kwak, Hyokjin, Raju, Anupam, Larsen, Trina.	Consumer Ethnocentrism in Offline and Online: The Mediating Role of Marketing Efforts and Personality Traits in the United States, South Korea, and India	The purpose of this study is to investigate consumer ethnocentrism in three diverse cultural and economic environments, based on two empirical studies. Furthermore, the authors aim to understand the concept in an online perspective.	The findings show that across all three countries, consumer ethnocentrism provokes negative attitudes toward both foreign advertisements and foreign products. The authors identify a set of consumer variables (i.e., consumers' global mind-set) that may mediate consumers' unfavorable attitudes toward foreign advertisements and products derived by consumer ethnocentrism. Secondly, findings show that consumer ethnocentrism dampens consumers' online consumption activities on a foreign Web site. Finally, the marketers' e-mail communications to foreign consumers mediate consumer ethnocentrism in online environments.
2	2013 Madupu, Vivek; Shannahan, Kirby; Shannahan, Rachelle	MOTIVATING FACTORS, BARRIERS, AND THE ROLE OF THE INTERNET: A NETNOGRAPHIC STUDY OF CANADIAN CROSS-BORDER SHOPPERS	The aim of this study is firstly to understand what factors motivating Canadians to shop across country borders. Secondly the study seeks to identify the barriers to Canadian cross-border shopping and finally to uncovering the role of the Internet in Canadians' cross-border shopping.	The results suggested higher Canadian prices and sales taxes, a favorable exchange rate for the Canadian dollar, and better product selection and customer service in the United States as the motivating factors while consumer ethnocentrism and border hassles are the barriers. The analysis also revealed the important and varied roles of the Internet in Canadians' cross-border shopping.
3	2010 Oh, Bin; Zhang, Yao	Understanding Chinese Users' Preference for Domestic over Foreign Internet Services	This study attempts to understand Chinese users' perceptions of Internet services through a sociotechnical analysis. A large-scale survey was conducted in two major Chinese cities.	The findings show that superior technical quality and word-of-mouth influence positively affect the preference for domestic service, while the perceived globalness of foreign Internet firms is negatively related to the preference for domestic services. The level of consumer ethnocentrism has no effect on preference. By employing the Importance-Performance analysis approach, the authors offer further implications for theory and practice. The research findings can serve as a foundation for investigating similar Internet marketing phenomena in the emerging economies.
4	2014 Widjaja, A; Chen, B; Hiele, J	Online consumer ethnocentrism and international social media marketing	Firstly, they were investigating whether online consumer ethnocentrism still matters in foreign products marketing with social media. Secondly, they examined consumer ethnocentrism and market maven, then the role of market maven for foreign product marketing with social media	The findings of the research show a significant relationship between ETE online and foreign product marketing with social media. Moreover, the findings concerning the market maven for foreign product challenges the results of Kwak et al. (2006). Kwak et al. (2006) discovered an insignificant relationship between online consumer ethnocentrism and market maven. The findings of Widjaja et al. (2014) prove otherwise meaning that consumers who show high ethnocentric tendencies tend to have less market maven for foreign product regardless of their market maven's characteristics.
5	2002	Defining and analyzing innovators in the Japanese residential construction market	This dissertation presents a predictive model for identifying innovator firms in the Japanese residential construction industry.	The results show that the Internet marketing and selling construct is a significant predictor with a positive coefficient of the innovator/non-innovator dependent variable. The ethnocentrism construct is a significant predictor with a negative coefficient. The demographic variable of percentage of traditional post and beam houses built is significant with a negative coefficient. Internet use for information was a significant in the logistic regression equation but not in the discriminant analysis equation. It was judged that this construct requires further research. The uncertainty avoidance construct is not significant and is incongruent with earlier research done.

Table 2: Literature review, 2nd search "consumer ethnocentrism" AND "online" OR "e-commerce" OR "e-business" OR "Internet"
Source: Own production

9.2 Online Consumer Ethnocentrism Questionnaires

9.2.1 English version

Hi.

This is an academic study with the purpose of investigating the degree of consumer ethnocentrism while shopping online. Please use 5 - 10 minutes to fill out this questionnaire and helping me with my investigation.

Please be confident that all of your answers will be treated in strict confidence and used only for academic purpose.

Section 1: Background information

The following questions are about your demographic background. Please answer the following questions about yourself.

Gender

- (1) Female
- (2) Male

Age

- (1) 16 - 24 years
- (2) 25 - 34 years
- (3) 35 - 44 years
- (4) 45 - 54 years
- (5) 55 - 65 years
- (6) Above 65 years

What is your marital status?

- (1) Single
- (2) In a relationship
- (3) Married
- (4) Divorced
- (5) Widowed

What is the last education you have completed?

- (1) Municipal primary and lower secondary school (7 years in school)
- (2) Municipal primary and lower secondary school (9 years in school)
- (3) Trainee / Apprenticeship (fx. Bricklayer or carpenter)
- (4) Upper secondary school / high school (STX, HF, HHX, HTX)
- (5) Short cycle higher education (Less than 3 years of study)
- (6) Medium cycle higher education (3-4 years of study)
- (7) Long cycle higher education (More than 4 years of study)

What is your occupation?

- (1) Employer
- (2) Manager/Director
- (3) Employer with higher education
- (4) Employee
- (5) Student
- (6) Unemployed
- (7) Retired

What is your monthly income after taxes?

- (1) Don't want to share this information
- (2) No income
- (11) Under DKK 10.000
- (3) DKK 10.000 - 19.999
- (4) DKK 20.000 - 24.999
- (5) DKK 25.000 - 29.999
- (6) DKK 30.000 - 34.999
- (7) DKK 35.000 - 39.999
- (8) DKK 40.000 - 44.999
- (9) DKK 45.000 - 49.999
- (10) DKK 50.000 or more

Section 2: Online shopping habits

The following questions are about your online shopping habits. Please answer the following questions by picking the one, which suit you the best.

How often do you shop online?

- (1) Every week
- (2) Every month
- (3) A couple of times a year
- (4) I have never shopped online
- (5) One time a year

What was your last online purchase?**Please select the product group that suite the best.**

- (1) Travel
- (2) Clothes, footwear and jewellery
- (3) IT, telecom and photo
- (4) Home, garden and flowers
- (5) Electronics and appliances
- (6) Movies, music, books, games and toys
- (7) Sports- and leisure equipment
- (8) Grocery, food and drinks
- (9) Cultural experiences
- (10) Personal care, cosmetics, medicine and supplements
- (11) Auto-, boats- and bicycle equipment
- (12) Others incl. finance
- (13) Hobby- and office supplies

How often do you buy clothes, footwear and/or jewellery online?

- (1) More than 3 times a month
- (2) 1 - 2 times a month
- (3) Serval times a year
- (4) I do not shop clothes, footwear and/or jewellery online

Do you only purchase products from Danish web shops online?

- (1) Yes, always
- (3) Often
- (2) Rarely
- (4) No, I do only purchase products from domestic web shops
- (5) I shop from both foreign and domestic web shops

Does the web shop's country of origin affect your decision-making process?

- (1) Yes, a lot
- (4) Yes, to some extent
- (5) I am not aware of the web shop's country of origin / It is not important to me
- (2) No, not at all
- (3) I don't know

What do you do if you find out that the web shop you shop from is foreign?

- (1) I knew it from the start, so I complete my purchase
- (5) I examine the web shop for validity before I finish my purchase (Ex. Trust Pilot)
- (3) I find another web shop and stop my purchase
- (4) Do not know / Have not experienced this situation

Section 3: Consumer Ethnocentrism

Please select the answer that corresponds the most to your opinion about the following statements in general.

Consumer Ethnocentrism

	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
Danish people should always buy Danish-made products instead of imports.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Only those products that are unavailable in Denmark should be imported.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Buy Danish-made products. Keep Denmark working	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Danish products, first, last and foremost.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Purchasing foreign made products is un-Danish.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
It is not right to purchase foreign products, because it puts Danes out of work.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
A real Dane should always buy Danish-made products	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
We should purchase products manufactured in Denmark instead of letting other countries get rich of us	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
It is always best to purchase Danish products	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
There should be very little trading or purchasing of goods from other countries unless out of necessity	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Danish people should not buy foreign products, because this hurts Danish business and causes unemployment	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Restrictions should be put on all imports.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
It may cost me in the long run but I prefer to support Danish products.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Foreigners should not be allowed to put their products on our markets.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Foreign products should be taxed heavily to reduce their entry into Denmark.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>

	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
We should buy from foreign countries only those products that we cannot obtain within our own country.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Danish consumers who purchase products made in other countries are responsible for putting their fellow Danes out of work	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>

The questionnaire is done

Thank you for your participation,

Mads B. Thomsen
Cand. merc International Marketing
Economics and Business Administration
Aalborg University

9.2.2 Danish Version (Published version)

Hej.

Mit navn er Mads Thomsen og jeg studerer Cand. merc International Marketing på Aalborg universitet.

Jeg er ved at skrive mit speciale, hvor jeg forsker i etnocentrisk kundefærd online. Jeg vil blive glad, hvis du vil bruge 5-10 minutter på at besvare mit spørgeskema og yderligere hjælpe mig med min forskning.

Dine svar i forbindelse med spørgeskemaet vil være anonyme og bliver ikke brugt til andet end akademiske formål.

Sektion 1: Baggrundsinformation

De følgende spørgsmål vedrører din demografiske baggrund. Vær venlig at besvar spørgsmålene om dig selv.

Køn

- (1) Kvinde
(2) Mand

Alder

- (1) 16 - 24 år
- (2) 25 - 34 år
- (3) 35 - 44 år
- (4) 45 - 54 år
- (5) 55 - 65 år
- (6) Over 65 år

Civil tilstand?

- (1) Single
- (2) I et forhold
- (3) Gift
- (4) Skilt
- (5) Enke

Nuværende beskæftigelse

- (1) Arbejdsgiver
- (2) Manager/Direktør
- (3) Ansat med højere uddannelse
- (4) Pensionist
- (5) Ansat
- (6) Studerende
- (7) Arbejdsløs

Hvad er dit højeste afsluttede uddannelsesniveau

- (1) Folkeskole - 7 års undervisning/skolegang
- (2) Folkeskole – 8 eller 9 års undervisning/skolegang
- (3) Faglært håndværker
- (4) Gymnasium/handelsskole
- (5) Kort videregående uddannelse (mindre end 3 år studie)
- (6) Medium videregående uddannelse (3-4 år studie)
- (7) Lang videregående uddannelse (Mere end 4 års studie)

Hvad er din månedlige indkomst efter skat?

- (1) Ønsker ikke at besvare dette spørgsmål
- (2) Ingen indkomst / Ved ikke
- (11) Under DKK 10.000
- (3) DKK 10.000 - 19.999
- (4) DKK 20.000 - 24.999
- (5) DKK 25.000 - 29.999
- (6) DKK 30.000 - 34.999
- (7) DKK 35.000 - 39.999
- (8) DKK 40.000 - 44.999
- (9) DKK 45.000 - 49.999
- (10) Mere end 50.000 DKK

Sektion 2: Online købsadfærd

De efterfølgende spørgsmål vedrører dine online købsadfærd. Vær venlig at vælge det svar, der passer dig bedst.

Hvor ofte shopper du online?

- (1) Hver uge
- (2) Hver måned
- (3) Flere gange om året
- (4) Jeg har aldrig købt noget via internettet
- (5) Én gang om året

Hvad var dit sidste online køb?**Vælg den kategori der passer bedst**

- (1) Rejser
- (2) Tøj, sko og smykker
- (3) Sports- og fritidsudstyr
- (4) Elektronik og hvidevarer
- (5) IT, tele og foto
- (6) Film, musik, bøger, spil og legetøj
- (7) Dagligvare, mad og drikke
- (8) Personlig pleje, kosmetik, medicin og kosttilskud
- (9) Auto-, både- og cykeludstyr
- (10) Hobby- og kontorartikler
- (11) Bolig, have og blomster
- (12) Kulturoplevelser
- (13) Andet inkl. finans

Hvor ofte køber du tøj, sko og/eller smykker på nettet?

- (1) Flere end 3 gange om måneden
- (2) 1 - 2 gange om måneden
- (3) Flere gange om året
- (4) Jeg shopper ikke tøj, sko og/eller smykker online

Køber du kun fra danske webshops?

- (1) Ja, altid
 (3) Oftest
 (2) Sjældent
 (4) Nej, jeg køber kun fra udenlandske webshops
 (5) Jeg køber både fra danske og udenlandske webshops

Påvirker webshoppens oprindelsesland dig?

- (1) Ja meget
 (4) Ja, i nogen grad
 (5) Jeg er ikke opmærksom på hvor webshoppen er fra / Det er ikke vigtigt for mig.
 (2) Nej, slet ikke
 (3) Ved ikke

Hvad gør du, hvis du finder ud af, at webshoppen du handler på er udenlandsk?

- (1) Jeg var klar over det fra starten, så jeg gennemfører mit køb
 (5) Jeg undersøger om webshoppen er valid, før jeg færdiggør mit køb (Eks. Trustpilot)
 (3) Jeg finder en anden webshop og stopper mit køb
 (4) Ved ikke / Har ikke oplevet denne situation

Sektion 3: Etnocentrisk kundefærd

Vær venlig at vælg det svar der passer dig bedst ud fra følgende udsagn

	Meget uenig	Uenig	Hverken enig eller uenig	Enig	Meget enig
Danskere skal altid købe dansk fremstillede produkter i stedet for at importere	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Kun de produkter der ikke er tilgængelige i Danmark skal importeres	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Køb dansk fremstillede produkter. Holder Danmark beskæftiget	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Danske produkter, først, sidst og fremmest.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
At købe udenlandsk fremstillede produkter er udansk	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Det er ikke i orden at købe udenlandske produkter fordi det holder danskere arbejdsløse	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
En rigtig dansker skal altid købe dansk fremstillede produkter	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>

	Meget uenig	Uenig	Hverken enig eller uenig	Enig	Meget enig
Vi skal købe produkter, der er fremstillet i Danmark i stedet for at lade andre lande blive rige pga. os.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Det er altid bedst at købe danske produkter	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Der bør være meget lidt handel eller køb af varer fra andre lande, medmindre det er en nødvendighed	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Danskere bør ikke købe udenlandske produkter, fordi det skader dansk økonomi og forårsager arbejdsløshed	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Begrænsninger bør sættes på al import.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Det kan koste mig i det lange løb, men jeg foretrækker at støtte danske produkter.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Udlændinge bør ikke have lov til at sælge deres produkter på vores markeder.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Udenlandske produkter skal beskattes kraftigt for at reducere deres indtrængen i Danmark	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Vi skal kun købe de produkter i udlandet, som vi ikke kan opnå indenfor vores eget land	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Danske forbrugere, der køber produkter fremstillet i andre lande er ansvarlige for at sætte deres danske kolleger uden arbejde	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>

Spørgeskemaet er slut.

Tak for din deltagelse,

Mads B. Thomsen
Cand. merc International Marketing
Economics and Business Administration
Aalborg Universitet

9.3 Codebook

Codebook**GENDER**

Value

Standard Attributes	Label	Gender
Valid Values	1	Female
	2	Male

AGE

Value

Standard Attributes	Label	Age
Valid Values	1	16 - 24 years
	2	25 - 34 years
	3	35 - 44 years
	4	45 - 54 years
	5	55 - 65 years
	6	Above 65 years

MARTIAL_STATUS

Value

Standard Attributes	Label	Marital status
Valid Values	1	Single
	2	In a relationship
	3	Married
	4	Divorced
	5	Widowed

OCCUPATION

Value

Standard Attributes	Label	Occupation
Valid Values	1	Employer
	2	Manager/Director
	3	Employer with higher education
	4	Retired
	5	Employee
	6	Student
	7	Unemployed

EDUCATION

Value

Standard Attributes	Label	Education
Valid Values	1	Municipal primary and lower secondary school (7 years in school)
	2	Municipal primary and lower secondary school (9 years in school)
	3	Trainee / Apprenticeship (fx. Bricklayer or carpenter)
	4	Upper secondary school / high school (STX, HF, HHX, HTX)
	5	Short cycle higher education (Less than 3 years of study)
	6	Medium cycle higher education (3-4 years of study)
	7	Long cycle higher education (More than 4 years of study)

INCOME

Value

Standard Attributes	Label	Income after taxes
Valid Values	1	Don't want to share this information
	2	No income
	3	DKK 10.000 - 19.999
	4	DKK 20.000 - 24.999
	5	DKK 25.000 - 29.999
	6	DKK 30.000 - 34.999
	7	DKK 35.000 - 39.999
	8	DKK 40.000 - 44.999
	9	DKK 45.000 - 49.999
	10	DKK 50.000 or more
	11	Under DKK 10.000

SHOP_ONLINE

Value

Standard Attributes	Label	How often do you shop online?
Valid Values	1	Every week
	2	Every month
	3	A couple of times a year
	4	I have never shopped online
	5	One time a year

LAST_ONLINE_PURCHASE

Value

Standard Attributes	Label	Last online purchase
Valid Values	1	Travel
	2	Clothes, footwear and jewellery
	3	Sports- and leisure equipment
	4	Electronics and appliances
	5	IT, telecom and photo
	6	Movies, music, books, games and toys
	7	Grocery, food and drinks
	8	Personal care, cosmetics, medicine and supplements
	9	Auto-, boats- and bicycle equipment
	10	Hobby- and office supplies
	11	Home, garden and flowers
	12	Cultural experiences
	13	Others incl. finance

SHOP_CLOTHES_FREQUENCY

Value

Standard Attributes	Label	How often do you buy clothes, footwear and/or jewellery online?
Valid Values	1	More than 2 times a month
	2	1 - 2 times a month
	3	Serval times a year
	4	I do not shop clothes, footwear and/or jewellery online

BUY_DOMESTIC

Value

Standard Attributes	Label	
		Do you only purchase products from Danish web shops online?
Valid Values	1	Yes, always
	2	Often
	3	Rarely
	4	No, I do only purchase products from domestic web shops
	5	I shop from both foreign and domestic web shops

COUNTRY_OF_ORIGIN

Value

Standard Attributes	Label	
		Does the web shop's country of origin affect your decision-making process?
Valid Values	1	Yes, a lot
	2	Yes, to some extent
	3	I am not aware of the web shop's country of origin / It is not important to me
	4	No, not at all
	5	I don't know

IF_FOREIGN_SHOP

Value

Standard Attributes	Label	
		What do you do if you find out that the web shop you shop from is foreign?
Valid Values	1	I knew it from the start, so I complete my purchase
	2	I examine the web shop for validity before I finish my purchase (Ex. Trust Pilot)
	3	I find another web shop and stop my purchase
	4	Do not know / Have not experienced this situation

CE1 – CE17

Value

Labelled Values		
	-9	Missing value
	1	Strongly disagree
	2	Disagree
	3	Neither agree nor disagree
	4	Agree
	5	Strongly agree

DO_YOU_SHOP_ONLINE

Value

Standard Attributes	Label	
		Do you shop online
Valid Values	1	Yes
	2	No

FAC1_1

Value

Standard Attributes	Label	Protectionism
---------------------	-------	---------------

FAC2_1

Value

Standard Attributes	Label	Buy Danish Products
---------------------	-------	---------------------

FAC1_2

Value

Standard Attributes	Label	Nationalism
---------------------	-------	-------------

EDUCATION_2

Value

Standard Attributes	Label	Level of education
Valid Values	2	Municipal primary and lower secondary school
	3	Trainee / Apprenticeship (fx. Bricklayer or carpenter)
	4	Upper secondary school / high school (STX, HF, HHX, HTX)
	5	Short cycle higher education (Less than 3 years of study)
	6	Medium cycle higher education (3-4 years of study)
	7	Long cycle higher education (More than 4 years of study)

INCOME_2

Value

Standard Attributes	Label	What is your income after taxes
Valid Values	1	Don't want to share this information
	2	No income
	3	DKK 10.000 - 19.999
	4	DKK 20.000 - 24.999
	5	DKK 25.000 - 29.999
	6	DKK 30.000 - 34.999
	7	DKK 35.000 - 39.999
	8	DKK 40.000 - 44.999
	10	DKK 45.000 or more
	11	Under DKK 10.000

9.4 Data Analysis – Calculations

9.4.1 Gender on the three components

9.4.1.1 Gender on “Protectionism”

Test of Homogeneity of Variances

Protectionism			
Levene Statistic	df1	df2	Sig.
,142	1	259	,707

Table 3: Test of homogeneity of Variances - Gender and Protectionism
Source: Own Production and data

According to Levene’s test for equality of variances homogeneity of variance is observed (significance level of 0.707, which is greater than 0.05). Therefore, the One-way ANOVA is to be continued. The hypothesis being teste is as followed:

H⁰: Gender and “Protectionism” are not associated

H^{3a}: Gender and “Protectionism” are associated

P-value (If the p-value is below .05 reject the null hypothesis, if above .05 accept null hypothesis)

ANOVA

Protectionism					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	,977	1	,977	,976	,324
Within Groups	259,316	259	1,001		
Total	260,293	260			

Table 4: One-way ANOVA test - Gender and Protectionism
Source: Own Production and data

According to Table 2 “Protectionism” and Gender statistically significance is not discovered (Significance level greater than 0.05) and the null hypothesis is being accepted saying that gender and protectionism not are associated.

9.4.1.2 Gender on “Buy Danish products”

Test of Homogeneity of Variances

Buy Danish Products			
Levene Statistic	df1	df2	Sig.
1,186	1	259	,277

Table 5: Test of homogeneity of Variances - Gender and Buy Danish Products
Source: Own Production and data

According to Levene’s test for equality of variances homogeneity of variance is observed (significance level of 0.324, which is greater than 0.05). Therefore, the One-way ANOVA is to be continued. The hypothesis being teste is as followed:

H^0 : Gender and “Buy Danish Products” are not associated

H^{3b} : Gender and “Buy Danish Products” are associated

P-value (If the p-value is below .05 reject the null hypothesis, if above .05 accept null hypothesis)

ANOVA

Buy Danish Products

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2,384	1	2,384	2,393	,123
Within Groups	258,018	259	,996		
Total	260,402	260			

Table 6: One-way ANOVA test - Gender and Buy Danish Products

Source: Own Production and data

As visualized in Table 4 “Buy Danish Products” and Gender statistically significance is not discovered (Significance level greater than 0.05) and the null hypothesis is being accepted saying that gender and “Buy Danish Products” not are associated.

9.4.1.3 Gender on “Nationalism”

Test of Homogeneity of Variances

Nationalism

Levene Statistic	df1	df2	Sig.
,158	1	259	,691

Table 7: Test of homogeneity of Variances - Gender and Nationalism

Source: Own Production and data

According to Levene’s test for equality of variances homogeneity of variance is observed (significance level of 0.691, which is greater than 0.05). Therefore, the One-way ANOVA is to be continued. The hypothesis being teste is as followed:

H^0 : Gender and “Nationalism” are not associated

H^{3c} : Gender and “Nationalism” are associated

P-value (If the p-value is below .05 reject the null hypothesis, if above .05 accept null hypothesis)

ANOVA

Nationalism

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1,573	1	1,573	1,575	,211
Within Groups	258,788	259	,999		
Total	260,361	260			

Table 8: One-way ANOVA test - Gender and Nationalism

Source: Own Production and data

As visualized in Table 6 “Nationalism” and Gender statistically significance is not discovered (Significance level greater than 0.05) and the null hypothesis is being accepted saying that gender and “Nationalism” not are associated.

9.4.2 Age on the three components

9.4.2.1 Age on Protectionism

Test of Homogeneity of Variances

Protectionism

Levene Statistic	df1	df2	Sig.
1,580	5	255	,166

Table 9: Test of homogeneity of Variances - Age and Protectionism

Source: Own Production and data

According to Levene’s test for equality of variances homogeneity of variance is observed (significance level of 0.691, which is greater than 0.05). Therefore, the One-way ANOVA is to be continued. The hypothesis being teste is as followed:

H⁰: Age and “Nationalism” are not associated

H^{2a}: Age and “Nationalism” are associated

P-value (If the p-value is below .05 reject the null hypothesis, if above .05 accept null hypothesis)

ANOVA

Protectionism

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	12,610	5	2,522	2,597	,026
Within Groups	247,682	255	,971		
Total	260,293	260			

Table 10: One-way ANOVA test - Age and Protectionism

Source: Own Production and data

As visualized in Table 8 “Nationalism” and Age statistically significance is discovered (Significance level less than 0.05) and the null hypothesis is being rejected saying that age and “Nationalism” not are associated,

which means that a post-hoc test has to be utilized to determine where the difference between groups occurs.

Means Plots

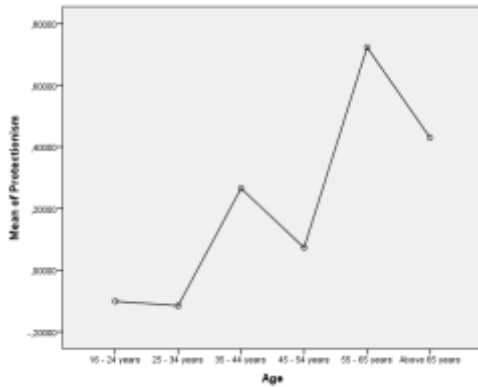


Table 9: Means Plot - Age and Protectionism
Source: Own Production and data

9.4.2.2 Age on Buy Danish Products

Test of Homogeneity of Variances

Buy Danish Products

Levene Statistic	df1	df2	Sig.
,904	5	255	,479

Table 10: Test of homogeneity of Variances - Age and Buy Danish Products
Source: Own Production and data

According to Levene’s test for equality of variances homogeneity of variance is observed (significance level of 0.479, which is greater than 0.05). Therefore, the One-way ANOVA is to be continued. The hypothesis being teste is as followed:

H⁰: Age and “Buy Danish Products” are not associated

H^{2a}: Age and “Buy Danish Products” are associated

P-value (If the p-value is below .05 reject the null hypothesis, if above .05 accept null hypothesis)

ANOVA

Buy Danish Products

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	14,405	5	2,881	2,986	,012
Within Groups	245,997	255	,965		
Total	260,402	260			

Table 11: One-way ANOVA test - Age and Buy Danish Products
Source: Own Production and data

As visualized in Table 11 “But Danish Products” and Age statistically significance is discovered (Significance level less than 0.05) and the null hypothesis is being rejected saying that age and “Nationalism” not are associated, which means that a post-hoc test has to be utilized to determine where the difference between groups occurs.

Means Plots

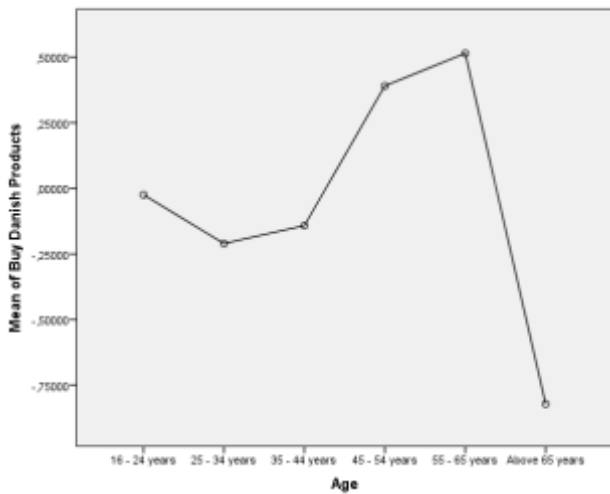


Table 12: Means Plot - Age and Protectionism
Source: Own Production and data

9.4.2.3 Age on Nationalism

Test of Homogeneity of Variances

Nationalism			
Levene Statistic	df1	df2	Sig.
1,766	5	255	,120

Table 13: Test of homogeneity of Variances - Age and Nationalism
Own Production and data

According to Levene’s test for equality of variances homogeneity of variance is observed (significance level of 0.479, which is greater than 0.05). Therefore, the One-way ANOVA is to be continued. The hypothesis being teste is as followed:

H⁰: Age and “Nationalism” are not associated

H^{2a}: Age and “Nationalism” are associated

P-value (If the p-value is below .05 reject the null hypothesis, if above .05 accept null hypothesis)

ANOVA

Nationalism					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	21,624	5	4,325	4,619	,000
Within Groups	238,737	255	,936		
Total	260,361	260			

Table 14: One-way ANOVA test - Age and Nationalism
Source: Own Production and data

As visualized in Table 14 “Nationalism” and Age, statistically significance is discovered (Significance level less than 0.05) and the null hypothesis is being rejected saying that age and “Nationalism” not are associated, which means that a post-hoc test has to be utilized to determine where the difference between groups occurs.

Means Plots

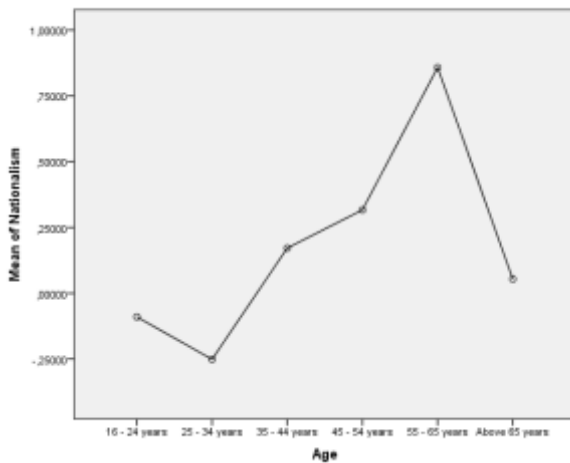


Table 15: Means Plot - Age and Nationalism
Source: Own Production and data

9.4.3 Level of Education on the three components

9.4.3.1 Level of Education on Protectionism

Test of Homogeneity of Variances

Protectionism

Levene Statistic	df1	df2	Sig.
3,766	5	255	,003

Table 16: Test of homogeneity of Variances – Level of Education and Protectionism
Source: Own Production and data

According to Levene’s test for equality of variances, homogeneity of variance is not observed (significance level of 0.003, which is less than 0.05). According to Pallant (2007) a Welch or Brown-Forsythe can be utilized when homogeneity of variance is found to be violated.

Robust Tests of Equality of Means

Protectionism

	Statistic ^a	df1	df2	Sig.
Welch	3,044	5	53,602	,017
Brown-Forsythe	2,621	5	40,170	,038

a. Asymptotically F distributed.

Table 17: Robust Tests of Equality of Means – Level of Education and Protectionism
Source: Own Production and data

According to Table 17 both the Welch and Brown-Forsythe tests the significance level is still below 0.05 meaning that protectionism and level of education are not associated – I’m aware that I violated the assumption of homogeneity of variance. Therefore, the One-way ANOVA is to be continued. The hypothesis being teste is as followed:

H⁰: Level of Education and “Protectionism” are not associated

H^{4b}: Level of Education and “Protectionism” are associated

ANOVA

Protectionism

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	16,437	5	3,287	3,438	,005
Within Groups	243,856	255	,956		
Total	260,293	260			

Table 18: One-way ANOVA test – Level of Education and Protectionism
Source: Own Production and data

As visualized in Table 18 “protectionism” and level of income, statistically significance is discovered (Significance level less than 0.05) and the null hypothesis is being rejected saying that age and “Nationalism” not are associated, which means that a post-hoc test has to be utilized to determine where the difference between groups occurs.

Means Plots

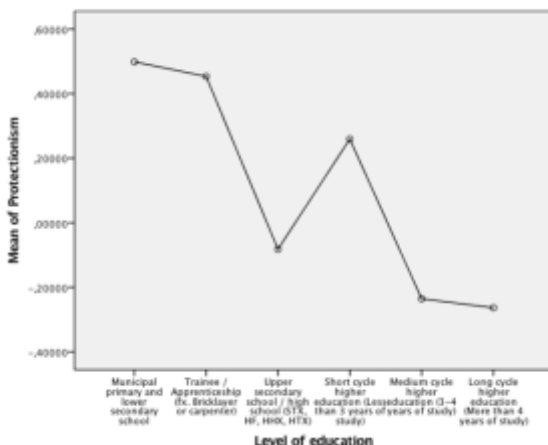


Table 19: Means Plot – Level of education and Protectionism
Source: Own Production and data

9.4.3.2 Level of Education on Buy Danish Products

Test of Homogeneity of Variances

Buy Danish Products			
Levene Statistic	df1	df2	Sig.
,891	5	255	,488

Table 20: Test of homogeneity of Variances – Level of Education and Buy Danish Products
Source: Own Production and data

According to Levene's test for equality of variances homogeneity of variance is observed (significance level of 0.488, which is greater than 0.05). Therefore, the One-way ANOVA is to be continued. The hypothesis being tested is as followed:

H⁰: Level of Education and "Buy Danish Products" are not associated

H^{4b}: Level of Education and "Buy Danish Products" are associated

P-value (If the p-value is below .05 reject the null hypothesis, if above .05 accept null hypothesis)

ANOVA

Buy Danish Products					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	16,596	5	3,319	3,472	,005
Within Groups	243,806	255	,956		
Total	260,402	260			

Table 21: One-way ANOVA test – Level of Education and Buy Danish Products
Source: Own Production and data

As visualized in Table 21 "Buy Danish Products" and Level of Education, statistically significance is discovered (Significance level equal to 0.05) and the null hypothesis is being rejected saying that level of education and "Buy Danish Products" not are associated, which means that a post-hoc test has to be utilized to determine where the difference between groups occurs.

Means Plots

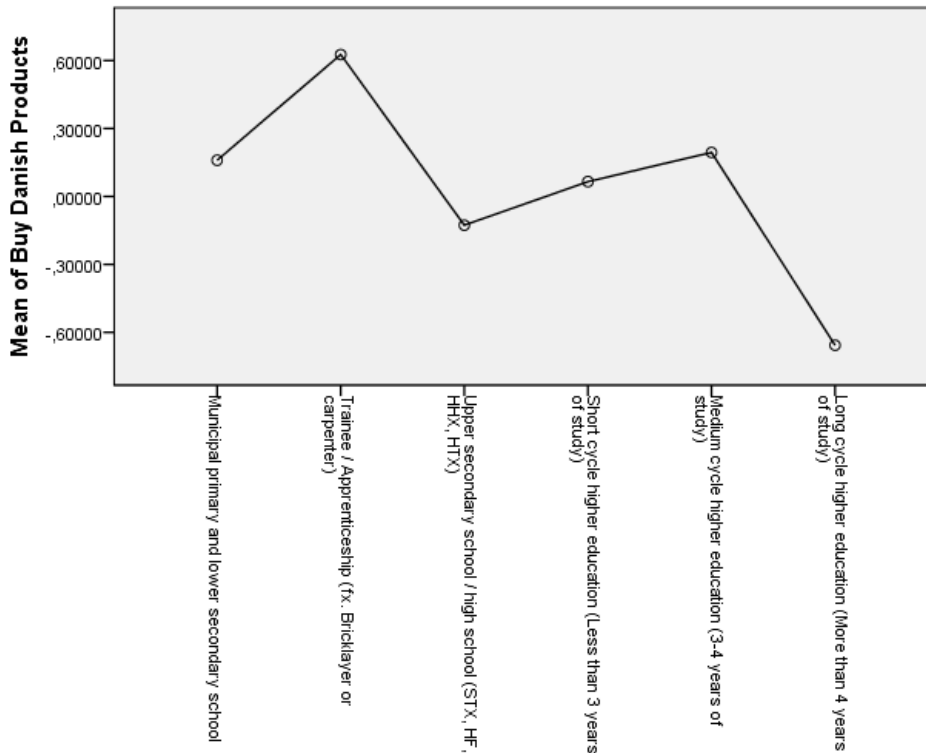


Table 22: Means Plot – Level of Income and Buy Danish Products
Source: Own Production and data

9.4.3.3 Level of Education on Nationalism

Test of Homogeneity of Variances

Nationalism			
Levene Statistic	df1	df2	Sig.
,557	5	255	,733

Table 23: Test of homogeneity of Variances – Level of Education and Nationalism
Source: Own Production and data

According to Levene’s test for equality of variances homogeneity of variance is observed (significance level of 0.733, which is greater than 0.05). Therefore, the One-way ANOVA is to be continued. The hypothesis being teste is as followed:

H⁰: Level of Education and “Nationalism” are not associated

H^{4c}: Level of Education and “Nationalism” are associated

P-value (If the p-value is below .05 reject the null hypothesis, if above .05 accept null hypothesis)

ANOVA

Nationalism

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	22,200	5	4,440	4,754	,000
Within Groups	238,161	255	,934		
Total	260,361	260			

Table 24: One-way ANOVA test – Level of Education and Nationalism
Source: Own Production and data

As visualized in Table 24 “Nationalism” and Level of Education, statistically significance is discovered (Significance level less to 0.05) and the null hypothesis is being rejected saying that level of education and “Nationalism” not is associated, which means that a post-hoc test has to be utilized to determine where the difference between groups occurs.

Means Plots

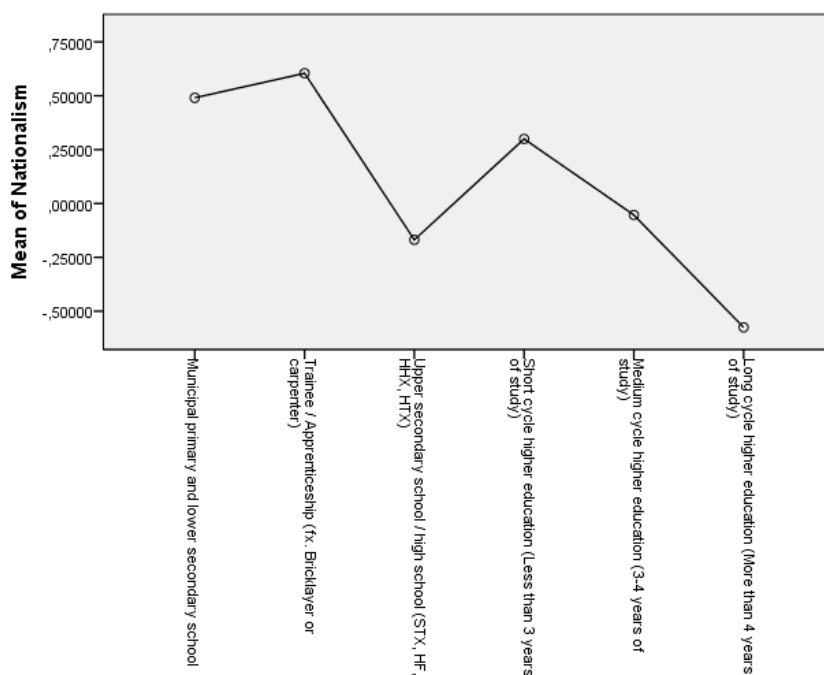


Table 25: Means Plot – Level of Education and Buy Danish Products
Source: Own Production and data

9.4.4 Level of Income on the three components

9.4.4.1 Level of Income on Protectionism

Test of Homogeneity of Variances

Protectionism			
Levene Statistic	df1	df2	Sig.
,908	9	251	,518

Table 26: Test of homogeneity of Variances – Level of Income and Protectionism
Source: Own Production and data

According to Levene's test for equality of variances homogeneity of variance is observed (significance level of 0.518, which is greater than 0.05). Therefore, the One-way ANOVA is to be continued. The hypothesis being teste is as followed:

H⁰: Level of Income and "Protectionism" are not associated

H^{5a}: Level of Income and "Protectionism" are associated

P-value (If the p-value is below .05 reject the null hypothesis, if above .05 accept null hypothesis)

ANOVA

Protectionism					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	19,820	9	2,202	2,299	,017
Within Groups	240,473	251	,958		
Total	260,293	260			

Table 27: One-way ANOVA test – Level of Income and Protectionism
Source: Own Production and data

As visualized in Table 27 "Protectionism" and Level of Income, statistically significance is discovered (Significance level less to 0.05) and the null hypothesis is being rejected saying that level of income and "protectionism" not is associated, which means that a post-hoc test has to be utilized to determine where the difference between groups occurs.

Means Plots

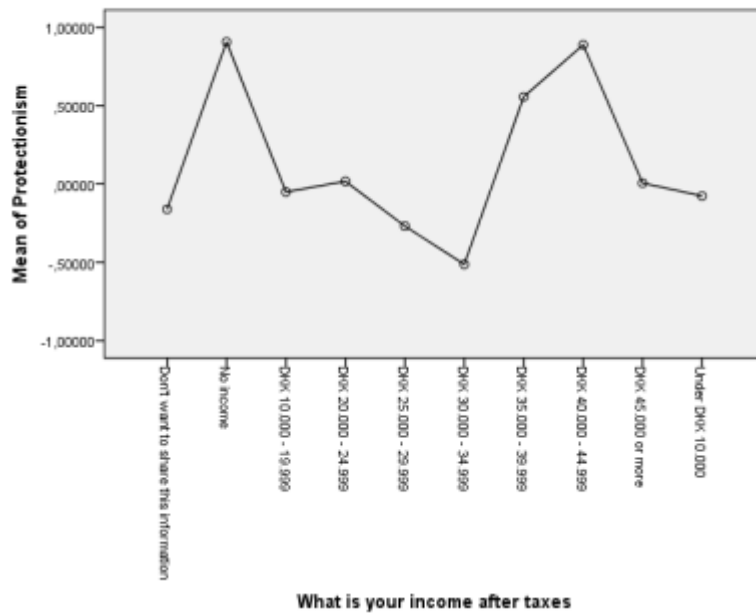


Table 11: Means Plot – Level of Income and Protectionism
Source: Own Production and data

An underlying factor of this result can maybe be found in the descriptive of this One-way ANOVA test.

Descriptives

Protectionism

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Don't want to share this information	13	-,1614520	1,07598765	,29842528	-,8116649	,4887608	-1,59044	1,47845
No income	11	,9064412	1,06579230	,32134847	,1904322	1,6224502	-,66986	2,27696
DKK 10.000 - 19.999	64	-,0508113	,95076472	,11884559	-,2883052	,1866827	-2,07238	2,59632
DKK 20.000 - 24.999	23	,0169871	1,24711605	,26004167	-,5223064	,5562805	-1,84629	3,66776
DKK 25.000 - 29.999	12	-,2687488	,98730948	,28501170	-,8960553	,3585577	-1,54979	1,52488
DKK 30.000 - 34.999	7	-,5127815	,62745027	,23715391	-1,0930763	,0675132	-1,28320	,33115
DKK 35.000 - 39.999	7	,5566448	,88121679	,33306864	-,2583448	1,3716344	-,16065	2,08023
DKK 40.000 - 44.999	6	,8884382	1,09608239	,44747376	-,2618297	2,0387062	-,33727	2,30264
DKK 45.000 or more	5	,0057928	,44057591	,19703154	-,5412544	,5528401	-,67451	,45343
Under DKK 10.000	113	-,0766661	,94267834	,08867972	-,2523736	,0990414	-2,40950	4,57060
Total	261	-,0046393	1,00056297	,06193329	-,1265940	,1173154	-2,40950	4,57060

Table 28: Descriptive statistics – Level of Income and Protectionism
Source: Own Production and data

As illustrated in Table 28 above not many respondents were located in the groups between DKK 30.000-34.999 and DKK 45.000 or more.

9.4.4.2 Level of Income on Buy Danish Products

Test of Homogeneity of Variances

Buy Danish Products			
Levene Statistic	df1	df2	Sig.
,548	9	251	,839

Table 29: Test of homogeneity of Variances – Level of Income and Buy Danish Products
Source: Own Production and data

According to Levene's test for equality of variances homogeneity of variance is observed (significance level of 0.839, which is greater than 0.05). Therefore, the One-way ANOVA is to be continued. The hypothesis being teste is as followed:

H⁰: Level of Income and "Buy Danish Products" are not associated

H^{5b}: Level of Income and "Buy Danish Products" are associated

P-value (If the p-value is below .05 reject the null hypothesis, if above .05 accept null hypothesis)

ANOVA

Buy Danish Products					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7,999	9	,889	,884	,540
Within Groups	252,403	251	1,006		
Total	260,402	260			

Table 30: One-way ANOVA test – Level of Income and Buy Danish Products
Source: Own Production and data

As visualized in Table 30 "Buy Danish Products" and Level of Income, statistically significance was not discovered (Significance level greater than 0.05) and the null hypothesis is being accepted saying that level of income and "Buy Danish Products" is associated, which means that a post-hoc test not will be utilized as there is no significance differences between the groups.

Means Plots

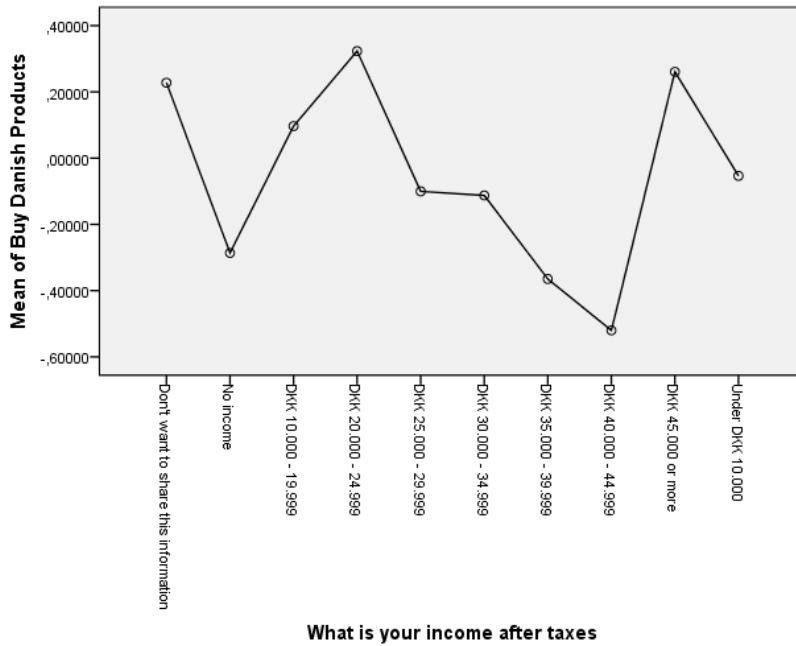


Table 31: Means Plot – Level of Income and Protectionism
Source: Own Production and data

9.4.4.3 Level of Income on Nationalism

Test of Homogeneity of Variances

Nationalism			
Levene Statistic	df1	df2	Sig.
1,004	9	251	,437

Table 32: Test of homogeneity of Variances – Level of Income and Nationalism
Source: Own Production and data

According to Levene’s test for equality of variances homogeneity of variance is observed (significance level of 0.437, which is greater than 0.05). Therefore, the One-way ANOVA is to be continued. The hypothesis being teste is as followed:

H⁰: Level of Income and “Nationalism” are not associated

H^{5c}: Level of Income and “Nationalism” are associated

P-value (If the p-value is below .05 reject the null hypothesis, if above .05 accept null hypothesis)

ANOVA

Nationalism

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7,204	9	,800	,794	,622
Within Groups	253,157	251	1,009		
Total	260,361	260			

Table 34: One-way ANOVA test – Level of Income and Nationalism
Source: Own Production and data

As visualized in Table 34 “Nationalism” and Level of Income, statistically significance was not discovered (Significance level greater than 0.05) and the null hypothesis is being accepted saying that level of income and “Nationalism” is associated, which means that a post-hoc test not will be utilized as there is no significance differences between the groups.

Means Plots

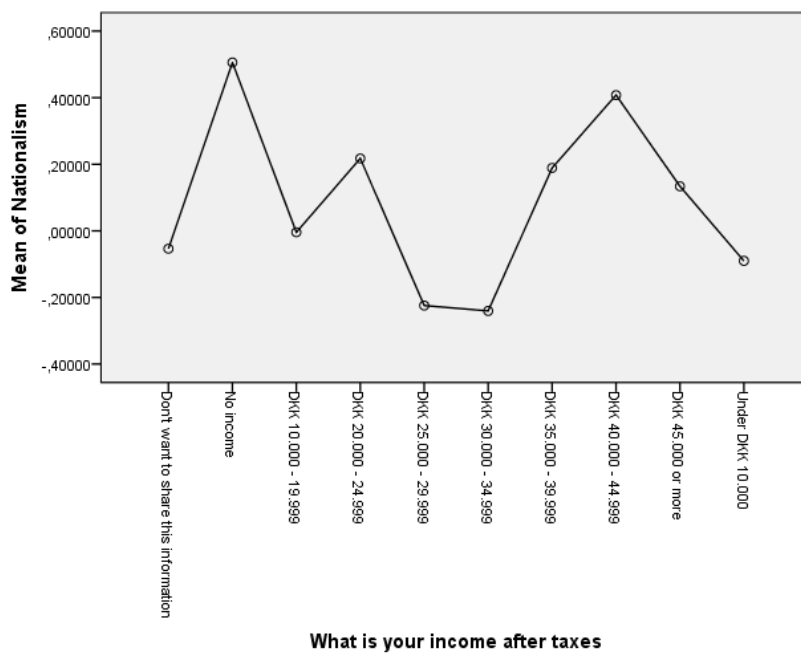


Table 35: Means Plot – Level of Income and Protectionism
Source: Own Production and data

9.4.5 How often do you shop online on the three components

9.4.5.1 How often do you shop online and Protectionism

Test of Homogeneity of Variances

Protectionism			
Levene Statistic	df1	df2	Sig.
3,500	3	257	,016

Table 36: Test of homogeneity of Variances – SHOP_ONLINE_2 and Protectionism
Source: Own Production and data

As presented in Levene's test for equality of variances, homogeneity of variance is not observed (significance level of 0.016, which is less than 0.05). According to Pallant (2007) a Welch or Brown-Forsythe test can be utilized when homogeneity of variance is found to be violated.

Robust Tests of Equality of Means

Protectionism				
	Statistic ^a	df1	df2	Sig.
Welch	1,590	3	16,249	,230
Brown-Forsythe	1,752	3	29,790	,178

a. Asymptotically F distributed.

Table 37: Robust Tests of Equality of Means – SHOP_ONLINE_2 and Protectionism
Source: Own Production and data

As visualised in Table 37 the significance level of both the Welch and Brown-Forsythe tests above 0.05 meaning that it is possible to continue with the One-way ANOVA analysis. The hypothesis being teste is as followed:

H⁰: SHOP_ONLINE_2 and "Protectionism" are not associated

H^{1a}: SHOP_ONLINE_2 and "Protectionism" are associated

P-value (If the p-value is below .05 reject the null hypothesis, if above .05 accept null hypothesis)

ANOVA

Protectionism					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5,007	3	1,669	1,680	,172
Within Groups	255,286	257	,993		
Total	260,293	260			

Table 38: One-way ANOVA test – SHOP_ONLINE_2 and Protectionism
Source: Own Production and data

As visualized in Table 38 “Protectionism” and SHOP_ONLINE_2, statistically significance was not discovered (Significance level greater than 0.05) and the null hypothesis is being accepted saying that “Protectionism” and the frequency of shopping online not is associated, which means that a post-hoc test not will be utilized as there is no significance differences between the groups.

Means Plots

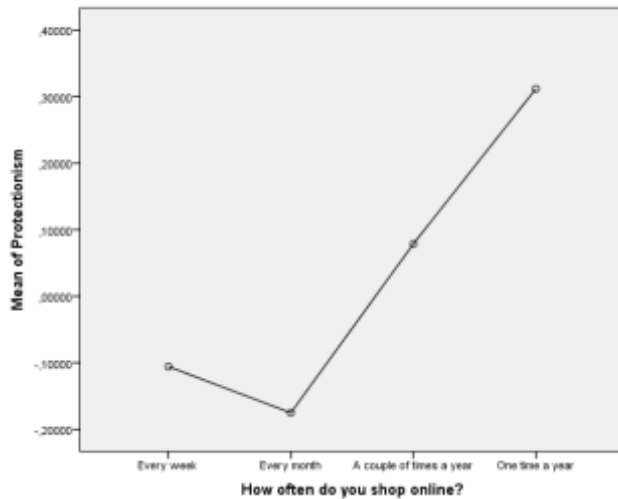


Table 39: Means Plot – SHOP_ONLINE_2 and Protectionism
Source: Own Production and data

9.4.5.2 How often do you shop online and Buy Danish Products

Test of Homogeneity of Variances

Buy Danish Products

Levene Statistic	df1	df2	Sig.
1,625	3	257	,184

Table 40: Test of homogeneity of Variances – SHOP_ONLINE_2 and Buy Danish Products
Source: Own Production and data

According to Levene’s test for equality of variances homogeneity of variance is observed (significance level of 0.184, which is greater than 0.05). Therefore, the One-way ANOVA is to be continued. The hypothesis being teste is as followed:

H⁰: SHOP_ONLINE_2 and “Buy Danish Products” are not associated

H^{1b}: SHOP_ONLINE_2 and “Buy Danish Products” are associated

P-value (If the p-value is below .05 reject the null hypothesis, if above .05 accept null hypothesis)

ANOVA

Buy Danish Products

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6,929	3	2,310	2,342	,074
Within Groups	253,473	257	,986		
Total	260,402	260			

Table 41: One-way ANOVA test – SHOP_ONLINE_2 and Buy Danish Products
Source: Own Production and data

As visualized in Table 41 “Buy Danish Products” and SHOP_ONLINE_2, statistically significance was not discovered (Significance level greater than 0.05) and the null hypothesis is being accepted saying that “Buy Danish Products” and the frequency of shopping online not is associated, which means that a post-hoc test not will be utilized as there is no significance differences between the groups.

Means Plots

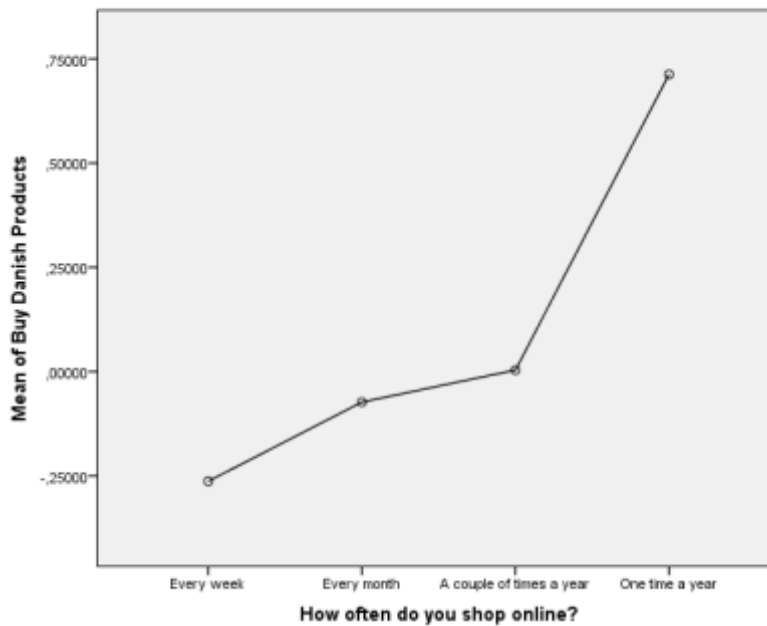


Table 42: Means Plot – SHOP_ONLINE_2 and Buy Danish Products
Source: Own Production and data

9.4.5.3 How often do you shop online and Nationalism

Test of Homogeneity of Variances

Nationalism			
Levene Statistic	df1	df2	Sig.
1,402	3	257	,243

Table 43: Test of homogeneity of Variances – SHOP_ONLINE_2 and Buy Danish Products
Source: Own Production and data

According to Levene's test for equality of variances homogeneity of variance is observed (significance level of 0.243, which is greater than 0.05). Therefore, the One-way ANOVA is to be continued. The hypothesis being tested is as followed:

H⁰: SHOP_ONLINE_2 and "Nationalism" are not associated

H^{1c}: SHOP_ONLINE_2 and "Nationalism" are associated

P-value (If the p-value is below .05 reject the null hypothesis, if above .05 accept null hypothesis)

ANOVA

Nationalism					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8,071	3	2,690	2,740	,044
Within Groups	252,290	257	,982		
Total	260,361	260			

Table 44: One-way ANOVA test – SHOP_ONLINE_2 and Nationalism
Source: Own Production and data

As visualized in Table 44 "Nationalism" and SHOP_ONLINE_2, statistically significance is discovered (Significance level less to 0.05) and the null hypothesis is being rejected saying that the frequency of shopping online and "Nationalism" not is associated, which means that a post-hoc test has to be utilized to determine where the difference between groups occurs.

Means Plots

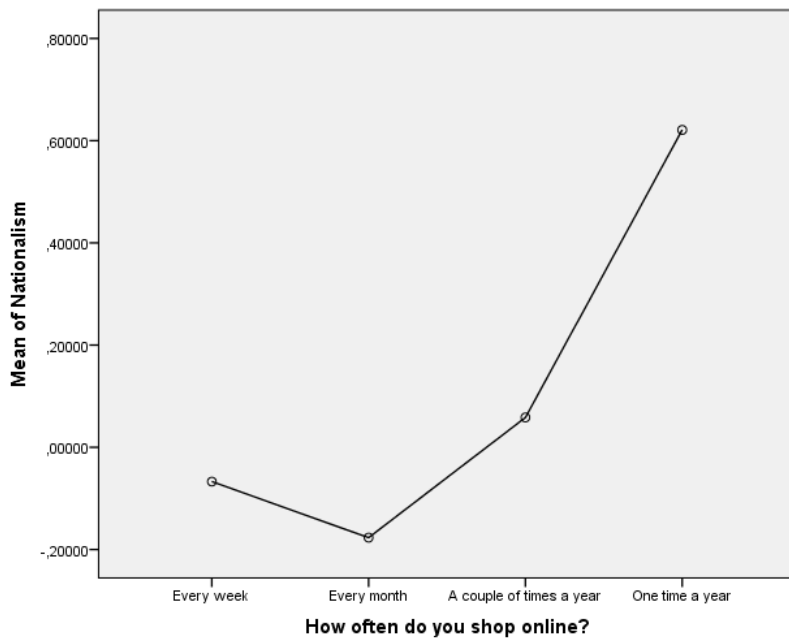


Table 45: Means Plot – SHOP_ONLINE_2 and Nationalism
Source: Own Production and data