



Role of Demographics and Generations on Consumer Ethnocentrism of Turkish Immigrants in Germany¹

Elif Eroglu Hall², Nurdan Sevim³

ABSTRACT

This paper investigates ethnocentric behavior among consumers who have migrated to a foreign country i.e. Turkish immigrants in Germany. Using questionnaire survey, a total of 599 people sample from Cologne, Germany is used in this study. In order to test the relationship five variables were examined- respondent's gender, age, education level, income, and generation. Using a causative research model results demonstrate that there is meaningful relationships between consumer ethnocentrism and the demographics and generations of the consumers. Moreover, the first generation, older immigrants living in Germany, who received education in Turkey and low income level, have higher ethnocentrism tendencies.

Keywords: Consumer ethnocentrism, demographics, generation, Germany, Turkish immigrants.

JEL Codes: J11, J15, M31, M39.

Available Online: 20th September, 2015.

This is an open access article under [Creative Commons Attribution 4.0 License](https://creativecommons.org/licenses/by/4.0/), 2015.

1.0 INTRODUCTION

Commercial organizations operating in a multi-society and multi-cultural marketplace are faced with different and unique groups of consumers, including those who have migrated from other countries. Buying behavior of each consumer group may differ. This represents a challenge ahead to the firms and marketers because a clear understanding of consumer buying behaviors, particularly on the processes and motivations of the purchase is crucially important if marketers want to satisfy consumers more effectively (Dibb & Simkin, 2009). Immigrant consumers tend to display a unique consumption behavior that combines the cultures of their home and the host country (Jamal & Chapman, 2000; Penalosa, 1995). In understanding immigrant consumers' consumption behavior, little attention has been paid to investigating the impact of ethnocentrism. In immigrant consumer ethnocentrism, the availability of the products belonging to the origin culture in the host country may increase the ethnocentrism levels of the immigrants.

¹ This study has been conducted within the scope of the project no. 1501E010 supported by the Anadolu University Scientific Research Projects Commission.

² Anadolu University, Turkey. Email: eleroglu@anadolu.edu.tr

³ Bilecik Şeyh Edebali University, Turkey. Email: nurdan.sevim@bilecik.edu.tr

By the end of 2013, 2.790.000 immigrants of Turkish origin were living in Germany and they constitute the largest ethnic group of the country. Turkish people have a presence in Germany for about 50 years. They have a spending power of about 15.1 billion euro annually. The Turkish immigrants have developed a large market that demands Turkish products in Germany and meets a big demand. The Turkish immigrants have access to almost all of the products available in their home countries, and especially the food products. And these circumstances can increase their ethnocentric tendencies for products from their home countries.

2.0 THEORETICAL BACKGROUND AND HYPOTHESES

2.01 CONSUMER ETHNOCENTRISM

Ethnocentrism is a concept that reflects the consumption tendencies or feelings of the consumers rather than their purchasing behaviors. Ethnocentric consumers may not purchase the products of their own countries, but they feel that it is their duty to prefer those products. From this perspective, it is necessary to examine the consumer opinions on “product” level and reveal not only the behavioral but also the hypothetical tendencies in consumer ethnocentrism researches, briefly reduce the “ethnocentrism” concept to the “consumer ethnocentrism” dimensions.

The ethnocentrism concept that has been defined by Sumner (1906) as the individual’s observation of the ethnic group he is in as the center of the universe, evaluation of the other social groups from the perspective of his own group and blind acceptance of individuals who are culturally similar to him and rejection of the individuals from different ethnic groups, and has found applications over a very broad range (Yu & Alba, 2002). There are two types of ethnocentrism. The first one is known as “healthy patriotism”. This means that an individual has strong feelings about and is faithfully attached to his own country, without bearing any hostilities towards other countries (Balabanis et al., 2001). On the other hand, the second one is named as “ethnocentric patriotism” and has the completely opposite meaning. Ethnocentric patriotism may be defined as blind attachment to certain cultural values, undisputed adaptation to the prevailing group values and observing the other nations as excluded from the group (Sahak, 2010).

The consumer ethnocentrism concept in general expresses the level of influence of national feelings on the opinions of consumers in purchasing products and services. According to Shimp & Sharma (1987); consumer ethnocentrism is expressed as the unwillingness of the consumers to purchase foreign products because they feel that the local economy will be influenced negatively in case they purchase non-domestic products. And this causes the consumers to tend for domestic products. Similarly, many consumers believe that it is ethical to purchase the products of their home countries (Özer & Dövganiuc, 2013).

The available experimental researches emphasize the significance of a series of psychological factors such as cultural openness, patriotism, collectivism/individualism, materialism, dogmatism, hostility and nationalism regarding ethnocentric behavior (Sahak, 2010).

In a research conducted by Sharma et al., (1995) regarding the ethnocentrism levels of immigrants, it has been demonstrated that non-group biases are reduced when the immigrants want to be accepted by the cultures of the other groups. In the same research, a reverse relationship has been found between cultural openness and consumer ethnocentrism.

According to Rosenblatt (1964), two conclusions emerge regarding ethnocentrism between the group members (such as travelers, diplomats) that contact with the outside group the most at group level. Depending on the nature of such contact, the group members are either be very strongly ethnocentric (Skinner, 1959) or very weakly ethnocentric (Allport, 1958; Berkowitz, 1962).

Sharma et al., (1995), in a research they conducted with 204 university students studying in America, have found a reverse relationship between the experience of travelling to foreign countries and

consumer ethnocentrism. Paswan & Sharma (2004), in a research they conducted in five cities in India (Mumbai, Delhi, Kolkata, Chennai and Bangalore), have found that the experience of travelling to foreign countries reduced consumer ethnocentrism. Since the consumers in this group are more informed on foreign countries and cultures and this tolerance, they evaluate the international brands and the countries where they are produced more openly in their product choices, and have less awareness regarding these brands. In a research conducted with Dutch consumers by Nijssen et al., (1999), a negative relationship has been found between travelling to foreign countries and consumer ethnocentrism. In line with these researches, it may be assumed that living in a foreign country reduces ethnocentrism. Similarly, in light of these researches, it may also be told that as individuals have a higher opportunity to participate in the cultures of the other groups, their biases against these groups will be equally reduced (Sharma et al., 1995; Sahak, 2010).

In immigrant consumer ethnocentrism, the availability of the home country products is of great significance. As it has also been stated in the Watson & Wright (2000) research, when the home country products are not available in the market, the ethnocentric consumers no longer have a chance to choose the products of other countries. For example, consumer ethnocentrism has been examined from the product perspectives such as product category by Sharma et al., (1995); Balabanis & Diamantopoulos, (2002), product availability by Watson & Wright (2000); Nijssen et al., (1999), price by Lantz & Loeb (1996); Bruning (1997), product quality by Supphellen & Rittenburg (2001), and brand by Alden et al., (2006).

As it can be understood from the scopes of the above mentioned studies, there are various dimensions to consumer ethnocentrism. The consumption behaviors based on the ethnocentric attitudes of immigrants who have crossed the borders and have migrated to different countries may vary depending on the demographics of the immigrant, environment, language and culture where the immigrants are in and are exposed to.

2.02 CONSUMER ETHNOCENTRISM AND DEMOGRAPHIC AND IMMIGRATION VARIABLES

Consumer behaviors are influenced either directly by demographic variables or by individual variables such as personal values and types of decision making. The intensity of consumer ethnocentrism varies from individual to individual depending on demographic, socio-economic and regional factors. Demographic variables have two main contributions in understanding the consumer ethnocentrism behavior. The first is that demographic variables provide an important input in forming the profiles of the ethnocentric and non-ethnocentric consumers. Secondly, as control variables, these variables assist researchers in establishing the scope of the study considering individual characteristics such as age and gender. This holds true for many researches (Balabanis et al., 2001; Balabanis & Diamantopoulos, 2002; Wang & Chen, 2004). Age, gender, education and income are the most commonly used demographic variables in ethnocentrism researches (Balabanis et al., 2001).

Many researchers have examined the influences of demographic variables on consumer ethnocentrism. As a result of these studies, it has been determined that women (Balabanis et al., 2001; Han 1990; Kaynak & Kara, 2002), the elderly (Balabanis et al., 2001; Watson & Wright, 2000; Lee et al., 2003; Vida & Dmitrovic, 2001), consumers with low education levels (Balabanis et al., 2001; Watson & Wright, 2000; Lee et al., 2003; Javalgi et al., 2005), and those with low income levels (Keillor et al., 2001; Lee et al., 2003) are more ethnocentric.

Gender

In many researches that have been conducted, it has been found out that women are more ethnocentric as compared to men. This is because women have a more conservative and conformist disposition. Women have a higher tendency to live in social harmony and positive feelings with the other members of their own society (Bruning 1997; Sharma et al., 1995). Especially during the migration process, the female immigrant members live as more introverted and attached to their original cultures and are more reserved to the host culture. As a matter of fact, although this holds true for all immigrant members, women are able to overcome this more difficultly than men.

H₁: There is a relationship between gender and consumer ethnocentrism among Turkish immigrants consumers.

Age

Although a relationship has not been found between age and ethnocentric behaviors in the first researches made on consumer ethnocentrism, a positive relationship has been found between age and ethnocentrism in many subsequent studies (Caruana & Magri, 1996; Orth & Firbasova, 2003; Balabanis & Diamantopoulos, 2002; Javalgi et al., 2005). Older consumers display ethnocentric tendencies and behaviors at higher levels. As compared to the youth, who have a more cosmopolitan and modern perspective and tendency, the older individuals tend to be more patriotic and have a higher level of national pride. This means that the tendency of the old consumers to purchase and use products of their home countries is higher than that of the young individuals (Sharma et al., 1995). However, there are also studies showing that there are no relations between the age and the ethnocentric behaviors of the consumer (Sharma et al., 1995; Bawa, 2004).

H₂: There is a relationship between age and consumer ethnocentrism among Turkish immigrants consumers.

Income

In the literature, there are different findings regarding the positive or negative influence of the increase or decrease of income on consumer ethnocentrism. In certain studies, a negative relationship (Caruana & Magri, 1996; Sharma et al., 1995), and in some other studies a positive relationship (Shankarmahesh, 2006) has been discovered between income and consumer ethnocentrism. In the immigrant consumer literature, the differences in the income levels influence consumer choices and immigrant purchasing behavior. Economic status is among the primary factors influencing the product and brand choice of the immigrant. Economic status depends on the level, stability, acquisition time and the disposal of income, savings and the values of liquid and non-liquid assets and the preferences between spending and saving. While certain consumers prefer high-priced products, some others prefer those that are cheaper. There is a relationship between the increase in income level and purchasing expensive or cheap products. As a matter of fact, the increase of income also changes the ethnocentric tendency level of the consumer. While consumers with low income have a high ethnocentric tendency, they have medium to low ethnocentric tendency levels, respectively, as the income increases.

H₃: There is a relationship between income and consumer ethnocentrism among Turkish immigrants consumers.

Education Level

Similar to the other demographic variables; there also are studies on the presence of a relationship between education level and ethnocentrism. In general, it is concluded that individuals with high education levels become less ethnocentric consumers. The conducted researches indicate that individuals become less conservative as their education levels increase and that this would reduce biases as aimed for foreign products and brands and thus ethnocentrism in the consumer attitudes and behaviors. In addition, education level is also observed as an important indicator of tolerance to ethnic minorities (Coenders & Scheepers, 1998; Hello et al., 2004). In short, education level both positively influences the perceptions of the immigrants and the way they are perceived in the society they have come, and accelerates accord by increasing the adaptation of the immigrants to the society. Researches support the conclusions that verify the negative relationship between consumer ethnocentrism and education level (Sharma et al., 1995; Klein & Ettenson, 1999; Caruana & Magri, 1996). In their research, Pettigrew & Tropp (2011) have found that there is a strong negative relationship between education level and ethnocentrism; and that highly educated individuals are less ethnocentric as compared to individuals with low education levels.

H₄: There is a relationship between education and consumer ethnocentrism among Turkish immigrants consumers.

Generation

In examining the ethnocentric behaviors of immigrants, the generation variable is highly significant. The definition made for those who have been born at the same historical times or periods, who belong to time periods shaped by economic and social moves or are members of a social group is called generation. Generations have differences arising from the differences in the ways they have been raised and the differences of their environments. These differences demonstrate that there are important differentiations among generations both in their characters, their work lives and their social lives (Adigüzel et al., 2014).

It is necessary to explain how the “Generation” phenomenon, which is generally defined as above, is conceptualized and measured from the perspective of the immigrants. The most basic approach is related with the time the immigrant has come to the country. According to this approach, “generation” is correlated with the time of staying in the country and the time that the immigrants have arrived at the new country (Greenland & Brown, 2005) (Sahak, 2010). Regarding this issue, Berry et al., (2006) have formed a framework related with the staying periods of the immigrants. According to this framework, the “staying period” is divided into 3 categories as 12-18 years, 6-12 years and less than 6 years.

Parameswaran & Pisharodi (2002) have made another generation distinction as based on the birth and residence places of the parents. According to this research conducted in the USA, there are three groups. The first group “immigrants” consists of those who have been born outside the USA but live in the USA; the “first generation” is those who have been born and are living in the USA; and the “more rooted citizens” are those whose parents and themselves have been born and are living in the USA. According to this study, the ethnocentrism levels of the respondents vary depending on generation and ethnocentrism decreases as the generation level increases.

H₅: There is a relationship between generation and consumer ethnocentrism among Turkish immigrants consumers.

3.0 RESEARCH METHODOLOGY

In the design of the applied research conducted in order to demonstrate the relationships between the demographics of the Turkish immigrant consumers living in Germany and the ethnocentrism tendencies of their generations, a descriptive research model (Kurtuluş, 2004) has been used. With the information derived from the literature, responses have been sought to the following questions in order to be able to achieve the basic purpose of the research.

1. What are the demographics and the generations of the respondents?
2. What are the consumer ethnocentrism tendencies of the respondents?
3. Are there any meaningful relationships between the demographics and the generations of the respondents and their ethnocentrism tendencies?

In the research, which has been developed according to the basic purpose expressed above, the relationships between the variables have been examined. In the research model, descriptive research design has been used to define the relationships between variables; meanwhile a causative research model has been used to examine the causative relationships between the variables.

3.01 SAMPLE

The population of the research, using the convenience sampling method, is composed of the Turkish immigrants living in the city of Cologne in Germany. According to the 2013 official figures, 1,024,346 persons live in Cologne which is one of the large cities in Germany where the population is increasing. In the city, where 17% of the population is foreigners, there are 64,592 Turkish citizens (<http://koln.bk.mfa.gov.tr/ShowInfoNotes.aspx?ID=140254>). In the research, everyone who has been born as a Turkish citizen and those who are their children and grandchildren have been accepted as

Turkish immigrants. Taking this into account, it is estimated that the number of Turkish origin immigrants in the city is approximately around one hundred thousand. In calculating the sampling size of the research, considering 30% main mass variance, 95% confidence interval (z table value 1,96) and 5% sampling error, the sampling size has been calculated as 383. A pilot study has been conducted by 50 persons chosen from the main mass and the survey has been put into the final form. Considering the return ratio, 750 surveys have been distributed and 599 of the returned surveys have been analyzed.

3.02 DATA ANALYSIS

In the research conducted in order to demonstrate consumer ethnocentrism tendencies, the Ward technique was used in the hierarchical clustering approach. At this stage, explanatory factor analysis has been applied on the Consumer Ethnocentrism scale (Shimp & Sharma, 1987), in the grouping of the respondents. Cluster analysis has been performed using the single factor determined as a result of the factor analysis, and three clusters have been obtained. In the second stage of the analysis, the suitability of the three cluster choices has been decided on using the k-averages technique, which is a non-hierarchical clustering technique. Then, in order to see the relationship between the three consumer ethnocentrism tendencies that have been obtained and the demographics and immigrant characteristics, chi-square (χ^2) analysis has been applied. Correspondence analysis has been used in order to see the correspondence between the generations and the ethnocentrism levels of the immigrants; and multiple correspondence analysis has been used to see the multiple association of the demographic properties.

3.2.1 DEMOGRAPHICS AND MIGRATION CHARACTERISTICS OF THE RESPONDENTS

The distribution of the respondents with respect to the demographic variables related with gender, age group, income, education and household population size are provided in Table 1.

Table 1: Demographics of the respondents (n=599)

Variables		Frequency	Percent (%)
Gender	Female	294	49.1
	Male	305	50.9
Age Group	18-24	100	16.7
	25-30	73	12.2
	31-35	90	15
	36-45	183	30.6
	46-55	100	16.7
	56-65	38	6.3
	66 and above	15	2.5
	Monthly Income	€1.501 and less	142
	€1.501 - 3.000	301	50.3
	€3.001 - 4.500	122	20.4
	€4.501 - 6.000	23	3.8
	€6.001 and above	11	1.9
Education Status	Literate	27	4.5
	Elementary School	73	12.2
	Secondary School	73	12.2
	High School	82	13.7
	Associate-Undergraduate-Graduate	43	7.2
	Hauptshule - Realschule	153	25.5
	Gymnasium	35	5.8
	Universtad/Fachhochschl	113	18.9

As can be seen from Table 1; 50.9% of the research respondents are composed of male and 49.1% of female immigrants. 16.7% of the immigrants participating in the research are in the 18-24 age group,

12.2% in the 25 - 30 age group, 15% in the 31 - 35 age group, 30.6% in the 36 - 45 age group, 16.7% in the 46 - 55 age group, 6.3% in the 56-65 age group and 2.5% in the 66 and above age group. When the average monthly incomes of the respondents are examined; it is seen that 23.7% have an income of €1500 and less, 50.3% between €1501 - 3000, 20.4% between €3001 - 4500, 3.8% between €4501 - 6000 and finally 1.9% has income €6001 or more. In addition to these characteristics, when Table 12 is examined; it is observed that 49.8% of the Turkish immigrants participating in the survey have studied in education institutions in Turkey and 50.2% in education institutions in Germany. One of the most important reasons for the high education levels of the immigrants participating in the survey is the fact that the field study has been conducted at the city center Cologne.

The generations, citizenship statuses of the immigrants and their frequencies of visiting Turkey are provided in Table 2.

Table 2: Immigrant characteristics of the immigrants

Variables		Frequency	Percent
Generation	1 st Generation	133	22.2
	2 nd Generation	299	49.9
	3 rd Generation	167	27.9
Citizenship Status	Turkish Citizen	379	63.3
	German Citizen	164	27.4
	Dual Citizenship	56	9.3
Frequency of visiting Turkey	2 times a year or more frequently	158	26.4
	Once e year	306	51.1
	Once in every 2-3 years	120	20.0
	Once in every 4-5 years	8	1.3
	Infrequent once in more than every 5 years	7	1.1

n=599

The generation statuses of the Turkish immigrants have been shown in Table 2. In the research, since the ages of the fourth generation immigrants were not compatible with the sampling (age) characteristics, only the first, second and third generation respondents have been evaluated. Half of the respondents (49.9%) are second generation, 27.9% are third generation and 22.2% are first generation immigrants. When the citizenship statuses of the respondents are examined, it is observed that 63.3% are Turkish citizens, 27.4% are German citizens and 9.3% are both Turkish and German citizens. When the frequencies of the respondents to visit Turkey are examined, 51.1% go one a year, 26.4% go twice a year or more frequently, 20% once in every two to three years, 1.3% once in every four to five years, and 1.1% go infrequently as once in more than every five years.

3.2.2 IMMIGRANT CONSUMER ETHNOCENTRISM

The ethnocentrism concept reflects the consumption tendencies or feelings of the consumers rather than their purchasing behaviors. Ethnocentric consumers may not want to purchase the products of their home countries, however feel that it is their duty to prefer those products. From this perspective, in the consumer ethnocentrism researches, it is necessary to examine the consumer opinions on “product” level, to reveal not their behavioral but only their intellectual tendencies, in short to reduce the “ethnocentrism” concept to the “consumer ethnocentrism” level. The CETSCALE scale developed by Shimp & Sharma (1987) has been used in order to determine the ethnocentrism tendencies of the Turkish immigrants living in Germany.

The analysis made within the scope of the explanatory factor analysis has been applied with varimax rotation, based on the Principal Components method, and in order to assess the sampling adequacy, and the limit value in the Kaiser-Meyer-Olkin (KMO) test has been accepted as 0,50 (Table 3). In order to be able to make DFA, the Bartlett sphericity test ($p < 0,05$) has been applied to test whether there are adequate relationships between the variables (Sipahi et al., 2006). The explanatory factor analysis

results have been provided in Table 3.

Table 3: Factor analysis regarding the ethnocentrism of the respondents

Factors	
Consumer Ethnocentrism	
A real Turk should always use Turkish products	0.85
A Real Turk should always purchase Turkish products	0.81
To purchase Turkish products is always the best decision	0.81
I prefer Turkish products even if they cost me more in the long run	0.80
Turks should not purchase foreign products because this damages Turkish businesses and cause unemployment	0.78
We should prefer products produced in Turkey rather than allowing other countries to be richer than Turkey	0.76
To purchase Turkish products always comes first for me	0.71
Consumers who do not purchase Turkish products are responsible for the Turks being fired from their jobs	0.67
If the product is of the same quality. I prefer to purchase a Turkish product even if the Turkish product is 10% more expensive	0.62
Eigenvalue	5.24
Explained variance (%)	58.27
Cronbach's alpha	0.90
KMO	0.91
Bartlett's Test of Sphericity	29.2561

As a result of the factor analysis that has been made, a single factor has been determined. According to that, this factor explains a very large part such as 58.27% of the total variance. The α (Cronbach-alpha) value associated with this factor is 0.90. When the expressions entering into this factor are examined; it is formed by expressions such as “A real Turk should always use Turkish products”, “To purchase Turkish products is always the best decision”. This single factor has been named as “Consumer Ethnocentrism”.

3.2.3 ETHNOCENTRISM LEVELS

As a result of the factor analysis applied on the consumer ethnocentrism scale, the ethnocentrism levels of the immigrants have been determined. Cluster Analysis is a statistical method with multiple variables aiming to rearrange the sampling consisting of units in the form of relatively homogeneous groups (Aldenderfer & Blashfield, 1984). Since the sampling number is larger than 250 and the cluster number has been previously decided, the K-Means Cluster Analysis has been chosen from the non-hierarchical cluster methods. In order to better demonstrate the distinctive characteristics, following the clustering made as a result of the factor analysis, total three clusters have been defined as one cluster per each factor dimension. These clusters are provided in Table 4.

Table 4: Consumer ethnocentrism tendency levels of the immigrants

		N	%
Consumer Ethnocentrism Tendency Levels	Ethnocentric at Low Level	193	32.4
	Ethnocentric at Medium Level	270	45.1
	Ethnocentric at High Level	132	22.4

As can also be observed in Table 4, as a result of the K-means cluster analysis depending on consumer ethnocentrism tendencies, 193 immigrants in the first cluster are ethnocentric at a low level (those who prefer the products of other countries more), 270 immigrants in the second cluster are ethnocentric at a medium level (those who can prefer both the Turkish products and the products of other countries) and 132 immigrants in the third cluster are ethnocentric at a high level (high tendency to prefer Turkish products). The difference between the three clusters have been found meaningful at the 0.05 relevance level.

3.2.4 RELATIONSHIP BETWEEN THE GENERATIONS AND THE ETHNOCENTRISM LEVELS OF THE RESPONDENTS

In order to see whether there are meaningful relationships between the ethnocentrism levels of the Turkish immigrants participating in the research, according to their consumer ethnocentrism tendencies, and the generations, χ^2 (Chi-Square) analysis has been made (Table 5).

Table 05: Relationships between the Immigrant Characteristics and ethnocentrism Levels of the Respondents

	χ^2	Df	p
Generation	16.04	4	0.03*

**p < ,001 *p < 0,05

As can be observed in Table 5, as a result of the chi-square test made between the ethnocentrism levels and the generations of the immigrants, meaningful differences have been determined between the immigrant’s generation and consumer ethnocentrism ($\chi^2= 16.04$, $p<0.05$). In order to examine the meaningful relationship obtained as a result of the χ^2 (Chi-Square) tests in more detail and see the association between ethnocentrism levels and generation, correspondence analysis has been applied. The analysis results have been provided below.

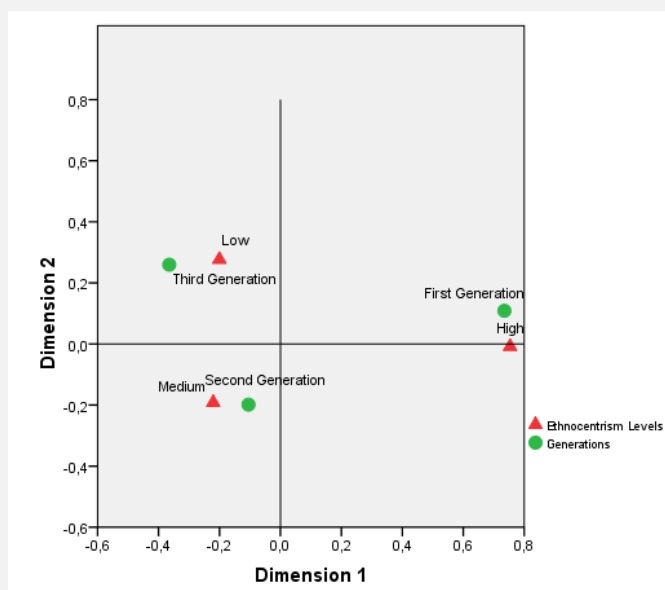
Table 6: Summary of the correspondence analysis for the consumer ethnocentrism levels and the generations of the respondents

Dimension	Singular		χ^2	p	Accounted for	Proportion of Inertia	
	Value	Inertia				Cumulative	
1	0,16	0,026	16.04	0.03*	0,93	0.93	
2	0.04	0.002			0.07	1.00	
Total		0.027			1.00	1.00	

*4 degrees of freedom

When we examine the summary of the correspondence analysis made for the ethnocentrism levels and generation groups of the Turkish immigrants participating in the research (Table 6), we observe that the square value showing that the two variables are interrelated is meaningful ($p=0,01$). The inertia value indicates that the data explain 16.9% or the total variance. The first dimension explains 92.5% of this and the second dimension explains 7.5%.

Figure 1: Relationships between the generations and the ethnocentrism levels of the immigrants



In Figure 1, the results of the correspondence analysis of the association between the consumer ethnocentrism levels and the generations of the Turkish immigrants participating in the research has been provided graphically. When Figure 1 is examined, it is revealed that the first generation Turkish citizen immigrant consumers are highly ethnocentric, while the 3rd generation immigrants have an ethnocentric tendency for Turkish products at a low level.

3.2.5 RELATIONSHIPS BETWEEN THE DEMOGRAPHICS AND THE ETHNOCENTRISM LEVELS OF THE RESPONDENTS

In order to see whether there are any meaningful relationships or not between the ethnocentrism levels of the Turkish immigrants participating in the research, formed as based on their consumer ethnocentrism tendencies, and demographics such as gender, education level, average monthly income and age, χ^2 (Chi-Square) analysis has been made (Table 7).

Table 7: Relationships between the demographics and the ethnocentrism levels of the respondents

	χ^2	df	p
Age	36.97	12	0.01**
Gender	7.87	2	0.02*
Income	16.21	8	0.03*
Education	49.04	14	0.01**

**p < .001 *p < 0.05

As can be seen in Table 7, according to the results of the chi-square test made between the ethnocentrism levels and immigrant characteristics of the immigrants, meaningful relationships have been found between age ($\chi^2= 36.97$, $p<0.01$), gender ($\chi^2= 7.87$, $p<0.05$), income ($\chi^2= 16.21$, $p<0.05$) and education ($\chi^2= 49.04$, $p<0.01$) statuses.

In order to examine the meaningful relationships obtained in the result of the χ^2 (Chi-Square) test in further detail; and see the relationship between the groups belonging to age, gender, income and education statuses, multiple correspondence analysis has been applied. The analysis results have been provided in Table 8.

Table 8: Ratios of the ability of the variables to explain the variance as based on the dimensions

Dimensions	Reliability Coefficient	Explained Variance (%)	
		Eigenvalues	Inertia
1	0.55	1.79	0.36
2	0.42	1.52	0.30
Total		3.32	0.66
Average	0.49	1.66	0.33

The eigenvalues give an exact measurement of correspondence between the actual graph and the two dimensional graph obtained (Aytaç & Bayram, 2001). According to the above values, it might be told that the correspondence between the actual graph and the two dimensional graph obtained is very good ($0.36+0.30=0.66$). As can also be seen in Table 8, the ratios of the variables in both dimensions in explaining the variance are quite good.

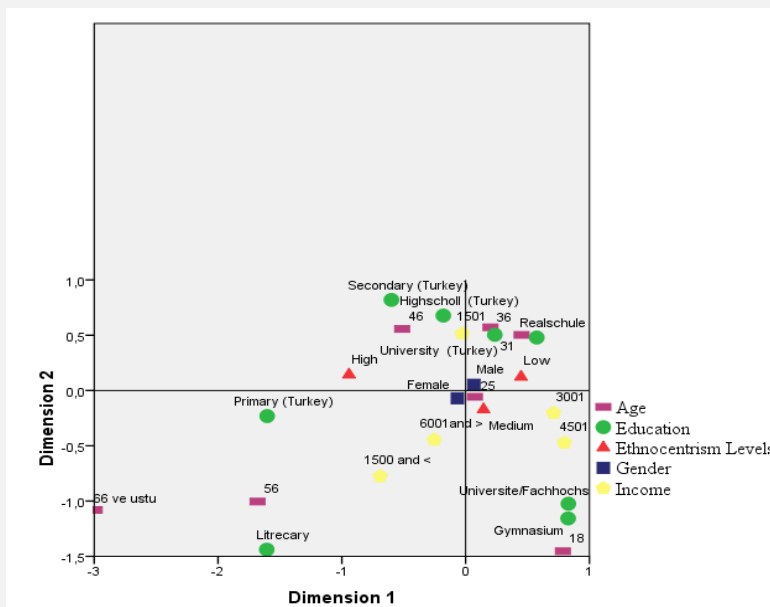
Table 9: Dissociation measurements of each variable and each dimension

Variable	Dimension	
	1	2
Age	0.59	0.62
Gender	0.04	0.04
Income	0.22	0.27
Education	0.71	0.59

Ethnocentrism Levels	0.27	0.02
Total	1.79	1.52
Explained variance (%)	0.36	0.30

The dissociation measurements of each variable and each dimension have been provided in Table 9. The dissociation measurements are correlations, the squares which have been taken. When we examine Table 9, it is observed that the education variable contributes more in explaining the first dimension, while the age variable contributes more in explaining the second dimension.

Figure 2: Relationships between demographics and ethnocentrism levels



In Figure 2, the results of the multiple correspondence analyses between the consumer ethnocentrism levels and the demographics of the Turkish immigrants are observed. When Figure 2 is examined, it is observed that female and male immigrants in the 46-55 age group, who have graduated from elementary school, secondary school and high school in Turkey, and have an income level of 1501-3000 € have a high level of telocentric tendency for Turkish products. Female and male immigrants in the 25-30 age group, who have completed Gymnasium and Universtad/Fachhochschl in Germany and have a monthly income level of 3000-6000 € have a medium level ethnocentric tendency. It has been revealed that especially the second and third generation immigrant consumers who are German citizens behave ethnocentrically at medium level. Meanwhile, it has been revealed that males in the 31-45 age group, who have completed Hauptshule - Realschule in Germany or University in Turkey, are ethnocentric at a low level.

4.0 CONCLUSIONS AND POLICY IMPLICATIONS

In this research, the ways that consumer ethnocentrism tendencies and relationships change between different demographics have been examined. The results have demonstrated that there are relationships between demographics composed of gender age, income and education and the ethnocentrism tendencies (Han, 1990; Keillor et al., 2001; Kaynak & Kara, 2002; Watson & Wright, 2000; Lee et al., 2003; Vida & Dmitrovic, 2001; Javalgi et al., 2005). When the results are evaluated with respect to the low, medium and high level ethnocentrism tendencies, it has been revealed that the respondents who have a high level of ethnocentrism tendencies are middle aged immigrants who have been educated in Turkey. Meanwhile, it is observed that the respondents who have medium level ethnocentrism tendencies are younger respondents who have undergone education in Germany and have an income level above the average. And, it is observed that the immigrants who have a low level of ethnocentrism tendency are young males who have been educated in Germany. When all variables

are evaluated separately, it is observed that the ethnocentrism tendencies of females are higher than males. This finding is parallel with the other conducted researches in the literature (Sharma et al., 1995; Balabanis et al., 2001; Han, 1990; Kaynak & Kara, 2002).

As a result of many researches that have been made, it has been revealed that females were more ethnocentric as compared to males. In the research, it is observed that ethnocentric tendencies emerge more in young females and males. It has been found that the ethnocentrism levels of the older consumers were higher than the young consumers. In many researches, it has been demonstrated that the ethnocentrism tendencies increase as age increases (Balabanis et al., 2001; Watson & Wright, 2000; Lee et al. 2003; Vida & Dmitrovic, 2001). Education level is used as an important variable in determining ethnocentrism tendencies. In the earlier researches, meaningful relationships have been found between education level and consumer ethnocentrism. In the researches they have conducted in various countries, Brodowsky et al., (2004) and Javalgi et al., (2005) have found out that lowly educated and old individuals have higher ethnocentrism tendencies. In this research, it is observed that Turkish immigrants, who have been educated and completed their elementary and secondary education in Turkey, had higher levels of ethnocentrism tendencies. In some researches that have been conducted, a negative relationship has been found between income level and consumer ethnocentrism (Caruana & Magri, 1996; Sharma et al., 1995), while in some other researches a positive relationship (Shankarmahesh, 2006) has been revealed. As is the case in the researches of Keillor et al., (2001) and Lee et al. (2003), it has also been found out in this research that the Turkish immigrants who have a low income level have high ethnocentrism tendencies. In this paper where the ethnocentric tendencies of immigrant consumers for the products of their home countries have been examined, it has been found that the first generation Turkish citizen immigrant consumers are ethnocentric at high levels.

The findings of this paper may provide implications for entrepreneurs. Especially Turkish and European entrepreneurs who want to target Turkish immigrants in Germany will have a better understanding of the specific characteristics of this market. The findings may be used by retailers for market segmentation based on ethnic identity level of immigrants.

Also the findings about products brought from Turkey may be used for decisions about product assortments and advertising messages. The main limitation of the study is that the sample for field survey was selected just from Cologne.

REFERENCES

- Adıgüzel, O., Batur, H.Z., & Ekşili N. (2014). Kuşakların değişen yüzü ve y kuşağı ile ortaya çıkan yeni çalışma tarzı: Mobil yakalılar. Süleyman Demirel Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, 1(19), 165-182.
- Alden, D.L., Steenkamp, J. E. M., & Batra, R. (2006). Consumer attitudes toward marketplace globalization: Structure, antecedents and consequences. *International Journal of Research in Marketing*, 23(3), 227-239.
- Aldenderfer, M. S., & Blashfield, R. K. (1984). *Cluster analysis*. Beverly Hills, CA: Sage Press, A.B.D.
- Allport, G. W. (1958). *The nature of prejudice*. London: Addison-Wesley.
- Aytaç, M., & Bayram, N. (2001). *Çoklu karşılık getirme analizi ve öğretim elemanları üzerine bir uygulama*. Paper presented at the meeting of the V. Ulusal Ekonometri ve İstatistik Sempozyumu, Adana.
- Balabanis, G., Diamantopoulos, A., Mueller, R. D., & Melewar, T. C. (2001). The impact of nationalism, patriotism and internationalism on consumer ethnocentric tendencies. *Journal of International Business Studies*, 32(1), 157-175.
- Balabanis, G., Mueller, R. D., & Melewar, T.C. (2002). The relationship between consumer ethnocentrism and human values. *Journal of Global Marketing*, 15(3/4), 7-37.
- Bawa, A. (2004). Consumer ethnocentrism: CETSCALE validation and measurement of extent. *The Journal for Decision Makers*, 29(3), 43-57.

- Berkowitz, L. (1962). Aggression: a social psychological analysis. *Journal of Conflict Resolution*, 8(2), 131-146.
- Berry, J. W., Phinney, J. S., Sam, D. L., & Vedder, P. (2006). Immigrant youth: Acculturation, identity and adaptation. *Applied Psychology: An International Review*, 55(3), 303-332.
- Brodowsky, G. H., Tan, J. & Meilich, O. (2004). Managing Country-Of-Origin Choices: Competitive Advantages and Opportunities. *International Business Review*, 13(6), 729-748.
- Bruning, E. R. (1997). Country of origin, national loyalty and product choice: The case of international air travel. *International Marketing Review*, 14(1), 59-74.
- Caruana, A., & Magri, E. (1996). The effects of dogmatism and social class variables on consumer ethnocentrism in Malta. *Marketing Intelligence & Planning*, 14(4), 39-44.
- Coenders, M., & Scheepers, P. (1998). Support for ethnic discrimination in the Netherlands 1976-1993: Effects of period, cohort, and individual characteristics. *European Sociological Review*, 14(4), 405-422.
- Dibb, S., & Simkin, L. (2009). *Marketing essentials*. Singapore: South-Western Cengage Learning.
- Greenland, K., & Brown, R. (2005). Acculturation and contact in Japanese students studying in the United Kingdom. *Journal of Social Psychology*, 145(4), 373-389.
- Han, C. M. (1990). Testing the role of country image in consumer choice behavior. *European Journal of Marketing*, 24(6), 24-39.
- Hello, E., Scheepers, P., Vermulst, A., & Gerris, J. R. M. (2004). Association between educational attainment and ethnic distance in young adults. Socialization by schools or parents? *Acta Sociologica*, 47, 253-275.
- <http://koln.bk.mfa.gov.tr/ShowInfoNotes.aspx?ID=140254>
- Jamal, A., & Chapman, M. (2000). Acculturation and inter-ethnic consumer perceptions: Can you feel what we feel? *Journal of Marketing Management*, 16(4), 365-391.
- Javalgi, R. G., Khare, V. P., Gross, A. C., & Scherer, R. F. (2005). An application of the consumer ethnocentrism model to French consumers. *International Business Review*, 14, 325-344
- Kaynak, E., & Kara, A. (2002). Consumer perceptions of foreign products: an analysis of product-country images and ethnocentrism. *European Journal of Marketing*, 36 (7/8), 928-949.
- Keillor, B., D'Amico, M., & Horton, V. (2001). Global consumer tendencies. *Journal of Psychology & Marketing*, 18(1), 1-19.
- Klein, J.G., & Ettenson, R. (1999). Consumer animosity and consumer ethnocentrism: an analysis of unique antecedents. *Journal of International Consumer Marketing*, 11(4), 5-24.
- Kurtuluş, K. (2004). *Araştırma yöntemleri*. Türkmen Kitabevi, İstanbul.
- Lantz, G., & Loeb, S. (1996). Country of origin and ethnocentrism: An analysis of Canadian and American preferences using social identity theory. *Journal of Advances in Consumer Research*, 23, 374-378.
- Lee, W. N., Hong, J. Y., & Lee, S. J. (2003). Communicating with American consumers in the post 9/11 climate: an empirical investigation of consumer ethnocentrism in the United States. *International Journal of Advertising*, 22(4), 487-510.
- Nijssen, E. J., Douglas, S. P., & Bressers, P. (1999). Attitudes toward foreign products: extending the animosity model. Paper presented at the meeting of the Academy of Marketing, Global Marketing SIG Joint Conference.
- Orth, U. R., & Firbasova, Z. (2003). The role of consumer ethnocentrism in food product evaluation. *Agribusiness*, 19(2), 137-153.
- Özer, A., & Dovganiuc, O. (2013). Gösteriş amaçlı ürünlerin satın alınmasında ülke orijini ve tüketici etnosentrizminin etkisi. *Pazarlama ve Pazarlama Araştırmaları Dergisi*, 11, 61-80.
- Parameswaran, R., & Pisharodi, R. M. (2002). Assimilation effects in country image research. *International Marketing Review*, 19(3), 259-278.
- Paswan, A. K., & Sharma, D. (2004). Brand-country of origin (COO) knowledge and COO image: investigation in an emerging franchise market. *Journal of Product & Brand Management*, 13(3), 144-155.
- Penaloza, L. (1995). Immigrant consumers: Marketing and public policy considerations in the global economy. *Journal of Public Policy & Marketing*, 14(1), 83-94.
- Pettigrew, T. F., & Tropp, L. R. (2011). *When groups meet. The dynamics of intergroup contact*. New York: Psychology Press.

- Rosenblatt, P. C. (1964). Origins and effects of group ethnocentrism and nationalism. *Journal of Conflict Resolution*, 8(2), 131-146.
- Sahak, S. Z. (2010). Ethnocentric consumption of Malaysian consumers and acculturating migrants. (Unpublished doctoral dissertation). University of Salford, UK.
- Shankarmahesh, M. N. (2006). Consumer ethnocentrism: An integrative review of its antecedents and consequences. *International Marketing Review*; 23(2), 146-172.
- Sharma, S., Shimp, T. A., & Shin, J. (1995). Consumer ethnocentrism: A test of antecedents and moderators. *Academy of Marketing Science Journal*, 23(1), 26-37.
- Shimp, T., & Sharma, S. (1987). Consumer ethnocentrism: Construction and validation of the CETSCALE. *Journal of Marketing Research*, 23, 280-289.
- Sipahi, B., Yurtkoru, E. S., & Çinko, M. (2006). *Sosyal bilimlerde SPSS ile veri analizi*. Beta Basım A.Ş., İstanbul.
- Skinner, G. W. (1959). Origins and effects of group ethnocentrism and nationalism. *Journal of Conflict Resolution*, 8(2), 131-146.
- Sumner, W. G. (1906). *Folkways: The sociological importance of usages, manners, customs, mores and morals*. New York: Ginn & Co.
- Supphellen, M., & Rittenburg, T. L. (2001). Consumer ethnocentrism when foreign products are better. *Psychology and Marketing*, 18(9), 907-927.
- Vida, I., & Dmitrovic, T. (2001). An empirical analysis of consumer purchasing behavior in former Yugoslav markets. *Economic and Business Review*, 3(3/4), 191-207.
- Wang, C. L., & Chen, Z. X. (2004). Consumer ethnocentrism and willingness to buy domestic products in a developing country setting: Testing moderating effects. *Journal of Consumer Marketing*, 21(6), 391-400.
- Watson, J. J., & Wright, K. (2000). Consumer ethnocentrism and attitudes toward domestic and foreign products. *European Journal of Marketing*, 34(9/10), 1149- 1166.
- Yu, J. H., & Albaum, G. (2002). Sovereignty change influences on consumer ethnocentrism and product preferences: Hong Kong revisited one year later. *Journal of Business Research*, 55(11), 891-899.