Can Consumer Ethnocentrism Assist the Competitiveness of Jordanian Local Olive Oil? A Fuzzy Logic Based Analysis Study

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EXECUTIVE SUMMARY

The concept of consumer ethnocentrism can be valuable for local marketers in developing countries as it can increase the competitiveness of local country products in a globalized competitive market. This paper aims to examine to which level Jordanian consumers are ethnocentric towards purchasing their national olive oil which is considered as an essential part of the Jordanian identity. More specifically, the study aims to explore the influence of socio-psychological variables namely nationalism, patriotism and internationalism on consumer ethnocentrism applying fuzzy logic analysis methodology. Data was collected from a total number of 193 Jordanians who lived in Amman city during the spring of 2012. Results indicate that Jordanians’ ethnocentric tendencies are inflamed by nationalism. The fuzzy logic system proved to work well in predicting Jordanians’ ethnocentric tendencies based on their nationalistic, patriotic and internationalist feelings.

Keywords: Consumer ethnocentrism, Fuzzy logic, Nationalism, Patriotism, Internationalism