The Influence of Demographics on Consumer Ethnocentrism:
A Jordanian Consumers’ Perspective Following the Arab Democratization Movements

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EXECUTIVE SUMMARY

Consumer ethnocentrism research has ignored exploring ethnocentric tendencies of individuals from the Middle East. The majority of consumer ethnocentrism studies have examined ethnocentric tendencies among consumers towards domestic products without referring to particular products. This study aims to measure Jordanians' ethnocentric tendencies towards their national pharmaceutical products and explore how such ethnocentric tendencies vary based on different consumer segments. Data were collected from 154 Jordanians. The results revealed that different Jordanian segments showed different ethnocentric tendencies towards Jordanian national pharmaceutical products. Jordanian and global marketers should take into consideration the level of ethnocentrism expressed by Jordanians towards their national products.

Keywords: Consumer ethnocentrism, Pharmaceutical products, Demographics, Jordan, Arab uprisings

INTRODUCTION

Marketers should be aware that savvy global customers demand high quality products (Tripathi, 2009). Moreover; they should know that differences between customers still exist despite rapid globalization (Cleveland et al., 2009). For example, national identity still represents a barrier to international trade (Vida et al., 2008). The globalization of markets has intensified the competition between local and global products, particularly in developing countries where it is hard for local products to compete with imported products (Nguyen et al., 2008).

Generally, consumers' preferences for their domestically made products and their dislike of foreign products have been well researched (Evanschitzky et al., 2008). International business literature has concluded that consumers prefer products sourced from highly industrialized countries (Chandrasen, 2009). However, developing countries have been ignored in most international business research (Ganideh, 2010). For example, international researchers have ignored exploring African consumers' foreign versus domestic product bias (John & Brady, 2010). Little attention has been paid to Arab countries in international business literature.

BACKGROUND

The ethnocentrism concept entails that consumers keep away from purchasing products sourced from foreign countries due to high ethnocentric tendencies, however, they might still buy a particular country product due to the affinity towards that country (Oberecker & Diamantopoulos, 2011). Purchasing foreign products is perceived by ethnocentric consumers as immoral, as it has an adverse impact on the national economy and causes unemployment (Ahmed et al., 2004). Simply, a high consumer ethnocentric tendency cause consumers to purchase their local products and keeps them away from purchasing foreign products due to ethnic and nationalistic reasons (Poon et al., 2010). Overall, the existence of consumer ethnocentric tendencies and its negative influence on foreign products purchase have been confirmed (Puzakova et al., 2010). Hsu and Nien (2008) indicated that consumer ethnocentrism concept has helped researchers to justify consumers' bias