

CONSUMER ETHOCENTRISM, PATRIOTISM AND AMINOCITY

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ABSTRACT

Consumer ethnocentrism is a very traditional theme in literature review dealing with international management and marketing area. More especially in the era of economic crisis in Greece the role of consumer ethnocentrism and the country of origin is substantial than ever before. Thus, the subject of this specific project is to record and investigate the beliefs, perceptions, attitudes and positions of University of Western Macedonia students' toward consumer ethnocentrism, (Shimp and Sharma, 1987), consumer patriotism (Kosterman and Feshbach's, 1989; Albarq and Nik Mat, 1995) and animosity (Klein et al., 1998) regarding foreign-made and Greek goods. Principal Components Analysis was used for the data analysis. The results show the social dimensions of the students' consumer behaviour.

Key words: Consumer ethnocentrism, patriotism, animosity, Principal Components Analysis

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