

The Impact of Conscious Awareness and Consumer Uniqueness on Consumer Ethnocentrism and Demographics Comparisons

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ABSTRACT

Purpose - This study aimed to interpret the differences stemming from the effect of demographic variables by analysing the relationship between conscious awareness, consumer uniqueness, and consumer ethnocentrism.

Design/methodology/approach – A survey has been carried across Turkey on consumers over 18 to determine this relationship. The data obtained were interpreted through the SPSS package program. In the first part of the study, a literature review was conveyed to explain conscious awareness, consumer uniqueness, and consumer ethnocentrism concepts. In the second part, conscious awareness and the relationship between consumer uniqueness and consumer ethnocentrism are described. Thus, regression, t-test and ANOVA analysis were conducted.

Findings - According to the analysis results, organizational consumer uniqueness positively affects consumer ethnocentrism. Besides, differences have been achieved between demographic variables and conscious awareness, consumer uniqueness, and consumer ethnocentrism.

Discussion - The effects of consumer uniqueness, ethnocentrism and similar phenomena on consumption and purchasing habits are essential for marketing companies. In the analysis conducted in this context, it was revealed that there is a positive relationship between consumer uniqueness and consumer ethnocentrism, while no significant relationship was found between the conscious awareness perceptions of consumers and consumer ethnocentrism. In addition, the study is thought to contribute to both the literature and the sectoral field due to the limited number of studies on the concept of consumer uniqueness in the literature and the analysis results.

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