



Handelshøyskolen BI - campus Oslo

BTH 36301

Bacheloroppgave i markedsføring

Bacheloroppgave

Applying the Consumer Ethnocentrism Model to Norwegian Consumers.

Navn: Cornelia Lundberg, Benedicte Rodahl
Overå

Utlevering: 06.01.2020 09.00

Innlevering: 15.06.2020 12.00

Bachelor Thesis
at BI Business School

Applying the Consumer Ethnocentrism
Model to Norwegian Consumers.

Exam code and name:

BTH36301 – Bachelor Thesis in Marketing

Hand out date:

06.01.2020

Submission date:

15.06.2020

Campus:

BI Oslo

This thesis is a part of the International Marketing program at BI Norwegian Business School. The school takes no responsibility for the methods used, results found, and conclusions drawn.

Foreword and acknowledgements

After three momentous years at BI Business School we are now finishing our degree in International Marketing. It has been three tough, yet educational years with an abundance of studying and laughter. Although the last year did not end as expected, we are still satisfied to present the final result.

We have chosen to research a topic which we consider to be highly interesting and at the same time relevant for our degree and future projects. It gave us the opportunity to better understand what international companies or national, have to consider according to the perceptions of the Norwegian consumer. The research process has given us useful abilities and greater respect for scientific research.

After a period full of unpredictable events and a lot of uncertainties, we would like to thank BI Norwegian Business School for accommodating and helping us to complete our Bachelor's degree within the expected time. Specifically, we would like to extend our heartfelt gratitude to our supervisor Eirik Haus for introducing us to this topic and for making this thesis possible. Without his help this thesis would not have been possible to accomplish. The thorough and quick feedback has motivated us to push through the hardships, which we are greatly appreciative of.

Lastly, we would like to thank everyone that participated in the survey for providing us with the material needed, as well as friends and family for the support throughout this experience.

Executive summary

This thesis explores Norwegian consumers' perceptions towards foreign products. It specifically investigates consumers' ethnocentric tendencies, which influences purchase intentions and preferences to domestic versus foreign products. The purpose of this thesis has been to establish Norwegian consumers' level of ethnocentrism and look at variables affecting this. The following research question was therefore developed;

What level of presence does consumer ethnocentrism have within Norwegian consumers, what factors affect this, and ultimately how does this affect the perception of foreign commodities?

The conceptual framework of this study was inspired by numerous studies building on Shimp and Sharma's theory of consumer ethnocentrism, consumer ethnocentric tendencies, and the CETSCALE. From this we also decided on the study's independent socio-psychological variables: perceived product necessity, cultural openness, perceived economic threat, and environmental concern. We also researched the demographic variables age and ethnic identity.

The paper is sectioned in four parts: firstly, a theoretical opening to introduce the topic and its relevance to contemporary society. Secondly, a methodology part where the responses were analysed and interpreted. Thirdly, discussion and conclusion where the results from methodology are defined and elaborated. Lastly, a reflective ending highlighting the limitations of the study, self-reflection and where to go with future research.

A descriptive, quantitative design was used to increase the generalisability; the survey gave a total of 169 usable responses to analyse. Primarily the analyses used were ANOVA and regression to test the six hypotheses formulated for the study. Prior to analysing the hypotheses, several validity analyses were done to uncover which questions belonged under the different variables.

Of the six formulated hypotheses four were supported. For the demographic variable, there is a significant difference in the level of consumer ethnocentric

tendencies concerning age. As for the socio-psychological variables perceived economic threat, cultural openness, and environmental concern all have a significant effect on the level of CET. The level of CET was evaluated as high, however as perceived economic threat was proven to have an effect, the current COVID-19 pandemic has in all likelihood affected the level to be higher than normal. Ethnic identity and perceived product necessity was not supported. However, certain findings in the analyses gives an indication that it needs to be further researched.

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1.0 Introduction

Modernisation has brought globalisation, where exchange among countries influence politics, economics and societies. To be a participant on the global arena companies have to constantly aspire to satisfy consumers' needs and demands across nations. Globalisation has led to an interspersed marketplace and provided economic integration of countries in different continents. Along the emergence of a global marketplace and high volumes of cross-border exchange, concerns of domestic productivity and integrity has in recent years followed (Bizumic, 2018; Sharma, Shimp, & Shin, 1995). Likewise, the perpetual reminder of reducing ecological footprint/choosing the locally made alternative has brought remorse and guilt to consumers purchasing imported goods. Furthermore, it imposes challenges for international companies when dealing with consumers outside the home market (Javalgi, Khare, Gross, & Scherer, 2005), since some consumers will have preferential treatment towards domestic products.

Since the Soviet Union fell as a subsequent effect of the end of the cold war, one can see a certain uniformisation of the world economy as of today, with it becoming more and more capitalistic and more countries adopting a market economy (Lavigne, 1999). The Soviet Union was famous for being the last standing socialist market in the western world and as it fell it marked "the end of history". That is, the long and winding history of socialism versus capitalism ended, with capitalism prevailing (Fukuyama, 2012). This shift in ideology has resulted in rapid globalisation and a growth in world trade unprecedented in history (Shankarmahesh, 2006). As a consequence, international trade activity has become a central part of the world economy (Watson & Wright, 2000) and many companies have grown to be large transnational corporations. Due to increasing presence of foreign companies in domestic markets, the necessity to gauge consumer's attitudes towards both domestic and foreign products has become greater (Netemeyer, Durvasula, & Lichtenstein, 1991). Many companies and brands have an increasing significant presence in various markets and these different markets will have a difference in consumption patterns. The reason as to why it is important to uncover these attitudes can be found in earlier studies. For example, Crawford and Lamb (referred in Watson & Wright, 2000) disclosed in 1981 that countries viewed as culturally similar to the home country were

preferred as to those dissimilar, which was also supported by Watson & Wright (2000). It is important to know this - and other determinative factors - if one wish to successfully penetrate a market. Being inattentive to these factors can result in failure to survive in a foreign market.

1.1 Consumer Ethnocentrism in Norway

Norway, a country with few established self-supported industries is dependent on cross-border exchange (Helgeson, Kurpis, Supphellen, & Ekici, 2017), in other words, export and import from foreign countries. The country has in recent years become more incorporated and exposed to other cultures, food, music, and values. However, without Norwegian consumers acknowledgement and purchasing power for imported products many of the everyday products would not be available on the domestic market. Although imports accounted for 756 billion NOK in 2019 (Trading Economics, 2020) consumers will not automatically be accepting of foreign products, nor does it indicate that consumer ethnocentrism will be nonexistent. An individual with more exposure to other cultures will most likely have an easier time accepting products produced outside Norway, than a particularly homogenic individual, with few interactions with foreign cultures (Shimp & Sharma, 1987).

Consumer ethnocentrism is a well discovered topic in the marketing field. Nevertheless, earlier research on consumer ethnocentrism in Norway is limited and there is insufficient literature on consumers attitudes to imported products on the market. Why and what factors contributes to Norwegian consumer ethnocentrism? In order for a foreign company to enter the Norwegian market it is helpful to have moderate knowledge of how consumers responds to various products, and likewise, to recognise the elements that supports consumer ethnocentrism. Furthermore, it can possibly assist Norwegian and foreign companies in gaining further understanding of purchase patterns of Norwegian consumers.

1.2 Purpose of the research

The objective of this research is to apply the theory of consumer ethnocentrism created by Shimp and Sharma in 1987 onto the Norwegian “population”. The research will highlight certain variables, both socio-psychological and demographic, that could potentially have a relation to the level of consumer ethnocentrism found. It is important to know this as the level could potentially be detrimental - if proven high, for a foreign company competing in Norway. It is easy to assume that it is low, as Norway is a country highly dependent on imports and the presence of foreign companies is high. However, there is no empirical data proving this, which is what we wish to confirm or refute with this research.

1.3 Research question

What level of presence does consumer ethnocentrism have within Norwegian consumers, what factors affect this, and ultimately how does this affect the perception of foreign commodities?

2.0 Literature review

2.1 Consumer Ethnocentrism

Consumer ethnocentrism, also known as Consumer Ethnocentric Tendencies (hereafter CET) was first defined by Shimp and Sharma in 1987. The theory of CET is an extension of the theory of general ethnocentrism by Sumner in 1906. Fundamentally the original theory defines ethnocentrism as:

“the view of things in which one’s own group is the centre of everything, and all others are scaled and rated with reference to it... Each group nourishes its own pride and vanity boasts itself superior, exalts its own divinities and looks with contempt on outsiders” (Sumner, pg.13)

Building further on this theory Shimp and Sharma elaborates on the applicability of this onto consumption patterns. They explain how the theory of ethnocentrism as a psychological phenomenon affecting discriminatory behaviour transcends

into their consumption patterns. Consumer ethnocentrism is defined as “beliefs held by consumers about the appropriateness, indeed morality of purchasing foreign made products”. Furthermore, an ethnocentric consumer often has bias towards their home market and feel a wrongdoing in purchasing products imported from other countries. The reluctance towards purchasing of foreign goods stems from the “threat” it opposes to the domestic economy (Shimp & Sharma, 1987), and the likelihood of reducing domestic labour activities (Herche, 1994). Steering from products of foreign origin, the more alien the higher the consumer scepticism (Watson & Wright, 2000). Presently this is something that companies have to adhere to if they wish to have a successful market penetration to countries where CET is high. Companies need to find a way to mitigate this uncertainty if they wish for their company, brand, or product to experience success within a certain market. The way to do this is through finding out how strong CET is in the desired market, and what factors that have an effect in elevating or reducing this psychological phenomenon. Doing this can ensure the company to develop the best possible strategy for their product, communication and marketing.

2.2 Ethnocentrism

Ethnocentrism is a broad field for research and has continuously been closely connected to the negative side of country bias, patriotism and nationalism. Presented in a study from Hercher (1994) and further discussed by Bizumic (2018) ethnocentrism also has an essential role in consumer’s decision making process, influencing perceptions of foreign products and purchase intentions- particularly the propriety of purchasing foreign made products. The concept of ethnocentrism is believed to be first developed by Sumner in 1906, although some might argue that it was first mentioned as early as in 1881, by Gumpłowicz. Ethnocentrism focuses on the establishment and the sustenance of an in-group; its culture, attitudes, values, goals and more. The idea of ethnocentrism fosters strong bonds with those of similar attitudes or preferences to those within their in-group (Sharma et al., 1995; Bizumic, 2018). A more ethnocentric person will often favour their own in-group’s values and ideas, and reject outgroups by identifying unfavourable traits that distinguishes the in-group from the outgroup (Druckman,

1968; Netemeyer et al, 1991). Further explained by Bizumic (2018) is that ethnocentrism is an attitudinal construct stemming from people's belief of one's group being of more importance than others.

2.3 Country of Origin

Country of origin (hereafter COO) is another topic whose effect on perception and consumption patterns has been dutifully explored. COO have been proven to oftentimes influence CET. Where a product's origin often is linked to biases against particular countries, that influences buying intentions of a product. In the field of consumer ethnocentrism, where studies have been done throughout the world, numerous of research have been affiliated with COO (Magnusson & A. Westjohn, 2011). Studies have shown that products from foreign countries fail the adoption in exporting markets, as a result of negative perceptions toward COO (Balabanis & Diamantopoulos, 2004; Hoffmann, Mai, & Smirnova, 2011, p.246; Klein, Ettenson, & Morris, 1998; Kaynak & Kara 2002). However, COO can either be positive or negative for the industry, depending on the perception from the customer and the CET is not something that is evenly predominant throughout all of the markets. Some industries will be exposed to higher CET by consumers than others, often within industries such as technology and food.

A study has shown that consumers with the same level of ethnocentrism tend to hold a certain prejudice and discrimination towards the same COO (Balabanis & Diamantopoulos, 2004). COO is used to reduce the level of risk involved in adopting products. High-risk products, that requires more research of product attributes pre-purchase have shown to be greater influenced by COO (Bilkey & Nes, 1982). However, the degree of consumer ethnocentrism to a particular COO still varies, depending on the product category. To assume that all products from a certain country will be met with similar attitudes, can result in inaccurate product evaluations (Bilkey & Nes, 1982; Kaynak & Kara, 2002).

Moreover, the level of consumer ethnocentrism and likelihood of adoption to a foreign product will be influenced by previous mindset to COO (Bizumic, 2018; Klein et al., 1998; Hoffmann et al., 2011; Helgeson et al., 2017). This construct can also be referred to as '*animosity*' - "Remnants of antipathy related to previous

or ongoing military, political, or economic events” (Klein et al., 1998). Although animosity is a construct built on consumer ethnocentrism, the concept in relation to consumer ethnocentrism focuses on perceptions against a particular country of origin, whereas consumer ethnocentrism addresses’ biases on a macro-level.

2.3.1 Country of Manufacture

Prior to purchase decisions are made by consumers, they form an evaluation of the product, particularly focused on the quality of the product. The evaluation of product quality is administered with the use of cues, to minimise uncertainties around the purchase (Bilkey & Nes, 1982). Country of manufacture (hereafter COM) is believed to function as an extrinsic cue with the “made in” identification, which provides the consumer with information about the manufacturing country (Allman, Fenik, Hewett, & Morgan, 2016; Bilkey & Nes, 1982; Helgeson et al., 2017). When a consumer is provided with greater product information, COM has greater influence over the evaluation process, and therefore, the probability of rejection of imports will be higher in markets where consumers have greater information of COM (Helgeson et al., 2017).

2.3.2 Brand

Of the set of cues a consumer goes through in order to assess the quality of the product, the most visible extrinsic cue is brand. In a way, it is possible to argue that brand is an alternative of country of origin as they are closely related.

Pecotich and Rosenthal cited that in 1977 Olson argued that the more familiar the brand, the greater its effect on product evaluation. Building on this they elaborated that a familiar brand is a powerful enough cue to overcome or enhance the COO effect (Pecotich & Rosenthal, 2001). C. M. Han suggest that brand name may even be a more powerful decision making cue than COO itself (Han, 1990).

Consumers are more likely to buy certain products because of the reputation of these products from specific countries have acquired, rather than because of the COO itself (Javalgi et al., 2005). It is important to note this for consumer ethnocentrism as country of origin and any linked brand names has had their effect on consumer behaviour proven in plentitude (Han & Terpstra, 1988). When a recognised brand is presented evidence show that a differential, enhanced

quality rating towards the country of origin. For example, many consumers have a high regard for Mercedes-Benz while very few have an actual driving and ownership experience (Pecotich & Rosenthal, 2001).

2.4 Measuring Consumer Ethnocentrism - The CETSCALE

Although the theory of consumer ethnocentrism is based on general ethnocentric behaviour, it does not mean that they are mutually exclusive. Assuming it is when conducting research on CET and using measurements meant for ethnocentrism is not a validated way to reach correct and relevant data. As Shimp and Sharma pointed out in their paper (1987) there were at the time existing scales to measure ethnocentrism, they were however, not very relevant to the study of consumer ethnocentrism. Therefore, Shimp and Sharma (1987) developed their own survey in order to validate a research method for measuring CET - the CETSCALE. The CETSCALE (Consumer Ethnocentrism Tendencies Scale) was developed and validated in America by Shimp and Sharma in 1987, it contains 17 elements of statements that reflect consumer tendencies towards purchasing foreign- and domestic made commodities. The statements were accompanied by a 7 point Likert-scale to measure the level of agreeance.

2.4.1 The validity of the CETSCALE

The CETSCALE has been proven in validity as a way to measure consumer ethnocentrism through several studies. Firstly, Shimp and Sharma performed four separate studies to assess the reliability and construct validity for the CETSCALE. All four had a high internal consistency reliability with coefficient alpha being 0,94-0,96, indicating that the CETSCALE is a reliable index of consumers' ethnocentric tendencies. As they pointed out in their study, the validity can only be applied to the contemporary (at the time) American society and applying it "to other cultures is entirely problematic at this time "(Shimp and Sharma, 1987). Later, in 1995 they had proved its validity in South Korea, and by 1991 it had been validated in West Germany, France, and Japan by Netemeyer, Durvasula, and Lichtenstein (Sharma et al., 1995).

Lastly, in 2012 a study was conducted on the dimensionality of the CETSCALE. The study did a thoroughly research on applied CETSCALE studies and other studies that utilised an adapted version, to see the validation for using this measurement. The final result of the research supported the multidimensionality of the CETSCALE (Jiménez-Guerrero, Gázquez-Abad, & Linares-Agüera, 2014). This implies that the CETSCALE and modified versions have been validated in enough disparate cultures to be generally applicable for measuring consumer ethnocentrism across the globe.

2.4.2 The need to apply the CETSCALE on Norwegian consumers

As the previous paragraph highlighted, the CETSCALE has proven validity in numerous cultures with vast differences, making it multidimensionally applicable for consumer ethnocentrism across cultures. Nevertheless, the validity of the CETSCALE has yet to be proven in Norway in an acknowledged study, at least on a general, non-industry specific scale. Helgeson, Kurpis, Supphellen, & Ekici touched upon the subject in 2017 with their study of consumers' use of COM contrasting Norway and the US. The study had 224 Norwegian respondents that answered a 10-item version of the CETSCALE. The study showed that Norwegians had a lower level of consumer ethnocentrism than Americans. The problem is that this study focused on COM above CET and the section highlighting consumer ethnocentrism within Norwegian consumers is marginal. Therefore, it is not an indicative study for consumer ethnocentrism in Norway, albeit it is the best scientific study underwent applying the phenomenon in Norway so far. As such, the lack of studies underwent on the topic of consumer ethnocentrism in Norway clearly shows the need for it.

2.4 Variables

Ethnocentric tendencies in consumers is developed through different social-psychological and demographic influences (Shimp et al., 1995). Within CET research there exist four broad categories of antecedents: socio-psychological, economic, political and demographic (Shankramesh, 2004). To answer the research question socio-psychological variables were identified to further discover and predict the influence and patterns of consumer ethnocentrism (Javalgi et al.,

2005; Shimp & Sharma, 1987). However, with the limited resources available, for an achievable research paper the scope had to be limited. Therefore, we have chosen to focus only on the demographic and socio-psychological variables. The socio-psychological variables identified and tested in this study are: perceived product necessity, cultural openness, perceived economic threat and environmental concerns.

Perceived product necessity

Product necessity is decided by various objectives. The consumption behaviour of a consumer is influenced by changes in environment (Vida & Reardon, 2008; Klein et al., 1998). Therefore, changes and means of political, societal and economic mechanisms will affect the perceived necessity and approval of product (Vida & Reardon, 2008; Larionova & Varlamova, 2016). Further discoveries demonstrate that CE will have less impact on purchase attitudes to imported products and services, if it is considered to be a necessity in daily life (Huddleston, Good, & Stoel, 2001; Javalgi et al., 2005; Watson & Wright, 2000) and if there is limited availability of products in domestic market (Ramadania, Gunawan, & Rustam, 2015). In this concept the words import and foreign will be considered alike in definition.

Cultural openness

Amount of exposure to foreign countries or other cultures affect an individual's characteristics and values, which influences perceived perception of things from a foreign culture (Shimp et al., 1995). Shared values, beliefs, identity and motives are all factors making up the definition of culture (Hylland Eriksen, 2017, p. 26-31). Cultural openness on the other hand, concern the underlying factors to purchase behaviours of individuals (behavioural patterns) in home countries. It concentrates on the treatment of foreign cultures (Shimp et al., 1995; Mendenhall & Oddou, 1985). Mendenhall and Oddou (1985) also referred to it as “perceptual dimensions”, where countries with higher perceptual dimensions are believed to have higher acceptance and support of entities from outside borders.

Perceived economic threat

Ethnocentric consumers are by nature more sceptic to foreign produced products and counter such scepticism by purchasing domestically produced products- to protect the domestic economy. This is also known as “ethnocentric insecurity” (Siamagka & Balabanis, 2015). However, according to a study from Sharma, Sharma & Shin (1995) ethnocentric individuals are more likely to have positive associations to imported goods and services if it does not implicate excessive threats on domestic market and personal welfare. Furthermore, when a group is experiencing outside- pressure and “threats” the cohesion within the (in-) group grows stronger (Hylland Eriksen, 2017, p. 163). That is, the probability of higher levels of CET increases when the (national) consumers feel at risk of the exporting country, which products are being imported. At times of higher competition and uncertainty, in-group unity strengthens, and individuals become more nationalistic and ethnocentric, according to Rosenblatt (1964). This idea of ethnocentrism is also known as Realistic Conflict Theory (RCT). RCT concerns ethnocentric tendencies that are accelerated by social factors and the belief that there is competition between groups for limited resources (jobs, economic power, political power) (Siamagka & Balabanis, 2015) because the perception of threat for the national economy increases.

Further analysis made by Javalgi, Khare, Gross and Scherer (2005) disclose ethnocentric consumers (relative) acceptance of purchasing imported products if the country of origin is of cultural resemblance to their own (Balabanis & Siamagka, 2017). Both religious- and political beliefs are a part of consumer culture, that is displayed in the decision-making process and influence consumers attitudes to products (Kaynak & Eksi, 2011; Siamagka & Balabanis, 2015). Furthermore, ethnocentric consumers tend value their national identity and traditions higher than their counterpart, which have shown to be somewhat reflected in their consumption patterns (Nguyen, 2009).

Environmental concern

The global environmental challenge is described “to be the greatest challenge of our generation”. The concern for it in our contemporary society and importance for the population has only increased with time. It is said that the founding of

UNCED - the United Nations Conference on Environment and Development - in 1992 was the push that caused the increased interest. It is also related to the fact that the first report of the environmental state of the world was not published until the 1990s, the general population was ignorant to the issue priorly (O'brien & Williams, 2016, p. 241-244). As stated earlier the post-war period after the fall of the Soviet Union brought in an unprecedented global market and international trade, and ever since, the rise in globalisation and international trade has been continuous (Shankarmahesh, 2006). The environmental challenges the world is faced with today are proven to be directly tied to human actions and activity on land (O'brien & Williams, 2016, p. 241-244), and just as the post-war period led to increased international trade it also spurred environment protection organisations to emerge.

Several studies have shown that the environmental concern of the population has manifested itself in consumption patterns as well, it is directly linked to anti-consumption (Kaynak & Ekşi, 2011). Other focus on how the industries can help mitigate the environmental issue through their supply chain, or as part of being a sustainable firm (Rustam, Wang, & Zameer, 2020; Seuring & Müller, 2008). However, the studies connecting consumer ethnocentrism to environmental concerns are scarce. Despite the lack of research on the issue, it is not absurd to believe that a consumer with environmental concerns will inadvertently have a higher level of consumer ethnocentrism. The idea is that buying locally produced products is better as it will alleviate dependence on fossil fuels, reduce air pollution and cut back on greenhouse gas emissions (Arrowquip, 2019). Although this sentiment is not very scientifically backed, as some research show that organically produced long travelled products can be better for the environment than local non-organic products are (Gallaud, 2016). Regardless, the social norms and beliefs held by the population - that a short value chain is better for the environment - therefore hold the potential of increasing a consumer's ethnocentric consumption patterns.

3.0 Hypotheses

The different hypotheses were mostly developed by a comprehensive review of different literatures related to consumer ethnocentrism. The first two hypothesis

will test the demographic variables age and ethnic identity. The remaining four will test the socio-psychological variables identified in this paper.

Firstly, a large quantity of previous researches on CET disclosed the result that age and CET have a positive relationship, as shown in Shankramesh's study in 2004; six of nine found a positive relationship, the remaining three found there to be no relationship. Therefore, based on previous research, there is more empirical support that age and CET has a positive relationship. Javalgi et al. (2005) theorised that this positive relationship may be the cause of the older generation being closer to the experience of war, and the younger generations do not. We have no reason to believe otherwise for this research. Therefore, based on earlier findings, we expect the results to show a significant difference in CET based on age within Norwegian consumers.

H1A= Younger people are expected to be less ethnocentric.

Secondly, prior research also show that cultural openness tend to have an effect on the level of CET present amongst consumers (Shankarmahesh, 2006; Javalgi et al., 2005; Sharma et. al., 1994). Contrary to Shimp and Sharma's claim about cultural openness, Skinner (1959) observed that the people that are border dwellers, travelers, and diplomats are the ones who tend to display a higher level of ethnocentrism (Shankarmahesh, 2006). However, this is discussed assuming that someone identifying with one culture is exposed to other cultures. The effect that identifying with two different cultures have on a person's level of CET is unknown so far. With the focal point being cultural openness, we expect individuals who identify with more than one culture, and is exposed to contrasting cultures more often to display a lower level of CET than those that only identify with the Norwegian culture.

H1B= People that identify with more than one ethnicity are expected to be less ethnocentric.

Disclosed by Shimp et al., in 1995, cultural openness had a negative relationship to consumer ethnocentrism, suggesting that individuals with less ethnocentric

tendencies often are more open to other cultures. Norwegian consumers apt to be less consumer ethnocentric, according to Helgeson et al., (2017). Based on the remarks by Shimp et al., (1995) and Helgeson et al., (2017) it would be expected that Norwegians continuous exposure to foreign cultures would be displayed in degree of CET.

H2= Cultural openness and consumer ethnocentrism is expected to have a negative correlation for Norwegian consumers.

Earlier studies show that level of ethnocentric tendencies affects willingness to consume foreign imported products (Javalgi et al., 2005; Kaymak & Kara, 2002). In economies where resources are scarce, domestic options will not be available and therefore, consumers have to purchase imported products. In markets where both domestic and imported products are accessible ethnocentric consumers still have regularly chosen the domestic alternative over imported (Shimp et al., 1995). Siamagka and Balabanis (2015) further explains that imported products that are perceived as ‘unnecessary’ will elevate ethnocentric perceptions to the product. However, studies have disclosed a shift in consumption patterns for ethnocentric consumers, in the presence of necessity. Products that are considered to be of greater necessity will increase probability of consumption. (Javalgi et al., 2005; Ramadania et al., 2015; Balabanis & Siamagka, 2017).

H3= Perceived product necessity will affect degree of consumer ethnocentrism.

A widely discussed phenomenon of ethnocentric individuals is the support for the domestic economy and the fear of purchasing imports that imposes harm or intrude on social structures (Shimp et al., 1995; Siamagka & Balabanis, 2015). Studies have shown that when consumers feels more at threat, the degree of consumer ethnocentrism will increase (Lee, Hong, & Lee, 2003). Heightened consumer ethnocentric tendencies can be provoked by “foreignness” from outgroups. Perceived level of threat will particularly be influenced by economic circumstances, and frequently elevated by unemployment rate and trade deficits-influencing CET (Lee et al., 2003; Siamagka & Balabanis, 2015). Perceived threat by Norwegian consumers will particularly be interesting with the ongoing

situation with COVID-19, which causes economic and social instability in the country. COVID-19 is forecasted to decrease Norway's GDP with 8.7 billion NOK (Jürgensen, 2020) and contribute to a higher unemployment rate (Copenhagen Economics, 2020). Based on the phenomenon of increased CET in the presence of outgroup threat, it would be expected that the current situation with COVID-19 will increase awareness for domestic products and support for the domestic economy, and thus elevate CET towards imports.

H4= Norwegian consumers will show higher consumer ethnocentrism towards products when the domestic economy is perceived as threatened.

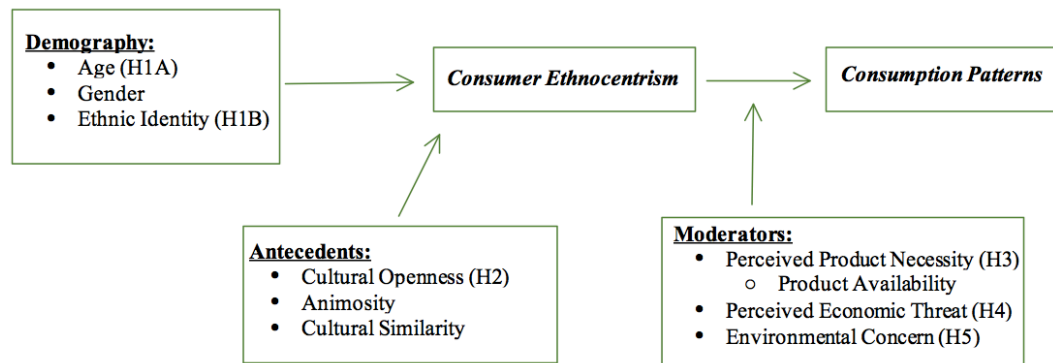
The variable environmental concern has not previously been properly explored in relation to consumer ethnocentrism, but, as elaborated earlier, is definitely should be. Increasingly people are concerned with living a sustainable lifestyle to protect the environment. It can be argued that these environmental concerns transcend into their consumption patterns, therefore consumers with higher levels of environmental concerns will display a higher level of CET. In general, studies have shown that the younger population tend to display higher level of environmental concerns (Liere & Dunlap, 1982). Ironically, as the first hypothesis is that CET will be lower for the younger population, this hypothesis will test if environmental concern will increase CET.

H5= Environmental concerns is expected to increase consumer ethnocentric consumption patterns within the younger population.

4.0 Methodology

In this part of the paper the methodology used to conduct research and answer the research question will be clarified. Furthermore, the research design and methods used to collect data will be illustrated. The conceptual framework and methodology of this study is based on the CETSCALE created by Shimp & Sharma in 1987. The web-based survey created is a modified version of the CETSCALE, tailored to fit better with our research. The study uses a quantitative approach, as it will garner more representative data in order to analyse the variables related to the research question.

4.1 Conceptual Model



4.2 Research design

When choosing a research design there are three factors affecting the decision: experience with the subject, knowledge of theoretical studies that identify the relevant variables, and the level of ambition to identify the connection between variables (Gripsrud, Olsson & Silkoset., 2017, p. 59). There are three main forms of designs: exploratory, descriptive, and causal. This research has utilised a descriptive design. The descriptive design has a goal of describing a phenomenon and its characteristics. The research is more concerned with what than how or why, therefore survey tools are often used to gather data on this (Nassaji, 2015). Often descriptive design is used when one already has a fundamental understanding of the subject. If one wish to draw a relative secure conclusion about two variables having a negative or positive relationship, a descriptive design is necessary (Gripsrud et al., 2017, p. 50).

4.2.1 Quantitative design

Quantitative design relies on numerical and statistical data collected through different instruments. The explored data is used to observe, predict and explain researched variables, the correlation and relationship between the variables (Mertler, 2016). The main objective with quantitative research methods is to present the results in an objective manner, in that sense that the objectivity of the study can be applied in general situations.

Quantitative research is often narrow and focuses on studying the variables of the research question. We chose to apply a quantitative design to our study because of interest in determining potential variables' effect on consumer ethnocentrism, and how it would be demonstrated in consumers consumption patterns towards foreign versus domestic products. As the research's main goal is to find the general level of CET within Norwegian consumers, using a quantitative method is more justifiable as a higher number of respondents will be more representative.

4.2.2 Nonexperimental quantitative research

When conducting a quantitative study, the researcher can choose an experimental or nonexperimental route, depending on the objective and nature of the study. Nonexperimental research design is administered without interference in the study and little or no manipulation is done. The nonexperimental quantitative research was applied because of the electronic nature of the survey, as a web-based survey was used to collect the data. Web-based surveys allow respondents to complete the survey on their own and allows us to reach parts of population in other geographical areas. However, drawbacks on the method is the representativeness of the data. A few of the responses are expected to deviate and will therefore not be representative for the study (Mertler, 2016).

To distribute the survey Facebook, Snapchat, mail and personal network was used, making it a non-probability sample. This was the most convenient and relevant approach, because it allowed the survey to be quickly exposed to as high of a number of respondents as possible.

4.3 Execution

4.3.1 Operationalisation of variables

Operationalisation is the process of translating theoretical terms to empirical measurements (Gripsrud et. al., 2017, p. 129). In order to operationalise the variables a web-based survey was created. The survey was based on an adapted version of the CETSCALE and divided into five pages with 31 questions in total to measure the different variables. With the exception of the variable

“Environmental concern”, the socio-psychological variables were decided from reviewing earlier literature on CET studies that also utilised a survey. Most of the questions are therefore based on the earlier studies’ questions, however a few questions were reformulated in order to better fit the scope of the intended research area, and to properly measure the variables. All of the questions were formulated as a statement accompanied by a 7-point likert-scale ranging from “completely agree” to “completely disagree” to measure their level of agreement.

The first section prior to the statements focused on the demography of the respondents, the respondents were asked about their identity and ethnicity, in order to identify the relevant respondents. Finally, a fifth page was added after the adapted CETSCALE survey, this section included four questions pertaining to COO/brand focusing on the variable perceived product necessity. The respondents were given 5-7 different brand names within chocolate, sportswear and electronic shopping, of the three categories there was always one or two Norwegian brands as an alternative while the rest were foreign brands. The result would show if the respondents preferred Norwegian brands if they were able to choose, therefore testing product necessity and availability.

4.3.2 Errors in measurements

Within errors in measurements there exist two main errors - the lack of observations and measurements errors (Gripsrud et. al., 2017, p. 182). Lack of observations has three sub-errors: coverage error, this error is when the population is not properly covered through the sampling frame; non-responsive errors, occurs when those one wish to answer the research does not, the actual response is not as big as the planned response; sample errors, this is when the research proclaim certain statements about the population on behalf of the results found in the sample. Due to time-constraints and resources, the sample in this research is not representative to the entire Norwegian population but can still be helpful to give an indication of the situation. The desired target group for this research was quite broad, which made it easier to acquire relevant respondents. Throughout the study the sample will be addressed as “Norwegian consumers” but acknowledge that it is non-representative for the entire population of Norwegian consumers.

Measurements errors occurs in two parts, through the survey and through interaction: by the respondent, by interviewer and the circumstance (Gripsrud et. al., 2017, p. 183-185). Measurements errors through the survey can be mitigated by pretesting it to identify certain wordings and questions that needs to be corrected. It is important for the survey to make use of the vernacular in order to make it universally understandable (Shimp & Sharma, 1987). Measurements through interaction can happen on behalf of the respondent not understanding the question, have no desire to answer honestly (especially when discussing sensitive topics such as ethnic prejudice), or is unsure of their opinion. Measurement error on behalf of the interviewer did not occur in this study as the questions were not open-answered and no qualitative study was conducted. Circumstantial measurements error could have occurred; however, the survey was self-administered and because of this we are unaware of potential errors that could have occurred due to this.

4.4 Administrating the results

4.4.1 Survey data cleaning

The survey had a total of 194 respondent, of these 24 had not completed the survey. As a result of the respondents not answering all the questions, no numerical value was assigned to those responses. This resulted in blank spaces and lacking data. However, most of the responses were still useful as they had completed over 45 % of the survey. In order to continue using the collected material blank space was changed into 0, which will be 'missing value'. The responses that had answered less than this were excluded from the dataset in order to not weaken the analysis. The demography part in the survey included a buffer question: "*do you identify as Norwegian?*". This was in order to eliminate the non-representative respondents, three answered no to this question, however two of them had already been excluded from the dataset as they had answered less than 45%. In total, 25 respondents were excluded from the analysis on the basis of incomplete answers and non-relevance. This left us with 169 respondents to analyse data from.

4.4.2 Sample

After the data cleaning the survey had a total of 169 respondents. The gender distribution was 69% female and 31% male (166 and 53, respectively). The age of the respondents had been categorised in the survey as to fit them into “younger” and “older” population, the determining factor for this was under/above 40. Of the 169 respondents 61% belonged in the “older population” category, naturally the remaining 39% belonged in the “younger population”. The two biggest age groups were “50+” and “20-29” with 40% and 30%, respectively. This was as expected as the survey was distributed through personal contact, reaching friends and family primarily.

4.4.3 Validity and reliability

To guarantee that the researched area is of relevance for the study and to assure it has the quality, validity is used. Validity secures accuracy of the correlation for the analysed variables. Quantitative studies can enhance its validity by studying more than one independent variable simultaneously (Heale & Twycross, 2015) and by actively trying to reduce potential errors (Gripsrud et. al., 2017, p. 136). There are three primary areas of validity; content validity, construct validity and face validity (Hecker & Violato, 2009).

4.4.3.1 Face validity:

Face validity express what the measurements seems to measure subjectively. The point is that the intended measurement is clear enough that everyone will agree to it (Gripsrud et. al., 2017, p. 134). To what degree the terms relate to what one wish to measure (Netemeyer, Sharma & Bearden, 2003). Usually this would be done through pre-tests and the fact that no pre-test was done could lead to a weakened validity. However, as most of the questions are based on earlier studies with validated questions it strengthen the face validity. In turn, the self-formulated questions to properly measure our research weakens it.

4.4.3.2 Construct validity:

Construct validity is particularly relevant when a study's goal is to explore the correlation between theoretical terms. Construct validity is to test the terms and its connection to the operationalisation of them. Cited in Gripsrud et. al. Carmines and Zeller explained: "fundamentally, construct validity is concerned with the extent to which a particular measure relates to other measures consistent with theoretically derived hypotheses concerning the concepts that are measured". There exist two subtypes to construct validity: *convergent validity* - a test to see whether indicators assumed to measure the same theoretical variable is highly correlated (Gripsrud et. al., 2017, p. 133-134) and *discriminant validity* - a test to see the degree of uniqueness measured of different variables (O'Leary-Kelly & J. Vokurka, 1998).

In order to test the convergent validity we performed a factor analysis. Factor analysis is a statistical method used to analyse the correlation between many different variables and their connection to a broader factor (Gripsrud et. al., 2017, p. 379). A factor is essentially a dimension of construct between a set of variables. A factor is considered moderately high if the factor loadings to the variables are higher than 0,3 in the analysis (Kline, 2008). Often a variable will load on several factors, then it is important to review the difference to determine if they are far enough apart to be significantly different to the factors. The studies claiming how large the difference in the factor loadings have to be when there is a cross charge is varying, some say the difference should be 0,1, whilst others claim 0,2. For the analysis variables with cross charges was kept as long as the difference was greater than 0,1. These variables were then divided into the factors they were mostly relevant for. For the analysis a Varimax rotation method was used. This way the factors will not be correlated. Varimax rotation then rotate the factors to acquire as big of a variation between the factor loadings (Gripsrud et. al., 2017, p. 390).

The result of the analysis resulted in a reduction of questions from 22 to 16 divided on four factors. There were still some cross charges with a greater than 0,1 difference, these were fit into the factor it suited the most for further analyses, which will be elaborated in reliability. Following the claim that a factor need at least two variables in order to be accurately measured, we were able to keep all

four factors (Raubenheimer, 2004). However, some of the questions that were removed are believed to harm the variable Cultural Openness, this will be further elaborated under discussion.

4.4.3.3 Reliability of variables:

Reliability is concerned with the degree of similarity a measurement will yield when repeatedly tested. Reliability is mostly concerned with two aspects: stability over time and internal consistency (Gripsrud et. al., 2017, p. 135). There is no proper methodical way to measure stability over time, but a way to measure internal consistency is through the use of Cronbach's alpha. The Cronbach's alpha is a commonly used indicator for measuring reliability, often the requirement to say the reliability is high is if the displayed numbers are greater than 0,7 (Helms Henze, Sass & Mifsud, 2006). However, the number should not surpass or be too close to 0,95 either as this indicates that the variables used may be too similar (Tavakol & Dennick, 2011).

Consumer Ethnocentric Tendencies: CET is the dependent variable for the later regression analysis. For this variable there were 7 questions that passed through the factor analysis: Q5-7,9-10,13,23 (to see translated questions, go to **appendix 1.1**). However, Q23 is a question directly tied to environment “*I try to buy Norwegian products as often as possible as it is more environmentally friendly with short travelled products*”. It also had a higher factor loading on environmental concern. Therefore, we chose to exclude this question from further analysis under this variable. With the remaining six questions the variable still had a satisfying Cronbach's alpha of 0,8035.

Perceived economic threat: For this factor there were 4 questions: 7, 24, 25, 26. However, here as well there were questions with cross charges. Q7 had a higher loading under CET and Q24 under environmental concern. Since Q7: “buying Norwegian products gives me a sense of belonging to Norway/ makes me feel more Norwegian” does not measure this variable, we chose to keep it under the variable CET. The same is the case for Q24 that measures environmental concern. Testing this variable with only Q25 and Q26 still led to a satisfying cronbach's alpha of 0,7967. We then decided to only use Q25-26 in further analyses.

Cultural openness: For this variable there were only three questions: 16,17,18. All of them were kept under this variable, as the displayed Cronbach's alpha and factor loadings were both good. Originally these questions were intend to measure the variable 'perceived economic threat'. However, as none of the questions intended for that variable (see table 3) passed through the factor analysis, we chose to keep them here. They loaded higher on this factor and the reliability was high, and, as elaborated on under discussion the ambiguous wording of the questions makes it appropriate to measure this variable too. However, the questions are stated in a way that makes it the opposite of the variable - i.e the level of agreement with the statements will be negative towards cultural openness. Therefore the questions have been reverse coded in order to measure the variable as accurately as possible for further analysis.

Environmental concern: This factor yielded 6 questions: : 21, 22, 23, 24, 16, 18. Both 16 & 18 had better factor loading under cultural openness, and the variable's Cronbach's alpha increased with these two removed, accordingly we excluded these two from this variable in further analyses.

Questions	Factor Loadings	Cronbach's alpha	Factor
Q5	0,65	0,8035	Consumer Ethnocentric Tendencies
Q6	0,72		
Q7	0,56		
Q9	0,39		
Q10	0,58		
Q13	0,62		
Q16	0,74	0,7778	Cultural Openness
Q17	0,6		
Q18	0,55		
Q21	0,71	0,8452	Environmental Concern
Q22	0,83		
Q23	0,55		
Q24	0,54		
Q25	0,71	0,7967	Perceived Economic Threat
Q26	0,75		

Table 1: Factor analysis and Cronbach's alpha (Appendix 4 and 5)

One can only examine the measurements' discriminant validity once the convergent validity has been established (O'Leary-Kelly & J. Vokurka, 1998). As

the factor analysis proved four factors and 16 questions we proceeded to test the discriminant validity, for this we underwent a correlations test - see appendix 6. In a correlations test the goal is for the correlations between the different variables to be as small as possible. What is considered high is somewhat not agreed upon. Cohen proposed a high correlation to be equal to or greater than 0,5, whereas Hemphill proposed 0,6 (Hemphill, 2003). However, generally a correlation of 0,7 and over are also deemed as acceptable (UCLA: Statistical Consulting Group, 2016). The highest correlation in this analysis was 0,6179 between environmental concern and cultural openness. Therefore we can say that the discriminant validity is adequate.

Variables		Ethnocentrism	Cultural openness	Perceived economic threat	Environmental concern
Ethnocentrism	Corr.		0,5083	0,4586	0,534
	Sign.		<,0001*	<,0001*	<,0001*
Cultural openness	Corr.	0,5083		0,5282	0,617
	Sign.	<,0001*		<,0001*	<,0001*
Perceived economic threat	Corr.	0,4586	0,6165		0,54
	Sign.	<,0001*	<,0001*		<,0001*
Environmental concern	Corr.	0,5343	0,6165	0,5401	
	Sign.	<,0001*	<,0001*	<,0001*	

*Table 2: analysis of correlation. * equals significant value.*

Due to the nature of the questions measuring perceived product necessity it was not possible to perform a validity or reliability test on the variable. However, an analysis will still be performed, even if the validity is unknown. This will be discussed later, under limitations and self-reflection.

5.0 Findings

5.1 Descriptive research

Descriptive research methods are applied on studies to observe and explore the relationship between variables, one or more. The method describe the nature of the study through statistical tools, which exclusively presents the appearance of the studied area, not an explanation as to how it functions (Anastas, 1999). Researchers using descriptive methods should be aware of the absence of temporality for causality when making conclusions. The absence of temporality

makes it difficult to fully prove the relationship between the variables (DeCarlo, 2018).

When using questions on continuous level measurement the data collected should be normal distributed (Mcleod, 2019). Normal distribution secures that the tested questions have sufficient variation between them. An analysis of skewness and kurtosis were made to further analyse the variation. Skewness represents the asymmetric of the curve, if it is skewed left or right. A normally distributed curve should be in the interval of -2 to 2 and bell curved (Shanmugam & Chattamvelli, 2016). Data outside the interval illustrates a deviation from the distribution and indicate insufficient variation in the recorded answers. Kurtosis examines the distribution of data and height of the curve in relation to the normal distributed curve. A negative value indicates a flatter peak than normal and vice versa (Shanmugam & Chattamvelli, 2016). The value of normal distribution of kurtosis is at 3, however values in the interval of -2 to 2 is deemed as acceptable (Muzaffar, 2016; Shanmugam & Chattamvelli, 2016).

Question	N	Min.	Max.	Mean	Std. Dev	Skewness	Kurtosis	
Consumer Ethnocentrism								
Supporting NOR companies is important to me	Q5	169	1	7	6.017	1.241	-1.941	4.617
Rather support NOR local companies than foreign	Q6	169	1	7	5.674	1.334	-1.392	2.523
NOR brands gives greater sense of belonging	Q7	169	1	7	4.603	1.705	-0.441	-0.355
Less Norwegian if not supporting NOR companies.	Q8	169	1	7	2.816	1.66	0.619	-0.357
Buyer's guilt when purchasing imports	Q9	169	1	7	2.84	1.722	0.625	-0.644
Wish for more NOR alternatives	Q10	169	1	7	4.84	1.626	-0.703	0.135
Norwegian should only to buy NOR produced	Q11	169	1	7	3.497	2.047	0.195	-1.28
Frequently purchase NOR products because of preference	Q13	152	1	7	4.282	1.724	-0.305	-0.923
Although expensive prefer NOR products	Q19	169	1	7	4.568	1.478	-0.419	0.056
Cultural openness								
Foreign products more exciting	Q12	169	1	7	3.84	1.521	-0.208	-0.644
Appreciate NOR laws & tariffs on imports	Q14	151	1	7	5.099	1.813	-0.876	-0.203
Only products not available to be imported	Q15	152	1	7	3.677	2.005	0.227	-1.277
NOR products have higher quality	Q20	153	1	7	4.763	1.677	-0.621	-0.501
Environmental Concern								
NOR value chain better for environment	Q21	151	1	7	5.145	1.609	-0.842	0.282
Production outside NOR is harmful	Q22	151	1	7	4.841	1.681	-0.53	-0.431
Frequently purchase NOR products better for environment	Q23	151	1	7	5.178	1.51	-0.838	0.169
Don't purchase from multinational companies	Q24	151	1	7	3.556	1.734	0.179	-0.855
Perceived Economic Threat								
Import cause of higher unemployment	Q16	151	1	7	4.125	1.754	-0.096	-1.003
NOR value chain better for the economy	Q17	152	1	7	5.269	1.548	-0.905	0.248
Foreign competition lessens NOR integrity	Q18	152	1	7	4.96	1.775	-0.731	-0.401
Covid19 causes scepticism	Q25	152	1	7	3.576	2.063	0.155	-1.301
Imports contributed to covid19	Q26	151	1	7	2.509	1.795	1.02	0.003

Table 3: overview of kurtosis and skewness.

The survey was administered by a likert-scale, from a minimum score of 1 to a maximum of 7, as presented in the table. A minimum score of 1 equals “completely disagree” whereas a maximum score of 7 is equivalent to “completely agree”. There are a few inconsistencies in number of respondents (N)

under each question, as a result of some respondents not completing the whole survey (see more at 4.4.2). Mean represents the average value of each variable and standard deviation (Std. dev) is the variation of data, where a low number indicates that the value is closer to the mean.

In the observed table all of the questions are in the skewness interval of -2 to 2, numbers closer to 0 equal more normal distribution curve. However, we notice that Q5 “*Supporting NOR companies is important to me*” and Q6 “*I would rather support NOR local companies than foreign*” both have values over 2 on the kurtosis curve; 4,617 respectively 2,523. It indicates that both of the variables have a relatively small variety in the distribution of data. This was to be expected as many will have high agreement to supporting national companies and for the most part preference towards it. The high level of kurtosis makes it leptokurtic and will weaken the overall normality of the data. However, it is well known that tests of means, such as test of variance, are robust to moderate departures from normality (DeCarlo, 1997), and it is generally not preferable to rely solely on this feature to omit further evaluation. A combination of visual inspection, assessment of the results, and tests can be used to assess whether the assumption of normality is acceptable or not (Kim, 2013). Based on this we chose to not omit these two questions from further analyses with the acknowledgement that this holds the potential to affect the normality of the data.

5.2 Level of CET

After the validity tests there were 6 question administering the level of ethnocentrism. As it was used a 7-point Likert-scale, the highest score possible was 42. Dividing the score into three different levels: high (score of 28 or higher), medium (score between 14-27), low (score 13 or lower), will help give an understanding on the level of presence of consumer ethnocentrism in Norwegian consumers. As seen in appendix 10 we observe that the respondents displayed mostly a high level of ethnocentrism, however it was very centred around the division between medium-high. Based on this Norwegian consumers in this sample have a medium-high level of CET, implicitly Norwegian consumers currently perceive foreign and imported products in a negative manner.

5.3 ANOVA- analysis

To detect any dissimilarities between groups in the independent variables *age* and *ethnicity*, an ANOVA- analysis was applied to H1A and H1B.

The variable age is divided into five different levels and will be referred to as; Under 20 = **AG1**, 20-29 = **AG2**, 30-39 = **AG3**, 40-49 = **AG4**, 50 + = **AG5**.

However, as we are interested in exploring the difference in younger and older respondents' tendencies, a boundary between younger and older has to be set. Therefore, when examining the hypothesis, the variable 'age' will be divided into two parts. AG1, AG2 and AG3 will be classified as 'younger people' whereas AG4 and AG5 will become 'older people'.

Ethnicity is arranged as; Only Norwegian = **CU1**, Two ethnicities = **CU2**, Three or more ethnicities = **CU3**. We have decided to look at ethnicity as two folded, to create a better-balanced representation of ethnicity when discussing H1B. CU1 will be representative of one ethnicity, CU2 and CU3 for two or more. Another available option was "only one, but not Norwegian" however, no answer was recorded, and the alternative will not be further investigated.

H1A= *Younger people are expected to be less ethnocentric.*

We want to test and verify if there are any significant differences between older and younger generations ethnocentric tendencies and will therefore look at variable age; levels AG2, AG3, AG4 and last AG5.

The ANOVA- analysis will be assisted with a 0,05 significance level and 95 % confidence interval. Values over 0,05 are deemed to show no significant differences between groups.

	Level	Level	Difference	Std error dif.	Lower CL	Upper CL	p- Value
Ethnocentrism	Under 20	20-29	1,098039	1,077947	-1,03041	3,226484	0,3099
	Under 20	30-39	0,820513	1,107831	-1,36694	3,007963	0,46
	40-49	20-29	0,662854	0,232383	0,20401	1,121702	0,0049*
	Under 20	50+	0,634804	1,075353	-1,48852	2,758126	0,5558
	50+	20-29	0,463235	0,197749	0,07277	0,853698	0,0204*
	Under 20	40-49	0,435185	1,082258	-1,70177	2,57214	0,6881
	40-49	30-39	0,385328	0,345427	-0,29673	1,067385	0,2663
	30-39	20-29	0,277526	0,331676	-0,37738	0,932432	0,404
	40-49	50+	0,199619	0,220035	-0,23485	0,634086	0,3656
	50+	30-39	0,185709	0,323145	-0,45235	0,82377	0,5663
	NOR	3+ ethn.	0,6367521	1,084141	-1,50373	2,777235	0,5578
	NOR	2 ethn.	0,5950855	0,323743	-0,0441	1,234269	0,0678
	2 ethn.	3+ ethn.	0,0416667	1,12481	-2,17911	2,262445	0,9705

Table 4: ANOVA-analysis of H1A and H1B.

Displayed in table 4, ethnocentrism demonstrates a significant difference within measured age groups, $\text{prob} > f = 0,0466$. The older population (AG4 and AG5) had higher means (AG4= 5,0648148, AG5 =4,8651961) than AG2 (4,40196) and AG3 (4,6794872). To investigate which levels differ from each other, a student t-test was applied. Further analysis of the p- value confirms the differences in age and ethnocentrism, where AG4 and AG2 have a significant p-value of 0,0049 and AG5 and AG2 have p-value of 0,0204. Additionally they record a difference of 0,662854, respectively 0,463235 from AG2. This indicates that those of older age have scored higher on ethnocentrism than their younger counterparts. With 99% and 97% support for the hypothesis, younger people are arguably less ethnocentric. We can confirm support for our hypothesis H1A. Conditions; F-ratio = 2,4714, Df = 4.

H1B= People that identify with more than one ethnicity are expected to be less ethnocentric.

The results from the analysis for H1B demonstrated that none of the levels show any significant difference from one another, and did not meet the requirement of $<0,05$. The illustrated $\text{prob} > f = 0,1621$ indicate no significant value between none of the levels (ethnicities) relative to ethnocentrism. In other words, the differences in recorded answers between one or more ethnicities are not enough to prove any significance. Furthermore, analysed p-values are all over the significance level of 0,05. CU2 had a close p-value of 0,0678, indicating to a certain degree that our hypothesis could have some truth. However, unevenness in respondents in CU2 in

relation to CUI can be a contribution to the insignificant number. We can therefore conclude that we did not get support for the hypothesis H1B. Conditions; F-ratio = 1,8397 Df = 2.

5.3.2 Perceived product necessity

In order to test consumers perceived product necessity, questions: 27- 29 and question 30 were formulated. All of the questions were measured on nominal measurement level. Q27-29 examines respondents preference for domestic or foreign brands in separate industries, whereas Q30 investigates bias for Norwegian products in six product categories. To analyse the questions we applied an one way ANOVA- analysis, to examine the relationship between the variables and ethnocentrism. Significance level is set to <0,05 and we operate with a 95% confidence interval.

Level	Level	Difference	Std error dif.	Lower CL	Upper CL	p- Value
Food	None	0,8422	0,3055	0,2406	1,4438	0,0062*
Clothes	None	0,8326	0,3713	0,1015	1,5638	0,0258*
Sport	None	0,691	0,346	0,0095	1,3724	0,0469*
Appliances	None	0,6306	0,3891	-0,1356	1,3968	0,1063
Services	None	0,5641	0,3166	-0,0594	1,1876	0,076
Electronics	None	0,4632	0,3949	-0,3143	1,2408	0,2419
Food	Electronics	0,3789	0,2867	-0,1855	0,9435	0,1874
Clothes	Electronics	0,3694	0,3559	-0,3315	1,0704	0,3003
Food	Services	0,2781	0,1627	-0,0423	0,5986	0,0887
Clothes	Services	0,2685	0,2665	-0,2561	0,7933	0,3145
Sport	Electronics	0,2277	0,3295	-0,4211	0,8767	0,4901
Food	Appliances	0,2116	0,2787	-0,3371	0,7604	0,4484
Clothes	Appliances	0,202	0,3495	-0,4862	0,8904	0,5637
Appliances	Electronics	0,1673	0,3745	-0,5701	0,9049	0,6554
Food	Sport	0,1512	0,2144	-0,2710	0,5734	0,4814
Clothes	Sport	0,1416	0,3008	-0,4507	0,734	0,6381
Sport	Services	0,1269	0,23	-0,3260	0,5798	0,5816
Services	Electronics	0,1008	0,2985	-0,4869	0,6887	0,7358
Appliances	services	0,0665	0,2908	-0,5062	0,6392	0,8193
Sport	Appliances	0,0604	0,3226	-0,5748	0,6957	0,8516
Food	Clothes	0,0095	0,2531	-0,4889	0,508	0,97

Table 5: ANOVA-analysis of Q27-30. All the levels are tested up to ethnocentrism.

The analysis did not detect any significant differences between the tested variables for product necessity on ethnocentrism $P > F = 0,1236$. However, the p-value for level *food* and *none of these* show a significant difference ($p = 0,0062$). The result displayed indicate that respondents who answered ‘none of these’ have a lower mean on CET in relation to the counterpart ($m = 5.03$ and $m = 4.19$). Furthermore, level *clothes* and *none of these* presents a p-value of 0,0258, arguing to be different from each other. *Sport* and *none of these* showed a modest p-value of 0,0469, right under the significance level. Further analysing the small variation,

we discover the difference to be at 0,6910. Mean for *sport* = 4,833 and the mean for *none of these* = 4,192 demonstrates together with the small difference that respondents with preference for Norwegian sport products have higher CET, than those who prefer other brands. Conditions; F-ratio = 1,6901, Df= 6.

Although the discussed levels have significant values between one another the overall test can not validate any significant dissimilarities between Q27-30 and intensity of CET. It is therefore difficult determine if perceived product necessity have a definite influence on Norwegian consumers ethnocentric tendencies. The remaining levels did not display any significant disparities. It can be numerous of factors affecting this, which was not included in the analysis.

5.4 Regression analysis

5.4.1 Multiple Regression

A multiple regression analysis is used when one wishes to discover the effect several independent variables have on a dependent variable (West, Aiken, Cham, & Liu, 2013). The underlying causation will not be proven in such an analysis, but it will show whether the connection is significantly different from 0 (Gripsrud et. al., 2017, p. 297). A multiple regression analysis is one of the most used and favoured analysis, due to its “applicability to varied types of data and problems, ease of interpretation, robustness to violations of the underlying assumptions, and widespread availability” (Mason & Perreault, 1991, p. 268).

The RSquare is the correlation coefficient and clarify the portion of variance explained in the dependent variable accounted through the independent variable (Israeli, 2006). If they amount for all of it then RSquare will equal 1, if the independent variables do not explain for any of variance in the dependent variable then the RSquare will be equal to 0 (Gripsrud et. al., 2017, p. 309-311). For our test the accounted variance was 35.69%. RSquare Adj. is essentially the same, but takes into consideration the quantity of variables and respondents in the analysis; this was at 34.37% . This indicates that the dependent variable is explained through several other variables (Gripsrud et. al., 2017, p. 310). However, this was

something we expected as we had to exclude several variables that were both interesting and relevant to this study because of feasibility.

Std. Beta is used in order to change the level of measurement of the independent variables to match each other. This is useful in situations where the variables one wish to compare are, e.g nominal against continuous; with the std. beta the value will now range from 1 to -1 regardless of original level of measurement (Gripsrud et. al., 2017, p. 314). This is not necessarily relevant for our test as all the questions were measured on an ordinal 7 Likert-scale. However, these questions were divided unequally into four new questions by the use of the formula equation in SAS JMP. Thus, we included the Std. beta in order to ensure the most accurate portrayal of the different independent variables effect on the dependent variable.

In this analysis we will test the three independent variables Cultural Openness, Perceived Economic Threat and Environmental Concern against the dependent variable Consumer Ethnocentric Tendencies. The test was performed with a 0,05 significance level and 95% confidence interval. The analysis will test H2, H4 and H5, as these three hypotheses are one sided we will divide the p-value the regression analysis yielded by two.

Variables		Respondents
(Reversed) Cultural Openness	Estimate	-0,17
	Std. Error	0,07
	Std. Beta	-0,23
Perceived Economic Threat	Estimate	0,11
	Std. Error	0,05
	Std. Beta	0,19
Environmental Concern	Estimate	0,23
	Std. Error	0,07
	Std. Beta	0,3
RSquare (RSquare Adj.)		0,3569 (0,3436)

Table 6: Multiple regression analysis of H2, H4 and H5

H2= Cultural openness and consumer ethnocentrism is expected to have a negative correlation for Norwegian consumers.

The test gave a p-value of 0,00585. Since p-value < 0,05 there is evidence for

cultural openness' significant effect on CET. The estimate and std. beta show that it has a negative effect of $\approx -0,2$. We therefore have support for our hypothesis.

H4= Norwegian consumers will show higher consumer ethnocentrism towards products when the domestic economy is perceived as threatened.

Perceived economic threat had a p-value of 0,0132. With a p-value $< 0,05$ and a positive estimate/std. beta, therefore hypothesis H4 is supported.

H5= Environmental concerns is expected to increase consumer ethnocentric consumption patterns within the younger population

Environmental concern gave a p-value of 0,0006, with a positive estimate/St. Beta. p-value $< 0,05$. Thus, we have support for this variable having a significant positive effect on the level of CET within Norwegian consumers with high certainty. However, our hypothesis is that it has a significant effect on the younger, not for the older population, therefore another regression analysis will be performed in order to test this.

5.4.2 Simple Regression

To test if there was a difference between the younger and older population regarding the effect that environmental concern had on CET, we conducted two simple regression analyses. One excluding the "under 40" respondents and one excluding the "above 40" respondents. H5 assume there is a significant positive effect that will be found in the "under 40" respondents.

Both tests used a 0,05 significance level and 95 % confidence interval.

Environmental Concern	Under 40	Above 40
P-value	0,0042	<,0001*
Estimate	0,2683	0,4669
Std. Error	0,0895	0,0667
Std. Beta	0,3838	0,5825
RSquare (RSquare Adj.)	0,1473 (0,1309)	0,3393 (0,3323)

Table 7: Simple regression analysis (Under 40 vs Above 40)

As the p-value for “Under 40” was $< 0,05$, H5 is supported with 95% certainty. However, somewhat unexpectedly the analyses showed that “Above 40”’s level of CET will be more affected by Environmental Concern than “Under 40”.

Therefore, it is important to note that although H5 is supported, environmental concern raise the level of CET in general and not just for the younger population.

6.0 Discussion and conclusion

6.1 Discussion

The main purpose for this research was to uncover the level of presence of CET within Norwegian consumers and if the chosen variables will have an effect on the level. As presented in 5.2, Norwegian consumers have a high to medium level of CET. However, Q5 and Q6 included in this variable had a higher kurtosis level than the preferable 2/-2, which in all likelihood had a consequential effect on the results. Nonetheless, the robustness of the tests and the fact that they both passed through all the validity and reliability analyses gives it the credibility for this study to be representative of the sample.

As for the variables we identified four socio-psychological and two demographic that we hypothesised, there were more factors that could have been possible to include, but we had to restrict ourselves to complete the study within the time period. The majority were chosen from literature review and seeing what earlier studies had done. However, H1B and H5 was formed by personal curiosity and assumption. The results were mostly according to our hypothesis, but there were some interesting deviations that could be explored further.

Firstly, the fact that there was no significant difference for AG3 was unexpected. AG2 significant level opposed to AG4 and AG5 proved hypothesis H1A, that younger people are less ethnocentric. However, the results indicated that the line of significant difference between level of CET and age was lower than expected. We assumed that people in the age group 30-39 would be less than those above 40, but maybe the separation lies in the 30s and we should of tested difference between 35+/- . Then again, AG3 was the smallest group with only 13 respondents, perhaps indicating that the sampled group was too small to accurately depict the age group. As we had an ordinal scale on age and not a continuous this was unfortunately not something we could change to explore further.

Secondly, H1B was not supported. In a way it is interesting as hypothesis H2 about cultural openness was supported and H1B is related to cultural openness. Assuming that someone relating to several cultures/ethnicities will be more cultural open and be less ethnocentric. Again this may also be because the sample (13 respondents as well) was too small to be accurate, but based on this result the effect of identifying with only one identity as opposed to several will have no significant difference on the level of CET. Perhaps, following Skinner's observation about increased ethnocentric tendencies among those exposed to other cultures more often, it may even have the opposite effect than our assumption.

Following the factor analysis there were seven questions that we chose to discard based on cross charges being too close between factors. These seven were: Q8, 11-12, 14-15 and 19-20. Four of these (12, 14, 15, 20) were all questions intended for the variable cultural openness. Removing these, even as Q16-18 replaced the measuring, we felt the scope of the variable was damaged. Consequently this also harmed the scope of perceived economic threat, as it lost some measurements based on earlier studies. However the two remaining questions were still highly relevant to the variable. Especially two of the questions removed damaged further analyses. Removing Q12: "*I like to buy foreign products, they are more exciting*" ruined the scope accuracy for cultural openness significantly. In fact, even if the validity and reliability analyses approved of the three questions under this variable, we feel like they were the less suitable questions. It supported our

hypothesis but it still feel like there is a considerable lack of fitting questions, a lack that Q12 would have covered. Additionally, by removing Q19: “*Even if it is considerably more expensive I prefer to buy exclusively Norwegian products to support the Norwegian economy*” we lost an opportunity to look at the financial motivation to the respondents in regards to CET and environmental concern.

The results from the analysis of Q27-30 gives us an indication that individuals who have a preference for certain brands and products are more likely to show greater ethnocentrism towards imported products. We discovered particularly a significant difference among Norwegian products that generally are perceived as a commonality (food, clothes) and products that either 1. were not an option in our survey or 2. were not Norwegian. The examined results is also in line with a study from Alden, Steenkamp and Batra (1999), where particularly food is portrayed as commonality in many countries, and is therefore often not observed to be a necessity when purchasing foreign products. Lack of perceived necessity for a product seem to open up for greater ethnocentric tendencies, although it might not be deliberately. Even if the analyses gave no proof statistically, by merely looking at the distribution of answers from Q27-29 (see appendix 11) it shows a clear favoritism towards the Norwegian brands. Based on this, claiming that when product availability is present the perceived product necessity lowers, which in turns heightens CET is not nonsensical. However, as the overall f-score did not show any significant value we can not draw any definite conclusions around the result.

As table 5 shows, it was Q27 - when it was Norwegian brands that are produced in Norway, that showed the greatest preference towards the Norwegian options. Implicitly this could mean that subconsciously, when COO and COM align, Norwegian consumers have a stronger preference to the Norwegian option than when the COM is foreign. In other words, a complete Norwegian value chain increases the preferences for the Norwegian brand as opposed to when production is abroad. Even without the statistical evidence through our analyses, it is definitely something worth to examine in future research. As this is similar to Watson & Wright (2000) findings and their suggestion for foreign companies to partly move their manufacture to the targeted market to fight CET.

The contemporary issue of COVID-19 gave us a unique opportunity to measure the variable perceived economic threat through topical questions. Some questions were removed from the variable, however two questions remained: Q25 and Q26. Both of these questions pertained to COVID-19, and the questions we valued most for this variable. As discussed in the introduction the international trade is ever rising and cross-border exchange has become increasingly important for countries. The pandemic has caused a global shut-down, this has been extremely damaging to the cross-border dependent world economy, and the Norwegian economy is no exception. Our findings show that COVID-19 has affected consumers scepticism to imported products, and in all likelihood the current situation has caused the level of consumer ethnocentrism to heighten significantly. Understanding this can help to correctly time market penetration. If a country, in this case Norway, is experiencing a situation that threaten their economy, it would possibly be better to wait for it to pass before entering the market.

Our last hypothesis was supported through the regression analyses, but the results were still not exactly as we expected. Environmental concern does have a significant positive effect on CET, however, not only for the younger population as we assumed but in general. In fact, based on the results we got the older population is actually more affected by environmental concerns than the younger population. It is not contradicting any earlier studies as there is none- to our knowledge, yet it is very unexpected. As Liere & Dunlap (1982) pointed out studies show that the relationship between environmental concern and age have been proven negative in abundance. Why it is more effective to raise the level of CET in the older population poses a new opportunity for another study. Potentially it may be that the older, who have been proven to have a higher level of CET plenty, use it as an excuse to be moral about their prejudice. Hiding behind societal consciousness is more acceptable than plain discriminant tendencies. Or, it could be because Norwegian manufactured products is considerably more expensive than foreign, and the younger population tend to be less economically comfortable than the older. Therefore, they might have to buy foreign products as national is too expensive for their budget. Again this is something that Q19 could have helped with, to understand the financial

motivation of the respondents. Nonetheless, environmental concern in relation to consumer ethnocentrism is definitely something that needs further research.

6.2 Conclusion

Although the paper explains the level of consumer ethnocentrism and its relationship between the explanatory variables, it does not explain how to alleviate the importance of these variables nor how to work around them. It merely gives a reflection of the current state of consumer ethnocentrism which can give an insight into how to formulate a company's strategy that is affected by this.

The Norwegian consumers in this study were shown to have a relatively high level of consumer ethnocentrism. However, as proven through the regression analysis, perceived economic threat does have a positive relationship to CET and therefore the level currently present in the respondents is not representative generally; as it has been elevated by the current pandemic harming the domestic economy. Based on this, it would be smart for companies not currently in the country to wait with market penetration, and companies currently operating in Norway to minimise their apparent foreignness.

We were able to prove that all except perceived product necessity has an significant effect on the level of consumer ethnocentrism. Despite the overall proof not being there (in the overall f-value) there was a significant p-value for Q27-29 when compared to '*none of these*'. When the respondents were to choose between several well-known brands within the category, for all three questions close to half chose the Norwegian brand (86% for chocolate - see appendix 11). The second most common answer was "*none of these*". Though no statistical proof it indicates that there is a favouritism for Norwegian brands when present. The presence of Norwegian brands within an industry where foreign brands operate in is therefore still something to take into consideration for the strategy. Furthermore, it can be suggested that consumers who prefer buying brands other than the ones represented are more lenient to foreign brands, and therefore score lower on ethnocentric tendencies.

Of all the variables we were able to establish that environmental concern had the biggest impact on the dependent variable. This indicates that for Norwegian consumers it is important that what they buy is environmentally friendly, this is something that should be heavily accentuated by foreign companies to mitigate the suspicion held towards them and their environmental footprint.

7.0 Limitations, self-reflection and future research

7.1 Limitations

For this study the measurement errors connected to the survey is what had the biggest potential to affect the results. The validity could have been weakened as a result of limited amount of time to develop and perform the survey. To secure greater validity of the tested variables and to assure measured data covered the intended research area we could have done a pre-test. A pre-test would have allowed for discoveries of any potential errors, grounded in the formulation of survey. This particularly became apparent as one of the respondents contacted us to ask about a question they did not understand. Moreover, a pre-test would enable correction of questions with cumbersome formulation and present respondents with accurately formulated questions, decreasing potential obscurities.

In this research a non-probability sample was used, specifically a convenience sample because of the limited time. As convenience samples does not allow for randomisation of the sample, the validity of the results can have been impaired. Furthermore, as the sample group is self-selected it is difficult to make any general remarks about the population, and therefore it is hard to determine whether our sample is fully representative or not. It can be challenging to establish if the respondents participated through their interest in the research topic or if they felt an obligation to answer because of personal connection. Either way it certainly lessened the generalisability of the study.

7.2 Self-reflection

The pandemic put us in a unique situation where we had to change both the university and our Bachelor thesis in the middle of the term. Having to start an entirely new study in March led us to stress with getting through everything on

time which reflected itself in the development of the survey. The survey was created mostly through literature reviews, but we had little consideration towards how it would affect the analyses in SAS JMP or which variable the different questions belonged to. We were mostly worried with just getting it done and out there. The questions were worded ambiguously, therefore they could belong to several factors; which was confirmed through the abundance of cross charges in the factor analysis. As we did not consider how we would have to convert the questions to work in SAS JMP we struggled quite a bit with the variable “perceived product necessity”, as the last four questions were far from easy to convert into an analysis and took a lot of our time. With the first three pertained to brand there was no scale, and with the last being multiple-choice we were unable to understand how to perform a validity test as SAS JMP would not allow for multivariate test to be done. Naturally this damages the validity as we do not know the validity. We should of had a more methodical approach when constructing the survey, creating five questions for each measured variable for example, and sticking to a strictly 7-point Likert-scale agreement answering option. This would have made the analyses of the survey a lot easier and less time consuming. We should also have done a pre-test as this could have increased the survey’s validity and helped the ambiguity of the wording, which would have reduced the number of questions with cross-charges in the factor analysis.

Apart from this we are rather satisfied with our work. We did an extensive literature review for a thorough groundwork and were able to limit the scope of the study to match our resources and abilities. Additionally, we completed our intermediate objectives within the self-given deadlines. We have cooperated well together and communicated closely online, as we live in different countries. The work was delegated evenly and the dynamic of the group has been good. All in all, we worked diligently in order to complete the thesis and are proud of the finished results.

7.3 Future research

As the RSquare showed us the independent variables only gave an explanation of approximately a third of the influence on CET. Therefore, there exist many other variables that have an effect on the level of CET within the Norwegian consumers

this paper did not disclose. Nationalism has continuously been discussed to have great influence on consumer ethnocentrism. It affects how individuals view and relate to their own country and perceive their national identity. Nationalism is also believed to affect individual's perception towards foreign countries, oftentimes reporting negative stereotypes. We have almost exclusively only discovered funds where high nationalism is affecting consumer ethnocentrism positively. However, as the variable perceived economic threat somewhat touches upon the subject in addition to the limited it was decided not to explore the theme any further.

It would be interesting if future research focused on particularly negative nationalistic influence on Norwegian consumers CET towards foreign products.

Hypothesis H5 gave support for environmental concern influences consumer awareness of buying imported products. The explored hypothesis primarily discovered the effects on Norwegian consumers CET for general products. It did not analyse if CET would change if products were of greater environmental friendliness. Products associated with environmentally conscious companies generally increase purchase intentions (Hojnik, Ruzzier, & Konečnik Ruzzier, 2019). To research if foreign products perceived as environmentally friendly influence level of ethnocentric tendencies positively or negatively, is something we would encourage future studies to explore further.

Furthermore, we would recommend future research to study the relationship between ethnicity and consumer ethnocentrism in depth. Although our hypothesis H1B did not get supported, the $p > f$ value of 0,0678 is close enough to the significant value (0,05) that it might indicate a relationship between the two. Moreover, operating a test with more diversity within the respondents might alter the results. This would be particularly interesting as we only got 13 out 169 respondents with two or more ethnicities, which can have contributed to the non-significant value.

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Appendix


Appendix 1:

<input type="checkbox"/> Q1	Kjønn:
	<input type="radio"/> Mann
	<input type="radio"/> Kvinne
	<input type="radio"/> Annet
<input type="checkbox"/> Q2	Alder:
	<input type="radio"/> Under 20
	<input type="radio"/> 20-29
	<input type="radio"/> 30-39
	<input type="radio"/> 40-49
	<input type="radio"/> 50+
<input type="checkbox"/> Q16	Hvilke etniske bakgrunner og kulturer relaterer du deg til
	<input type="radio"/> Kun norsk
	<input type="radio"/> Kun én, men ikke norsk
	<input type="radio"/> To etnisiteter/kulturer
	<input type="radio"/> Tre eller flere forskjellige etnisiteter/kulturer
<input type="checkbox"/> Q37	Identifiserer du deg selv som norsk?
	<input type="radio"/> Ja
	<input type="radio"/> Nei
	<input type="radio"/> Har bodd i Norge lenge, men identifiserer meg ikke som norsk
<input type="checkbox"/> Q5	Det å støtte norske bedrifter er viktig for meg
	<input type="radio"/> Helt uenig
	<input type="radio"/> Ganske uenig
	<input type="radio"/> Litt uenig
	<input type="radio"/> Hverken eller
	<input type="radio"/> Litt enig
	<input type="radio"/> Ganske enig
	<input type="radio"/> Helt enig
	<input type="button" value="Kvantitative metoder"/>
<input type="checkbox"/> Q6	Jeg vil heller støtte norske lokal bedrifter enn utenlandske
	<input type="radio"/> Helt uenig
	<input type="radio"/> Ganske uenig
	<input type="radio"/> Litt uenig
	<input type="radio"/> Hverken eller
	<input type="radio"/> Litt enig
	<input type="radio"/> Ganske enig
	<input type="radio"/> Helt enig
<input type="checkbox"/> Q7	Det å kjøpe norske produkter gir meg en følelse av mer tilhørighet til Norge / får meg til å føle meg mer norsk
	<input type="radio"/> Helt uenig
	<input type="radio"/> Ganske uenig
	<input type="radio"/> Litt uenig
	<input type="radio"/> Hverken eller
	<input type="radio"/> Litt enig
	<input type="radio"/> Ganske enig
	<input type="radio"/> Helt enig


Q8 Jeg oppfatter andre som mindre norske når de ikke støtter norske bedrifter når mulig

 Helt uenig
 Ganske uenig
 Litt uenig
 Hverken eller
 Litt enig
 Ganske enig
 Helt enig


Q9 Dersom jeg velger å kjøpe et utenlandsk produkt fremfor et norsk alternativ fordi det er billigere, føler jeg en form av kjøpsskam

 Helt uenig
 Ganske uenig
 Litt uenig
 Hverken eller
 Litt enig
 Ganske enig
 Helt enig


Q17 Jeg skulle ønske det fantes mer norske alternativer for visse produkter så jeg slapp å kjøpe utenlandske

 Helt uenig
 Ganske uenig
 Litt uenig
 Hverken eller
 Litt enig
 Ganske enig
 Helt enig


Q18 Nordmenn bør kun kjøpe norskproduserte produkter

 Helt uenig
 Ganske uenig
 Litt uenig
 Hverken eller
 Litt enig
 Ganske enig
 Helt enig


Q22 Jeg liker å kjøpe utenlandske produkter, de er mer spennende

 Helt uenig
 Ganske uenig
 Litt uenig
 Hverken eller
 Litt enig
 Ganske enig
 Helt enig


Q23 Jeg prøver å kjøpe norske produkter så ofte som mulig fordi jeg liker de bedre

 Helt uenig
 Ganske uenig
 Litt uenig
 Hverken eller
 Litt enig
 Ganske enig
 Helt enig


Q10 Det er bra den norske lov verner norske bedrifter i større grad med toll avgift på importerte produkter som også produseres i Norge

 Helt uenig
 Ganske uenig
 Litt uenig
 Hverken eller
 Litt enig
 Ganske enig
 Helt enig

Q11 Bare varer ikke tilgjengelig i Norge bør bli importert

 Helt uenig
 Ganske uenig
 Litt uenig
 Hverken eller
 Litt enig
 Ganske enig
 Helt enig

Q12 Import og handel av utenlandske produkter smerter den norske industrien og sørger for større arbeidsledighet

 Helt uenig
 Ganske uenig
 Litt uenig
 Hverken eller
 Litt enig
 Ganske enig
 Helt enig

Q13 Produkter som har en ren norsk produksjonskjede er bedre for den norske økonomien

 Helt uenig
 Ganske uenig
 Litt uenig
 Hverken eller
 Litt enig
 Ganske enig
 Helt enig

Q20 Grunnet utenlandsk konkurranse har norske bedrifter blitt tvunget til å flytte produksjon ut av landet, dette synes jeg er dumt og svekker den norske integriteten

 Helt uenig
 Ganske uenig
 Litt uenig
 Hverken eller
 Litt enig
 Ganske enig
 Helt enig

Q21 Selvom det er betraktelig dyrere foretrekker jeg å kjøpe hefnorske produkter for å støtte den norske økonomien

 Helt uenig
 Ganske uenig
 Litt uenig
 Hverken eller
 Litt enig
 Ganske enig
 Helt enig

Q27 Jeg tenker generelt sett at produkter laget i Norge er av høyere kvalitet enn importerte produkter



- Helt uenig
- Ganske uenig
- Litt uenig
- Hverken eller
- Litt enig
- Ganske enig
- Helt enig

Q29 Produkter som har en ren norsk produksjonskjede er bedre for miljøet



- Helt uenig
- Ganske uenig
- Litt uenig
- Hverken eller
- Litt enig
- Ganske enig
- Helt enig

Q31 Grunnet utenlandsk konkurranse har norske bedrifter blitt tvunget til å flytte produksjon ut av landet, dette synes jeg er dumt fordi det skader miljøet



- Helt uenig
- Ganske uenig
- Litt uenig
- Hverken eller
- Litt enig
- Ganske enig
- Helt enig

Q24 Jeg prøver å kjøpe norske produkter så ofte som mulig fordi det er mer miljøvennlig med kortreiste produkter



- Helt uenig
- Ganske uenig
- Litt uenig
- Hverken eller
- Litt enig
- Ganske enig
- Helt enig

Q25 Jeg kjøper ikke av store multinasjonale bedrifter fordi de skader miljøet i en større grad enn lokale nasjonale bedrifter



- Helt uenig
- Ganske uenig
- Litt uenig
- Hverken eller
- Litt enig
- Ganske enig
- Helt enig

Q26 Utbredelsen av Korona-pandemien har gjort meg mer skeptisk til utenlandske produkter og/eller tjenester



- Helt uenig
- Ganske uenig
- Litt uenig
- Hverken eller
- Litt enig
- Ganske enig
- Helt enig

Q30 Norge hadde ikke blitt like preget av Korona-pandemien dersom det ikke ble importert så mange utenlandske produkter inn i landet

Helt uenig

Ganske uenig

Litt uenig

Hverken eller

Litt enig

Ganske enig

Helt enig

Q31 Jeg foretrekker å kjøpe:

- Ferrero Rocher
- Freia
- Hershey's
- Lindt
- Marabou
- Milka
- Nidar
- Ingen av disse

Q32 Jeg foretrekker å kjøpe fra:

- Amazon
- Ebay
- Etsy
- Finn
- Taobao
- Ingen av disse

Q34 Jeg foretrekker å kjøpe:

- Bergans
- Fjällräven
- Helly Hansen
- Mammut/ Marmot ?
- The North Face
- Ingen av disse

Q28 Jeg foretrekker å handle norske produkter innenfor:

- Elektronikk
- Hvitvarer
- Klær
- Mat
- Service og tjenester
- Sport
- Ingen

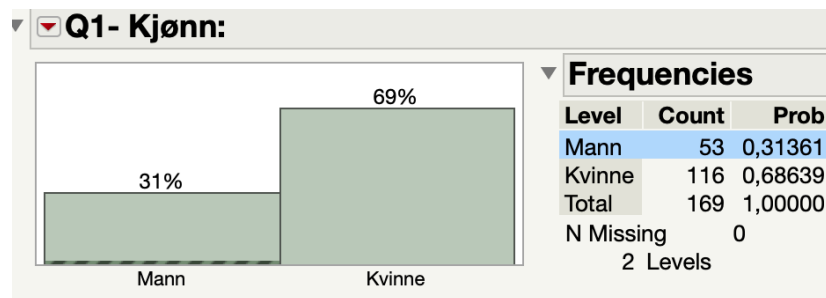
Q37 Var det noen av utsagnene du følte en viss skam over å si deg enig i og påvirket responsen din?

- Ja
- Nei
- Vet ikke

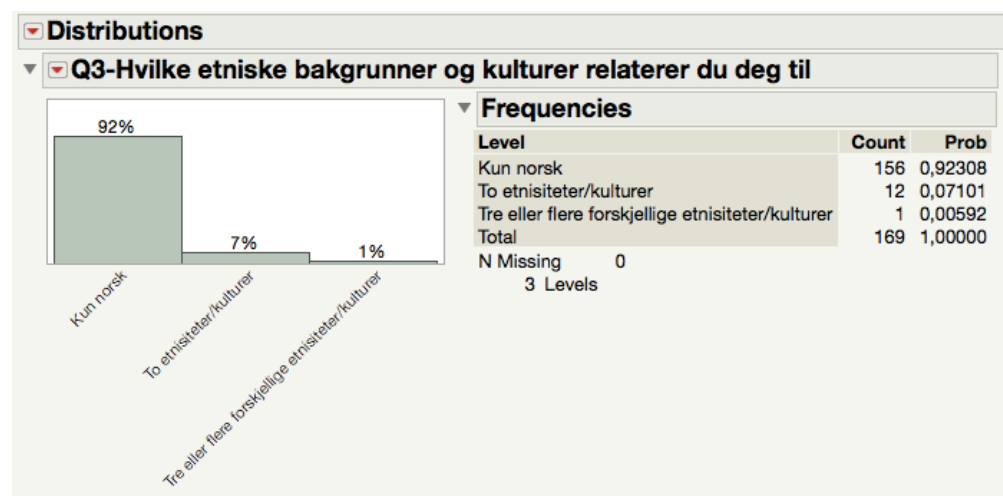
Appendix 1.1 - translated:

Question	Abbreviation	
Gender:	Male Female Other	Q1
Age:	Under 20 20-29 30-39 40-49 50+	Q2
What ethnic backgrounds and cultures do you relate to	Only Norwegian Only one, but not Norwegian Two ethnicities/cultures Three or more different ethnicities/cultures	Q3
Do you identify as Norwegian:	Yes No Have lived in Norway for a long time, but do not identify as Norwegian	Q4
Supporting Norwegian companies is important to me		Q5
I would rather support Norwegian local companies than foreign		Q6
Buying Norwegian products gives me a greater sense of belonging to Norway		Q7
I perceive others as less Norwegian when they do not support Norwegian companies when possible		Q8
If I choose to buy a foreign product as opposed to a Norwegian alternative because it is cheaper, I feel a form of buyer's guilt		Q9
I wish there existed more Norwegian alternatives for certain products so I didn't have to buy foreign		Q10
Norwegians should only buy Norwegian produced products		Q11
I like to buy foreign products, they are more exciting		Q12
I try to buy Norwegian products as often as possible because I like them better		Q13
It is good that the Norwegian law protects Norwegian companies to a greater extent through tariffs on imported products that are also produced in Norway		Q14
Only products not available in Norway should be imported		Q15
Import and trade of foreign products harm the Norwegian industry and is the cause of higher unemployment		Q16
Products with a completely Norwegian value chain is better for the Norwegian economy		Q17
Because of foreign competition Norwegian firms have been forced to move production out of the country, I think this is bad and lessens the Norwegian integrity		Q18
Even if it is considerably more expensive I prefer to buy completely Norwegian products to support the Norwegian economy		Q19
I generally think products produced in Norway is of higher quality than imported products		Q20
Products with a completely Norwegian value chain is better for the environment		Q21
Because of foreign competition Norwegian firms have been forced to move production out of the country, I think this is bad because it harms the environment		Q22
I try to buy Norwegian products as often as possible because it is more environmentally friendly with short travelled products		Q23
I don't purchase from big multinational companies because they harm the environment to a greater extent than local national companies		Q24
The spreading of the Corona-pandemic has made me more sceptical towards foreign products and/or services		Q25
Norway would not have been as affected by the Corona-pandemic if it was not imported so many foreign products into the country		Q26
I prefer to buy:	Ferrero Rocher Freia (NOR) Hershey's Lindt Marabou Milka Nidar (NOR) None of these	Q27
I prefer to buy from:	Amazon Ebay Etsy Finn (NOR) Taobao None of these	Q28
I prefer to buy:	Bergans (NOR) Fjällräven Helly Hansen (NOR) Mammut/Marmot The North Face None of these	Q29
I prefer to buy Norwegian products within:	Electronics Hvitevarer Clothes Food Service Sports None	Q30

Appendix 2 - Distribution:

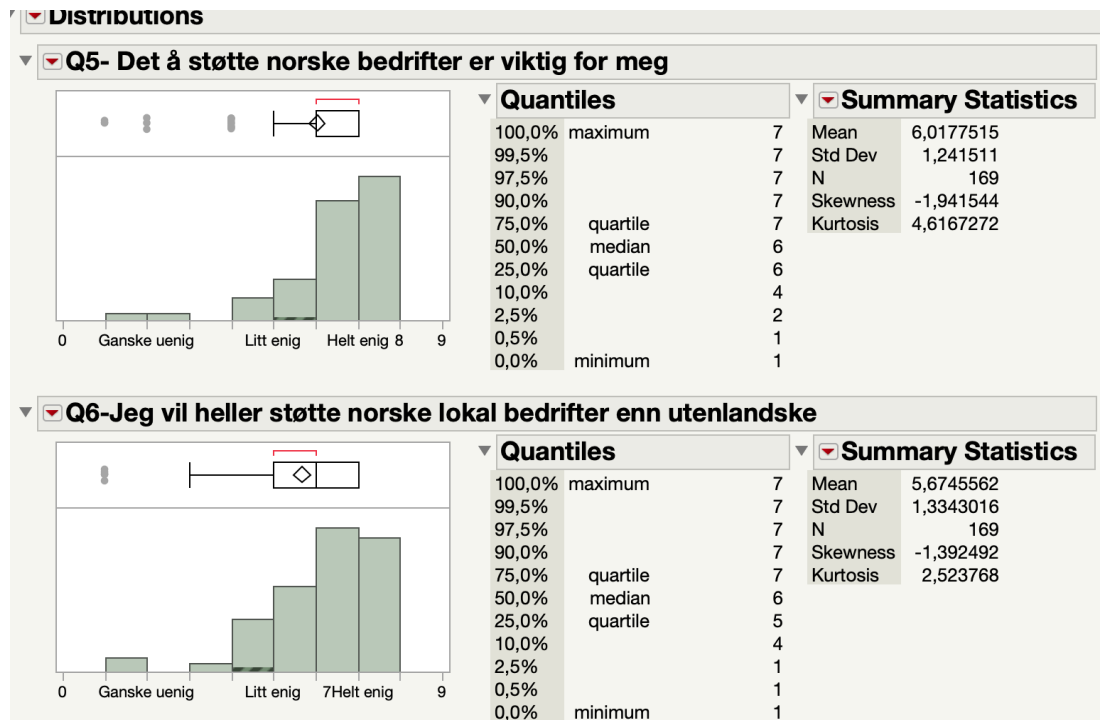


Left = men, right side = women.

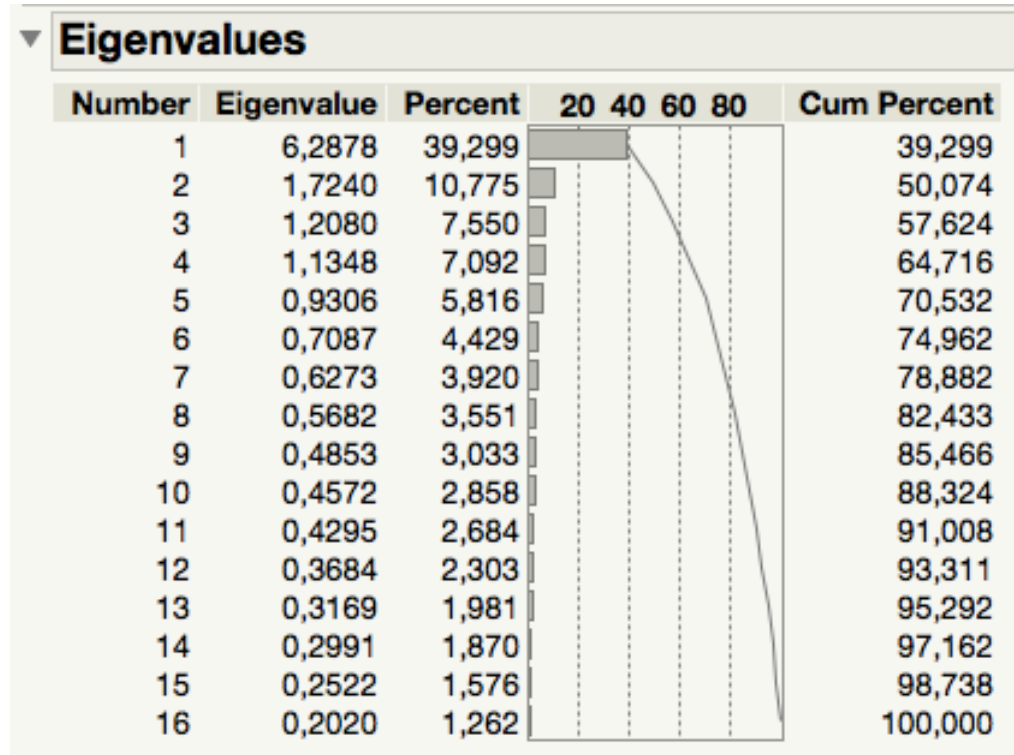


Left to right: Only Norwegian, two ethnicities/cultures, three or more different ethnicities/cultures

Appendix 3 - Skewness and Kurtosis:

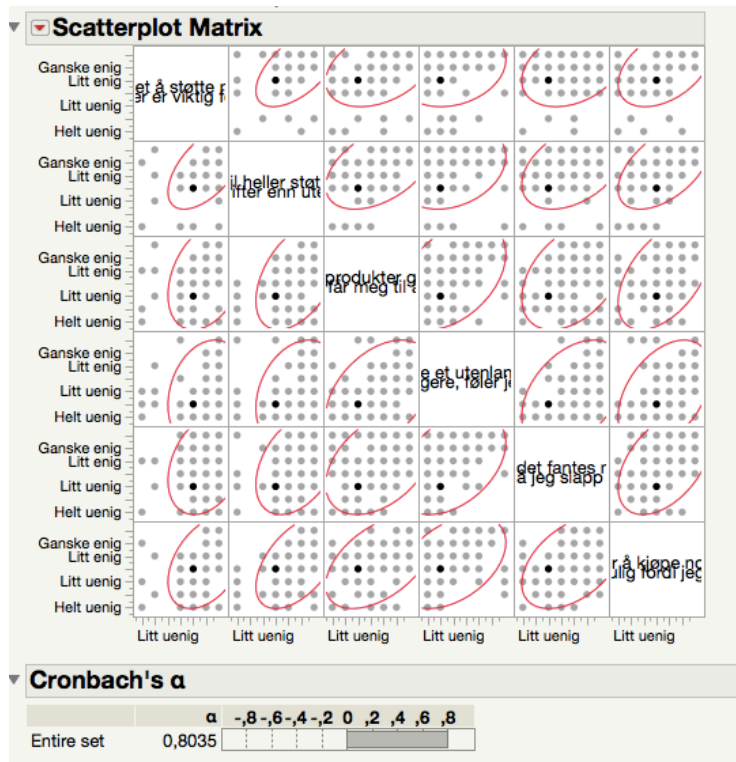


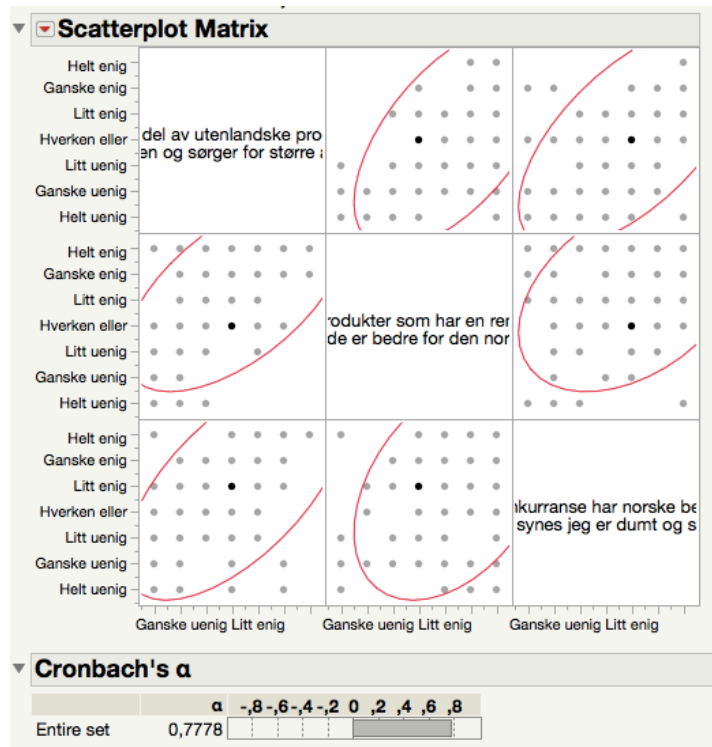
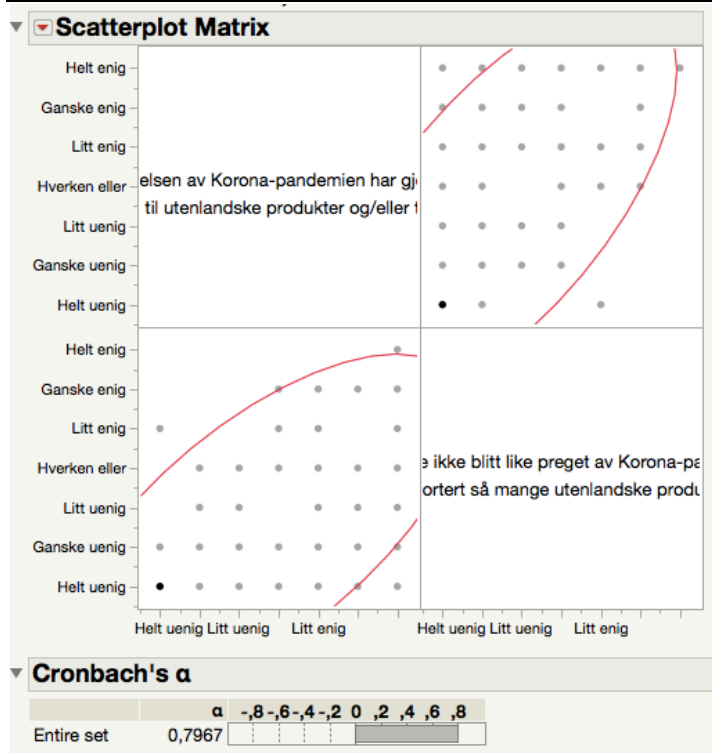
Appendix 4 - Factor Analysis:

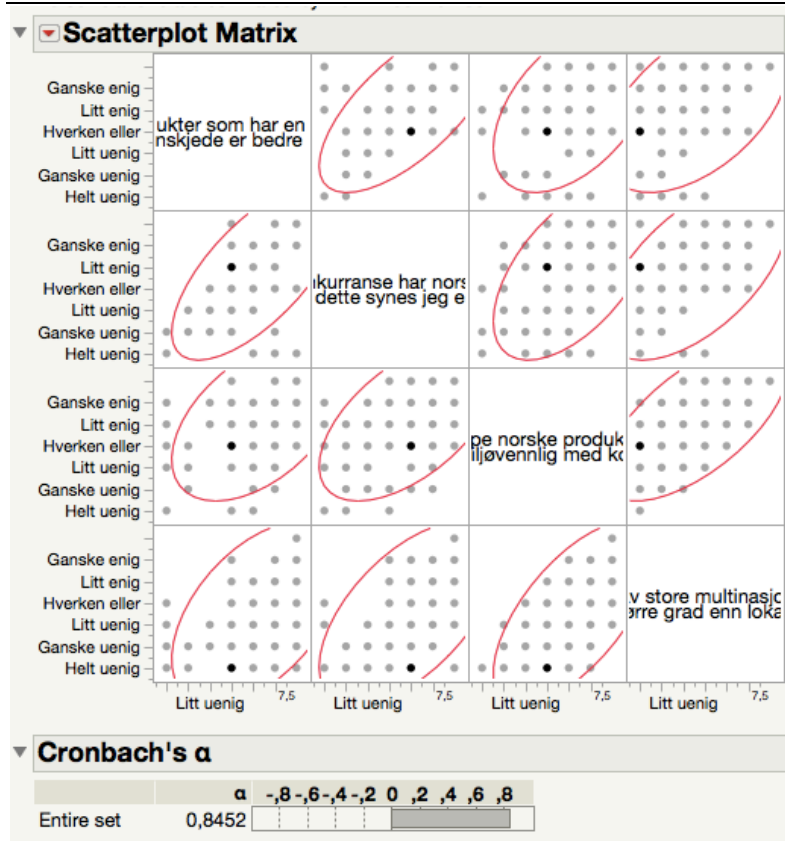


Rotated Factor Loading				
	Factor 1	Factor 2	Factor 3	Factor 4
Q6	0,737020	-0,023083	0,022463	0,277481
Q5	0,662627	0,076408	-0,082683	0,188786
Q13	0,620355	0,197640	0,292676	0,237364
Q10	0,568734	0,256034	0,166388	0,001047
Q7	0,556404	0,143371	0,392805	0,089225
Q9	0,382372	0,280421	0,278912	0,103022
Q22	0,069199	0,803195	0,184950	0,240112
Q21	0,122950	0,718035	0,118498	0,199280
Q23	0,423004	0,554922	0,229404	0,226586
Q24	0,256164	0,538073	0,422868	0,288235
Q26	0,030696	0,185399	0,761167	0,206233
Q25	0,226943	0,227530	0,717840	0,263541
Q16	0,221870	0,260800	0,282704	0,778130
Q17	0,200085	0,181343	0,143696	0,569255
Q18	0,196053	0,346905	0,201726	0,549638

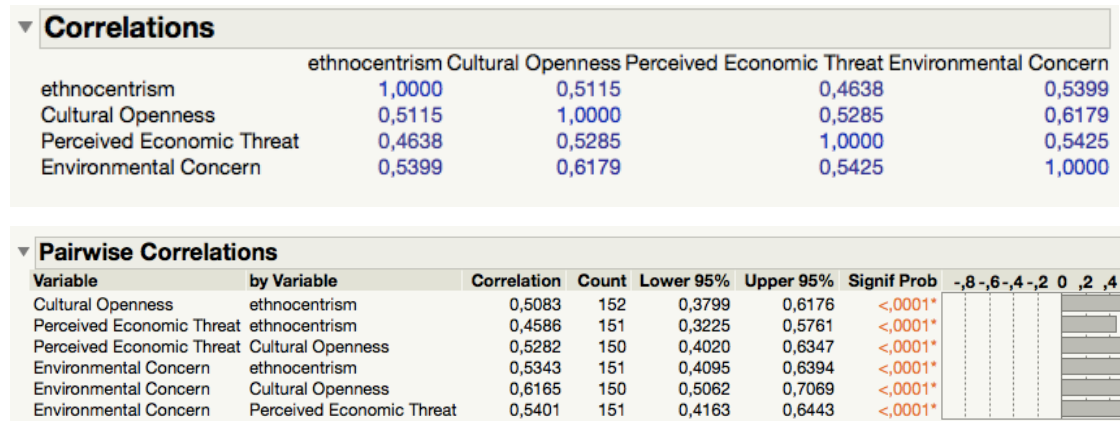
Appendix 5 - Cronbach's Alpha:





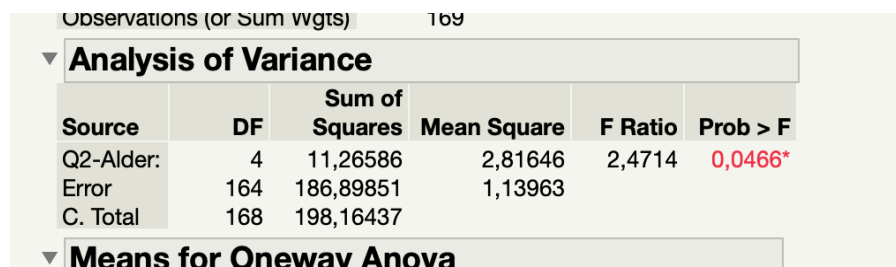


Appendix 6 - Correlations:



Appendix 7 - ANOVA:

Age and ethnocentrism:



Connecting Letters Report

Level	Mean
Under 20 A B	5,5000000
40-49 A	5,0648148
50+ A	4,8651961
30-39 A B	4,6794872
20-29 B	4,4019608

Levels not connected by same letter are significantly different.

Ordered Differences Report

Level	- Level	Difference	Std Err Dif	Lower CL	Upper CL	p-Value
Under 20	20-29	1,098039	1,077947	-1,03041	3,226484	0,3099
Under 20	30-39	0,820513	1,107831	-1,36694	3,007963	0,4600
40-49	20-29	0,662854	0,232383	0,20401	1,121702	0,0049*
Under 20	50+	0,634804	1,075353	-1,48852	2,758126	0,5558
50+	20-29	0,463235	0,197749	0,07277	0,853698	0,0204*
Under 20	40-49	0,435185	1,082258	-1,70177	2,572140	0,6881
40-49	30-39	0,385328	0,345427	-0,29673	1,067385	0,2663
30-39	20-29	0,277526	0,331676	-0,37738	0,932432	0,4040
40-49	50+	0,199619	0,220035	-0,23485	0,634086	0,3656
50+	30-39	0,185709	0,323145	-0,45235	0,823770	0,5663

Ethnicity and ethnocentrism:

Connecting Letters Report

Level	Mean
Kun norsk A	4,8034188
To etnisiteter/kulturer A	4,2083333
Tre eller flere forskjellige etnisiteter/kulturer A	4,1666667

Levels not connected by same letter are significantly different.

Ordered Differences Report

Level	- Level	Difference	Std Err Dif	Lower CL	Upper CL	p-Value
Kun norsk	Tre eller flere forskjellige etnisiteter/kulturer	0,6367521	1,084141	-1,50373	2,777235	0,5578
Kun norsk	To etnisiteter/kulturer	0,5950855	0,323743	-0,04410	1,234269	0,0678
To etnisiteter/kulturer	Tre eller flere forskjellige etnisiteter/kulturer	0,0416667	1,124810	-2,17911	2,262445	0,9705

Analysis of Variance

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Q3-Hvilke etniske bakgrunner og kulturer relaterer du deg til	2	4,29702	2,14851	1,8397	0,1621
Error	166	193,86734	1,16788		
C. Total	168	198,16437			

Means for Oneway Anova

Level	Number	Mean	Std Error	Lower 95%	Upper 95%
Kun norsk	156	4,80342	0,0865	4,6326	4,9742
To etnisiteter/kulturer	12	4,20833	0,3120	3,5924	4,8243
Tre eller flere forskjellige etnisiteter/kulturer	1	4,16667	1,0807	2,0330	6,3003

Std Error uses a pooled estimate of error variance

ANOVA- analysis for Q27-30:

Analysis of Variance

Source	DF	Sum of Squares	Mean Square	F Ratio	Prob > F
Foretrekker norsk	6	11,01571	1,83595	1,6901	0,1236
Error	263	285,68892	1,08627		
C. Total	269	296,70463			

Connecting Letters Report

Level		Mean
Mat	A	5,0345345
Klær	A	5,0250000
Sport	A	4,8833333
Hvitevarer	A B	4,8229167
Service og tjenester	A B	4,7564103
Elektronikk	A B	4,6555556
Ingen	B	4,1923077

Levels not connected by same letter are significantly different.

Ordered Differences Report

Level	- Level	Difference	Std Err Dif	Lower CL	Upper CL	p-Value
Mat	Ingen	0,8422268	0,3055248	0,240641	1,443813	0,0062*
Klær	Ingen	0,8326923	0,3713121	0,101569	1,563815	0,0258*
Sport	Ingen	0,6910256	0,3460754	0,009595	1,372457	0,0469*
Hvitevarer	Ingen	0,6306090	0,3891671	-0,135671	1,396889	0,1063
Service og tjenester	Ingen	0,5641026	0,3166560	-0,059401	1,187606	0,0760
Elektronikk	Ingen	0,4632479	0,3949395	-0,314398	1,240894	0,2419
Mat	Elektronikk	0,3789790	0,2867127	-0,185566	0,943524	0,1874
Klær	Elektronikk	0,3694444	0,3559936	-0,331516	1,070405	0,3003
Mat	Service og tjenester	0,2781243	0,1627822	-0,042398	0,598647	0,0887
Klær	Service og tjenester	0,2685897	0,2665058	-0,256167	0,793346	0,3145
Sport	Elektronikk	0,2277778	0,3295861	-0,421185	0,876741	0,4901
Mat	Hvitevarer	0,2116179	0,2787079	-0,337165	0,760401	0,4484
Mat	Hvitevarer	0,2116179	0,2787079	-0,337165	0,760401	0,4484
Klær	Hvitevarer	0,2020833	0,3495788	-0,486246	0,890413	0,5637
Hvitevarer	Elektronikk	0,1673611	0,3745795	-0,570195	0,904918	0,6554
Mat	Sport	0,1512012	0,2144649	-0,271086	0,573488	0,4814
Klær	Sport	0,1416667	0,3008695	-0,450753	0,734086	0,6381
Sport	Service og tjenester	0,1269231	0,2300453	-0,326042	0,579888	0,5816
Service og tjenester	Elektronikk	0,1008547	0,2985462	-0,486990	0,688700	0,7358
Hvitevarer	Service og tjenester	0,0665064	0,2908671	-0,506218	0,639231	0,8193
Sport	Hvitevarer	0,0604167	0,3226466	-0,574883	0,695716	0,8516
Mat	Klær	0,0095345	0,2531792	-0,488982	0,508051	0,9700

Appendix 8 - Multiple Regression:

Summary of Fit

RSquare	0,356899
RSquare Adj	0,343684
Root Mean Square Error	0,867192
Mean of Response	4,821111
Observations (or Sum Wgts)	150

Analysis of Variance

Source	DF	Sum of Squares	Mean Square	F Ratio
Model	3	60,93248	20,3108	27,0083
Error	146	109,79511	0,7520	Prob > F
C. Total	149	170,72759		<,0001*

Parameter Estimates

Term	Estimate	Std Error	t Ratio	Prob> t
Intercept	3,9398645	0,484323	8,13	<,0001*
Reverse Cultural Openness	-0,170364	0,066695	-2,55	0,0117*
Perceived Economic Threat	0,1120873	0,049979	2,24	0,0264*
Environmental Concern	0,232633	0,07031	3,31	0,0012*

Appendix 9 - Simple Regression:

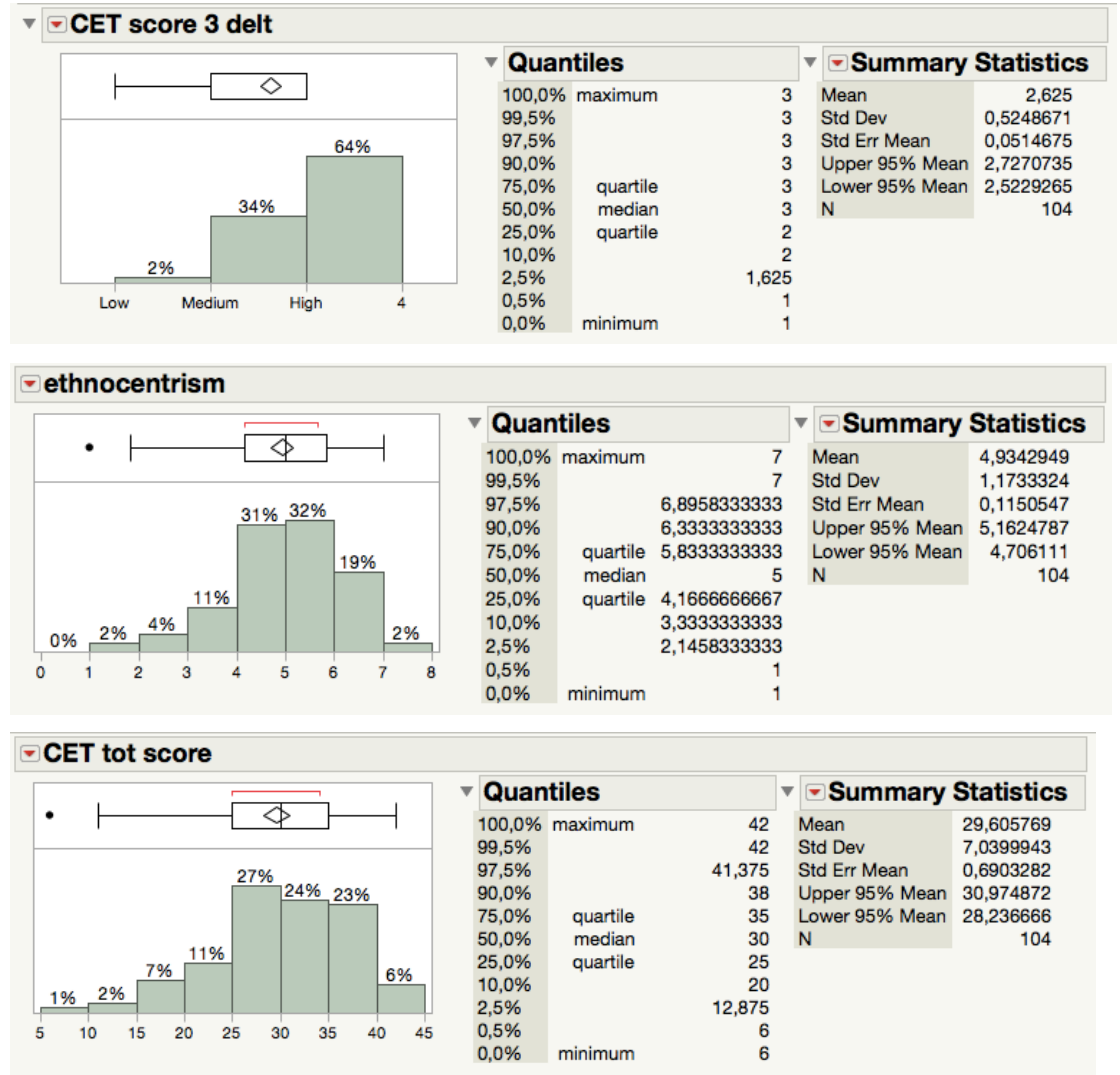
Over 40:

▼ Summary of Fit				
RSquare		0,339282		
RSquare Adj		0,332327		
Root Mean Square Error		0,935311		
Mean of Response		5,015464		
Observations (or Sum Wgts)		97		
▼ Analysis of Variance				
Source	DF	Sum of Squares	Mean Square	F Ratio
Model	1	42,67564	42,6756	48,7829
Error	95	83,10672	0,8748	Prob > F
C. Total	96	125,78236		<,0001*
▼ Parameter Estimates				
Term	Estimate	Std Error	t Ratio	Prob> t
Intercept	2,7902588	0,332446	8,39	<,0001*
Environmental Concern	0,4669441	0,066855	6,98	<,0001*

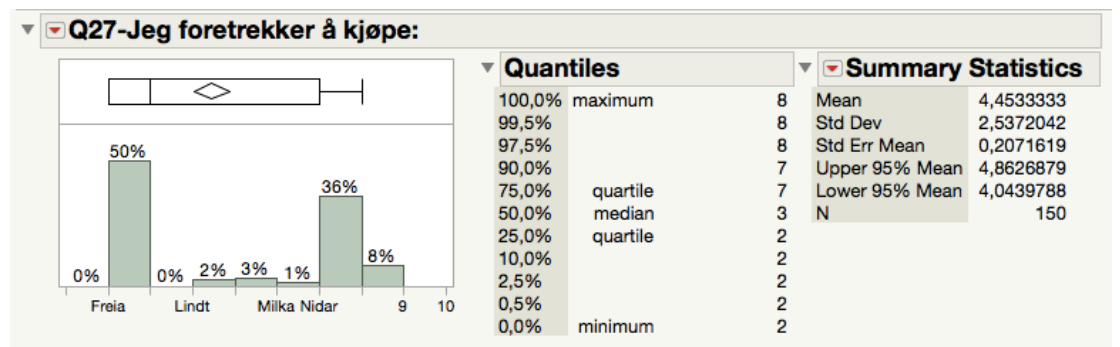
Under 40:

▼ Summary of Fit					
RSquare		0,147324			
RSquare Adj		0,130926			
Root Mean Square Error		0,783285			
Mean of Response		4,496914			
Observations (or Sum Wgts)		54			
▼ Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Ratio	
Model	1	5,512300	5,51230	8,9845	
Error	52	31,903852	0,61354	Prob > F	
C. Total	53	37,416152		0,0042*	
▼ Parameter Estimates					
Term	Estimate	Std Error	t Ratio	Prob> t	Std Beta
Intercept	3,2821706	0,419047	7,83	<,0001*	0
Environmental Concern	0,2682868	0,089506	3,00	0,0042*	0,383828

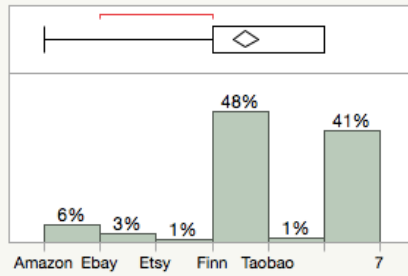
Appendix 10 - CET score:



Appendix 11 - Q27-29 distribution:



Q28-Jeg foretrekker å kjøpe fra:



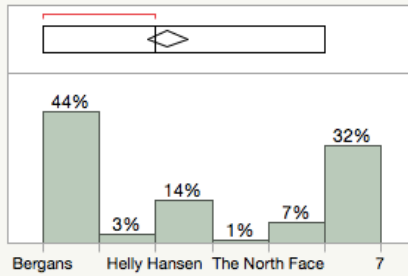
Quantiles

100,0%	maximum	6
99,5%		6
97,5%		6
90,0%		6
75,0%	quartile	6
50,0%	median	4
25,0%	quartile	4
10,0%		4
2,5%		1
0,5%		1
0,0%	minimum	1

Summary Statistics

Mean	4,5960265
Std Dev	1,4008512
Std Err Mean	0,1139997
Upper 95% Mean	4,821279
Lower 95% Mean	4,370774
N	151

Q29-Jeg foretrekker å kjøpe:



Quantiles

100,0%	maximum	6
99,5%		6
97,5%		6
90,0%		6
75,0%	quartile	6
50,0%	median	3
25,0%	quartile	1
10,0%		1
2,5%		1
0,5%		1
0,0%	minimum	1

Summary Statistics

Mean	3,2119205
Std Dev	2,2259358
Std Err Mean	0,1811441
Upper 95% Mean	3,5698441
Lower 95% Mean	2,853997
N	151