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## **Book**

# **Brand, Label, and Product Intelligence**

Second International Conference, COBLI 2021

## **Part II - Brand, products, and consumer behavior**

CH.5 Ethnocentrism consumer research: A bibliometric analysis overview over 1984-2021

# **Ethnocentrism consumer research: A bibliometric analysis overview over 1984-2021**

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## **Abstract**

This paper presents a general overview on ethnocentrism consumer research using bibliometric indicators over the period 1984-2021 from Web of Science Core Collection database. We investigate how the research on this topic is related to international trade, and how the literature has evolved with respect of keywords analysis, co-authorship, Co-citation relative to intuitions, countries and sources titles network.

Firstly, our results show that the inflation of World Bank data on international trade since 2006, coincides by simultaneously increasing of the number of publications on ethnocentrism consumer during the same period. This proving that globalization has become a highly predominant phenomenon. Secondly, the keywords analysis over 1984-2021 suggest three cluster namely the process of theoretical foundations of ethnocentrism, operability of the concept of ethnocentrism and intersection between research on the operational aspect of the construct and the conceptual aspect. Finally, this previous clusters has been mutated from one sub-period to another.

**Keywords:** ethnocentrism, consumer research, bibliometric analysis, Web of Science, overview.

## 1. Introduction

A fundamental movement is taking place in every continent with the serious questioning of world trade. In both the political and entrepreneurial spheres, the degree of ethnocentrism of individuals as consumers is at a peak. Indeed, the political messages (speeches by politicians like Trump and Sarkozy) and communications issued by international private groups located in various territories argued that the consumer ethnocentricity is affected (massive investments to testify to national preference, relocation announcements (Faulconbridge and Muzio, 2016).

The almost exponential development of academic research over the past three years on the concept of ethnocentricity highlights a real need to understand this concept as a whole and obtain a holistic view of research on this aspect of the consumer.

Following the growth in literature on consumer ethnocentrism and the fragmentation of the theories and measures surrounding this term, this study investigates research on consumer ethnocentrism and shows how it has developed over time.

In addition, this study examines the most widely occurring topics in the literature to identify potential weaknesses and gaps in scientific research into consumer ethnocentrism. To achieve these objectives, the research consists in a bibliometric analysis that draws on data from citations of articles, books, and other material available in the Thomson Reuters' Web of Science database.

We analyze 479 pieces of research on consumer ethnocentrism dating from 1985 to 2021, thus observing that the number of publications on consumer ethnocentrism changes over time. The study deals with articles from 1984 onwards because the earliest article on consumer ethnocentrism in the Web of Science dates from that year.

Several studies exist in numerous bibliometric disciplines. These include Gurzki and Woisetschläger (2016), who review luxury research by mapping the research landscape. Ferreira et al. (2016) make a bibliometric analysis of strategic management research. Perianes-Rodriguez et al. (2016) compare full and fractional counting in the construction of bibliometric networks. Gema and Domingo (2016) analyze the international impact of business incubators through a bibliometric analysis. Mishra et al. (2017) propose a bibliometric analysis employing a green supply chain performance analysis. Samiee S. and Chabowski B. R. (2012) analyze the knowledge structure in international marketing using a multi-method bibliometric analysis. Eisend and Lehmann(2016) assessing the enduring impact of influential papers in the marketing and management are using impact factor, primary and secondary citations and bibliometrics analysis. In addition, Chen et al. (2017) carry out a bibliometric study from 1997 to 2014 concerning the state of the art on food waste research. However, despite the fact that consumer ethnocentrism is well established in the management literature with an increasingly growing influence, no research has so far provided a bibliometric study of the matter. Our study provides a better empirical understanding of the most influential countries, authors and channels of diffusion in research on consumer ethnocentrism issues. As a result, the scientific community will be provided with initial results that will serve as a springboard for future research in the field.

Following this brief introduction, Section 2 presents a review of the consumer ethnocentrism literature. Section 3 describes the study method. Section 4 discusses results of the bibliometric analysis. Finally, Sections 5 present the conclusions arising from this study.

## 2. Literature review

Research on the concept of ethnocentricity was more or less stagnant until 2006, when it took a sharp turn with a proliferation of research on the topic. Indeed, each year the number of publications doubled for the next two years, and then accelerated even more from 2008 despite the economic crisis.

In 2014, for example, the number of research papers increased from 25 to 47. These changes can easily be explained by the globalization of trade, which involved the easing of protectionist barriers around the world, including in China between 2006 and 2016.

Faced with this explosion of international trade, a key issue facing researchers and managers has been to understand and explain how consumers in different countries perceive these foreign products arriving on their domestic market. This research generally explores the issue of the effect of the country of origin on the ultimate attitude of consumer buying behavior in relation to these products. Indeed, some consumers faced with this standardization of products in globalized markets have reacted with exacerbated ethnocentricity. Consumer beliefs could have an adverse effect on the entry of certain global foreign products into national markets. This is why researchers have looked at the concept of ethnocentrism in order to understand how these beliefs affect the purchase of products from foreign countries on a national territory.

Shimp and Sharma (1987, p. 280) were the precursors who built a scale of measurement of this concept. Ethnocentrism is defined as "consumer beliefs about the relevance or even morality of the purchase of products manufactured abroad". A more general definition of ethnocentrism is the "vision of things in which one's own group is the center of everything, and all others are scaled up and evaluated accordingly" (Sumner 1906, p.13). Thus, ethnocentric consumers will evaluate the products of their own country differently from those produced in other countries (Huddleston, Good & Stoel, 2000). Looking more closely at the concept, ethnocentrism is characterized by a favorable bias towards one's own group (in-group) compared with others (outside group/non-group) and consists of the following properties: the distinction between different groups; the biased perception of events that favor the interests of one's own group; the perception of one's own group as the center of the universe; suspicion and disdain for other groups; the perception of one's own group as superior, strong and honest (Sharma et al., 1995, p.27); And finally, a perception of other groups as inferior, weak and dishonest (LeVine & Campbell, 1972). "the act of purchasing foreign made products may seem "immoral" and "unpatriotic" since it does not contribute to the local economy" (JBR, 2018).

Cleveland, Laroche and Papadopoulos (2009) pointed out that, for ethnocentric consumers, "foreign or global brands represent not only an economic threat but also a cultural threat" (p. 112). "The CET represents the beliefs of consumers about the suitability and morality of buying foreign products (Feurer et al., 2016, Shimp & Sharma, 1987). Since the 2008 crisis, a form of global retreat has generated consumer movements that have more specifically delineated the concept of ethnocentrism in its geographical dimension. Indeed, the phenomenon of regionalism has emerged.

Contrary to this early conceptualization of CETSCALE by Shimp and Sharma, CETSCALE can be a multidimensional construction, as noted by Siamagka and Balabanis (2015) and Feuerer et al. (2016). Siamagka and Balabanis (2015) suggest that the CETSCALE contains dimensions such as prosociality, cognition, insecurity, reflexivity and habituation

In a global context, the country of origin is generally considered to be focal in the group, while foreign countries represent the external groups (Shankarmahesh 2006; Verlegh

2007).

These definitions have generated a profusion of research on this concept to understand in which and by which theoretical process ethnocentrism is related. For example, the terms "ingroup" and "outgroup" Klein (1999) presents the theory of the social identity of the individual whose ethnocentrism is related (Oyserman, 2007). Others use conflict theory to highlight the division between those who are part of the community and those outside (and Donald Levine, 1972). In this theoretical perspective, researchers attempt to explain the attraction versus repulsion of a group (Josiassen 2011). However, despite the rich literature, the whole theoretical corpus diverges in its results and generates several types of controversy.

The first debate intrinsic to the concept is linked in particular to its measurement. It was the seminal article by Shimp and Sharma (1987) that paved the way for a multitude of research on the scale of measurement called CETSCALE. However, this measuring system, built in a US context, cannot be implemented in other countries as such, which has considerably distorted certain research results. Indeed, most articles on CETSCALE appear to represent its broad socio-normative and economic aspects, emphasizing the need to support US products while rejecting foreign products because of their adverse effects on the US economy; but as soon as the scale was taken up in another country, the results diverged. For example, research shows that the concept of ethnocentrism applied in developing countries obtained different results from the original article (e.g., India, Russia and China, emergent countries ) (Kreckova et al., 2012, p. 272).

Some studies, such as Balabanis & Diamantopoulos (2004), conducted in developing countries have confirmed a low ethnocentric tendency among consumers, who prefer foreign rather than national products. Moreover, ethnocentric consumer trends are not always ranked as "radical". If the perception of a product is linked to a positive image of the country (e.g. level of industrialization or economic development), the ethnocentric consumer will consider that some local products are superior, and yet will positively evaluate foreign products. It was therefore necessary to make some modifications to the scale (Luque-Martinez et al., 2000, p. 1357). Furthermore, a scale comprising 13 items proved unnecessary in some cases and most research on the concept has used only a few items to measure the ethnocentricity of a consumer.

Another controversial issue is the one-dimensional scale measurement (Cleveland, Laroche, & Papadopoulos, 2009, Klein, Ettenson, & Krishnan, 2006, Kwak, Jaju & Larsen, Netemeyer, Durvasula, & Lichtenstein, 1991, Sharma, 2010, Steenkamp & Baumgartner, 1998, Steenkamp, Hofstede, & Wedel, 1999). That is always debated when analysing recent publications on the subject (Jiménez-Guerrero, et al., 2014)

Indeed, several studies have identified several dimensions, and not just one as initially demonstrated by the precursors of the concept. Indeed, the concept of consumer ethnocentrism is a complex construction involving cognitive, affective and normative orientations towards products manufactured abroad (Shimp, 1984). Cognitive aspects are identified by a perception of the superiority of domestic products and the inferiority of foreign products (i.e., the belief that national products are the best) (Sharma et al., 1987). Second, the emotional dimension emphasizes the key role of emotions in the evaluation and purchase of products (e.g. positive affective response to value, quality, etc.). Finally, a normative dimension considers the appropriateness of purchasing products manufactured in one's own country and questions how consumers should consume in order to prevent adverse effects on national employment and well-being in their country (Vida & Reardon, 2008). Consumer ethnocentrism can also be defined as a personality trait that can affect attitudes, intentions, preferences and purchasing behaviors when choices of domestic products and services in relation to imported products are at issue (Lindquist, Vida, Plank & Fairhurst, 2001).

Beyond the scope of research on the dimensions of measuring the concept, another corpus of debate confronts the evaluation of the antecedents of consumer ethnocentrism. Consumers differ in their level of ethnocentricity due to various factors underlying consumer ethnocentrism. Ethnocentric consumer trends do not develop alone, but are subject to a multitude of influences (Sharma et al., 1995, p.27). The corpus as a whole still offers relatively divergent results concerning the different variables that accentuate or moderate the effects of ethnocentricity on the purchase of a foreign product, such as: the socio-psychological characteristics of an individual, the political environment in which an individual lives, his or her economic situation and demographic characteristics (Zeugner-Roth, et al., 2015).

### 3. Bibliometric Method

Bibliometrics is the area of research that quantitatively studies bibliographic material (Broadus, 1987 Pritchard, 1969), providing overviews of a document set.

This study uses a wide range of bibliometric indicators, including the total number of publications and citations, the h-index (Alonso, Cabrerizo, Herrera-Viedma and Herrera, 2009, Franceschini and Maisano, 2010, Hirsch, 2005), the paper, the thresholds of quotations and other related indicators (Merigó, Gil-Lafuente and Yager, 2015a, Merigó, Mas-Tur, Roig-Tierno and Ribeiro-Soriano, 2015b).

By doing so, the objective is to provide a general informative overview of the bibliographic material (Bonilla, Merigó, & Torres-Abad, 2015; Ding, Rousseau, & Wolfram, 2014; Mingers&Leydesdorff, 2015 ). However, the rankings may be different depending on the specific indicator considered, so each reader can interpret the results according to her or his interests ( Coupé, 2003; Podsakoff, MacKenzie, Pod- sakoff, &Bachrach, 2008; Hsieh & Chang, 2009 ). The article uses the WoS Core Collection database in the search process of the information. We remark that there are other databases for dealing with academic documents (Mongeon& Paul- Hus, 2016). Note that WoS is owned by the company Thomson & Reuters Corporation. The search was carried out between 1984 - 2016 and considers all the documents published in the journal since 1984, because the first scientific publications on ethnocentrism appeared in 1984.

The study focuses on the bibliometric analysis of a specific journal. This type of methodology has already been used in previous studies for other journals, including the Journal of Business Research ( Merigó et al., 2015b ), the Journal of Business & Industrial Marketing ( Valenzuela, Merigó, Johnston, Nicolás, & Jaramillo, 2017 ), Knowledge-Based Systems ( Cobo, Martínez, Gutiérrez-Salcedo, Fujita, & Herrera-Viedma, 2015 ), and the International Journal of Intelligent Systems ( Merigó, Blanco-Mesa, Gil-Lafuente, &Yager, 2017 ).

To map the bibliographic material, we use the VOS visualization software (Van Eck &Waltman, 2010). This software visualizes the results across a wide range of bibliometric indicators, including bibliographic linking, co-citation and co-occurrence (Merigó, Cancino, Coronado, &Urbano, 2016). Bibliographic linkage (Kessler, 1963) occurs when two documents cite the same third document. Co-citation (Small, 1973) appears when two documents receive a quote from the same third document. Co-occurrence analyzes the most common keywords used in documents.

Observe that in this paper the focus of co-occurrence is on the keyword list of the articles provided usually at the first page of the paper. The graphical visualization is carried out through a network representation, where the size of a circle increases with an item's relevance and the network connections identify more closely linked items. The place of the circles and

the colors are used to cluster the items. Note that the VOS viewer is freely available and further information can be found at: <http://www.vosviewer.com/>.

#### 4. Results and discussions

The scope of this analysis covers all documents, languages and countries available because the aim of this study is to gain an overall perspective of developments in research on consumer ethnocentrism.

The study examines research dating from 1984 to 2021. The starting year is 1984, which is the date of the first article on consumer ethnocentrism in the Web of Science.

Table 1 shows that articles are the most common type of documents on consumer ethnocentrism (404 articles). Proceedings papers are the next most common with 70 publications followed by book chapters (17 publications), early access (15 publications), reviews (8 publications), meeting abstracts (2 publications), books (1 book), and editorial material (1 publication). In Table 2, the areas of research with the most research articles on consumer ethnocentrism are business (332 publications), management (95 publications), economics (52 publications), hospitality and leisure tourism (18 publications), food (17 publications), agricultural economics (12 publications), business finance (11 publications), psychology applied (10 publications), and social psychology (7 publications).

Table 1 : Document types

Document Types	Record Count	% of 479
ARTICLE	404	84.342 %
PROCEEDINGS PAPER	70	14.614 %
BOOK CHAPTER	17	3.549 %
EARLY ACCESS	15	3.132 %
REVIEW	8	1.670 %
MEETING ABSTRACT	2	0.418 %
BOOK	1	0.418 %
EDITORIAL MATERIAL	1	0.418 %

Table 2 : Areas of research articles

Research Areas	Record Count
BUSINESS	332
MANAGEMENT	95
ECONOMICS	52
HOSPITALITY LEISURE SPORT TOURISM	18
FOOD SCIENCE TECHNOLOGY	17
COMMUNICATION	14
AGRICULTURAL ECONOMICS POLICY	12
BUSINESS FINANCE	11
PSYCHOLOGY APPLIED	10
PSYCHOLOGY SOCIAL	7



The study identifies 248 journals that publish articles on consumer ethnocentrism. Table 3 presents the top 10 journals producing research on consumer ethnocentrism. Four journals are noteworthy: *International Marketing Review* with 27 articles, *Journal Of Business Research* with 23 articles, *Journal of International Marketing* with 22 articles, and *Journal Of International Consumer Marketing* with 18 articles. Table 4 shows that the *Journal Of Consumer Research* is the most cited journal with 2723 citations following by the *Journal of Marketing* with 649 citations, *Journal Of Consumer Psychology* with 579 citations, the *Journal of the Academy of Marketing Science* with 375 citations and the *Journal of Business Research* with 304 citations.

Table 5 shows, the most cited paper is more theoretical and was published by Steenkamp, and Baumgartner, (1998). The study analyses the assessing measurement invariance in cross-national consumer research and has 2723 citations. The second most cited article is that of Klein, Ettenson & Morris (1998). The authors presents a model of the animosity of foreign product purchase in contrast to Shimp and Sharma's (1987) CETSCALE.

Table 3 : The top 10 most productive journals

Source titles	Record count	% of 479
INTERNATIONAL MARKETING REVIEW	27	5.637 %
JOURNAL OF BUSINESS RESEARCH	23	4.802 %
JOURNAL OF INTERNATIONAL MARKETING	22	4.593 %
JOURNAL OF INTERNATIONAL CONSUMER MARKETING	18	3.758 %
ASIA PACIFIC JOURNAL OF MARKETING AND LOGISTICS	16	3.340 %
EUROPEAN JOURNAL OF MARKETING	12	2.505 %
BRITISH FOOD JOURNAL	9	1.879 %
JOURNAL OF INTERNATIONAL BUSINESS STUDIES	8	1.670 %
JOURNAL OF THE ACADEMY OF MARKETING SCIENCE	8	1.670 %
JOURNAL OF THE ACADEMY OF MARKETING SCIENCE	8	1.670 %

Table 4 : Most cited journals

Source Title	Total Citations	Average per Year
JOURNAL OF CONSUMER RESEARCH	2723	113,46
JOURNAL OF MARKETING	649	27,04
JOURNAL OF CONSUMER PSYCHOLOGY	579	26,32
JOURNAL OF THE ACADEMY OF MARKETING SCIENCE	375	20,83
JOURNAL OF BUSINESS RESEARCH	304	23,38
JOURNAL OF INTERNATIONAL BUSINESS STUDIES	258	12,29
JOURNAL OF INTERNATIONAL MARKETING	256	19,69
INTERNATIONAL JOURNAL OF RESEARCH IN MARKETING	243	15,19
INTERNATIONAL MARKETING REVIEW	228	14,25
JOURNAL OF INTERNATIONAL BUSINESS STUDIES	220	11

Table 5 : The 10 most cited articles

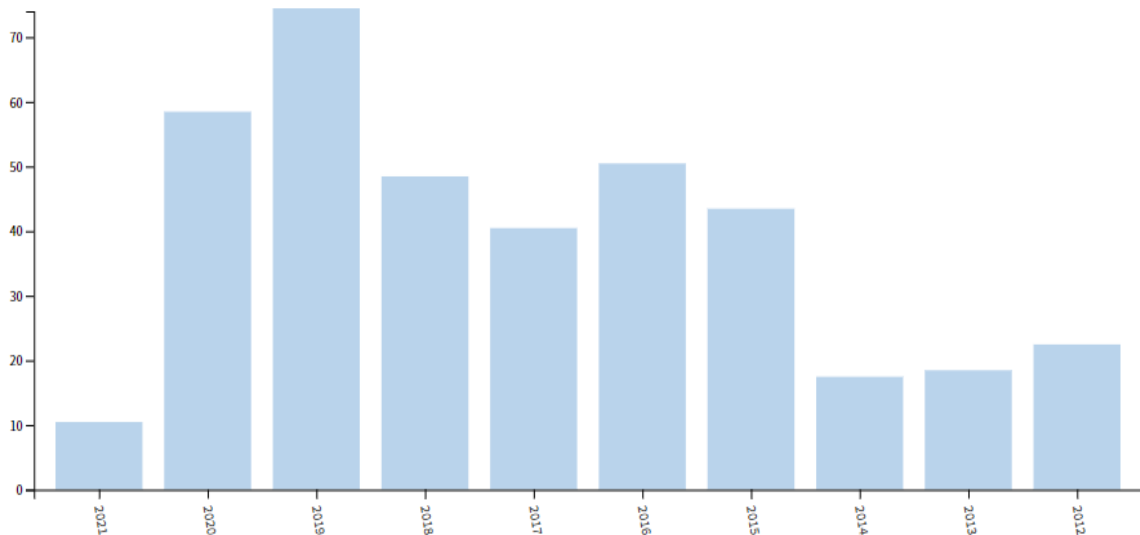
Title	Total Citations	Average per Year
Steenkamp, J. B. E., & Baumgartner, H. (1998). Assessing measurement invariance in cross-national consumer research. <i>Journal of consumer research</i> , 25(1), 78-90.	2723	113,46
Klein, J. G., Ettenson, R., & Morris, M. D. (1998). The animosity model of foreign product purchase: An empirical test in the People's Republic of China. <i>Journal of marketing</i> , 62(1), 89-100.	649	27,04
Batra, R., Ramaswamy, V., Alden, D. L., Steenkamp, J. B. E., & Ramachander, S. (2000). Effects of brand local and nonlocal origin on consumer attitudes in developing countries. <i>Journal of consumer psychology</i> , 9(2), 83-95.	579	26,32
Balabanis, G., & Diamantopoulos, A. (2004). Domestic country bias, country-of-origin effects, and consumer ethnocentrism: a multidimensional unfolding approach. <i>Journal of the academy of marketing science</i> , 32(1), 80-95.	375	20,83
Roth, K. P., & Diamantopoulos, A. (2009). Advancing the country image construct. <i>Journal of Business Research</i> , 62(7), 726-740.	304	23,38
Balabanis, G., Diamantopoulos, A., Mueller, R. D., & Melewar, T. C. (2001). The impact of nationalism, patriotism and internationalism on consumer ethnocentric tendencies. <i>Journal of international business studies</i> , 32(1), 157-175.	258	12,29
Cleveland, M., Laroche, M., & Papadopoulos, N. (2009). Cosmopolitanism, consumer ethnocentrism, and materialism: An eight-country study of antecedents and outcomes. <i>Journal of International marketing</i> , 17(1), 116-146.	256	19,69
Alden, D. L., Steenkamp, J. B. E., & Batra, R. (2006). Consumer attitudes toward marketplace globalization: Structure, antecedents and consequences. <i>International Journal of Research in Marketing</i> , 23(3), 227-239.	243	15,19
Shankarmahesh, M. N. (2006). Consumer ethnocentrism: an integrative review of its antecedents and consequences. <i>International marketing review</i> .	228	14,25
Klein, J. G. (2002). Us versus them, or us versus everyone? Delineating consumer aversion to foreign goods. <i>Journal of international business studies</i> , 33(2), 345-363.	220	11

a. Publication and citation structure

The topic of consumer ethnocentrism appears in academic research between 1984 and 2021. From 1984 to 2003 was the beginning of publications around ethnocentrism, with a total of about 3 publications annually. Then, from 2004 to 2008, the average of annual publications doubled to about 6 publications per year. The period between 2009 and the end of 2011 was very productive in terms of publications. The average number of publications is about 17. The increase in publications may be due to the role played by research on consumer ethnocentrism in international trade development during the same period. As world trade increases, studies on ethnocentrism also grow simultaneously. This proves that the concept of ethnocentrism began, at this time, to attract the attention of researchers more and more.

Figure 1 shows three stages in the publication trend between 2012 and 2021. After 2012, publications around ethnocentrism declined slightly in 2013 and 2014. But the increase in publications was quickly recovered 1 year later. From 2015 to 2018, publications around ethnocentrism are constantly evolving, with a slight decrease in 2017. 2019 is the flagship year of ethnocentrism studies with a total number of 74 publications and a contribution of 16% to the total number of publications. 2020 saw a slight decrease compared to 2019 in terms of publications, this could be explained by the pandemic COVID-19 and the events it caused.

Figure 1 : Publication structure from 2012 to 2021

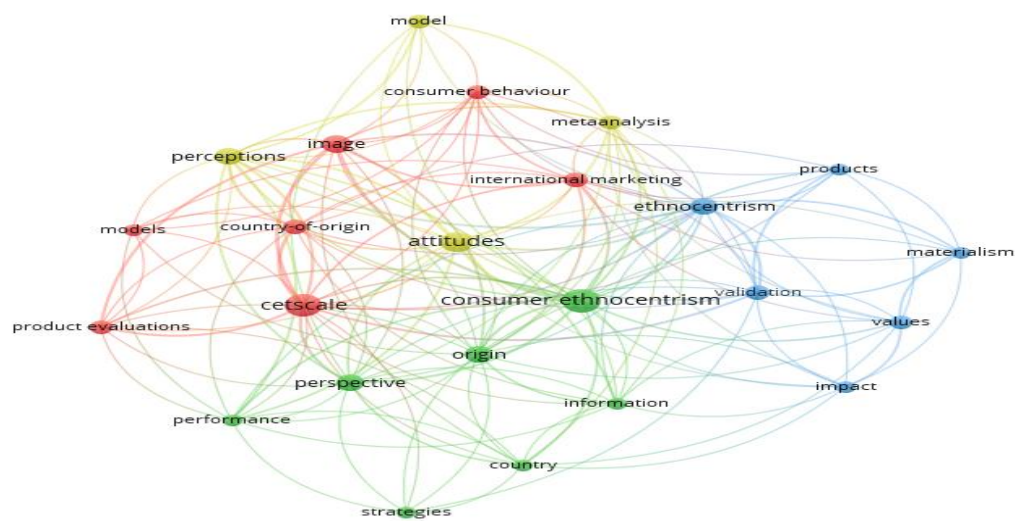


b. Network analysis by keywords, co-authorship and sources co-citations.

In this section, we analyze the co-authorship, countries and sources network. We divide our sample into 2 sub-periods and analyze if the research has mutated or evolved according to the period considered. The selected sub-periods are 1984-2007 and 2008-2021 taking into account the effect of the economic crisis.

Figure 2 shows the analysis of keyword classifications over 1984-2007 and suggests three major clusters. The first red-colored cluster presents keywords that describe the process of the theoretical foundations of ethnocentrism. This cluster shows that the work on ethnocentrism explains the origin of the phenomenon which is translated by key words like (country of origin, foreign product, consumer ethnocentrism, attitudes, antecedents ...). The work on the theoretical exploration of ethnocentrism explains the dimensions of this concept, to define its outline to understand in which and by which theoretical process is connected ethnocentrism. The key words characterizing this cluster explain that the theoretical conception of ethnocentrism is translated into a psychological construct, describing the tendency for an individual to strongly associate with his own group, his own culture and, in opposition, the tendency to reject the other groups ("foreign product").

Figure 2 : Co-occurrence of Keywords from 1984-2007

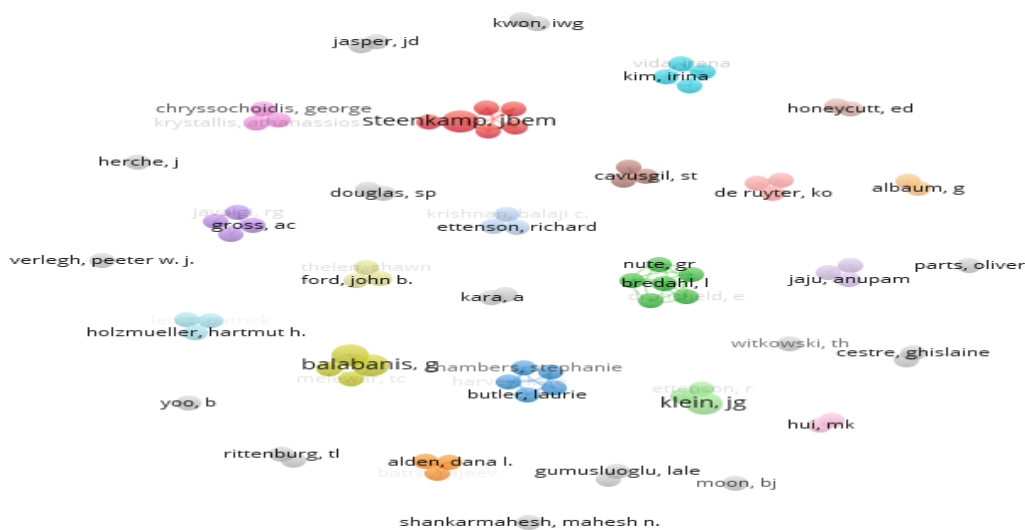


The second cluster in green-blue color presents the operability of the concept of ethnocentrism in terms of antecedents and fields of application, "patriotism", "materialism", "value", "culture" and "domestic products" are the keywords that characterize this group. The essential research question of this cluster is to understand how to operationalize this construct across the different continents and what are the antecedents that make up this concept around the world.

The third cluster depicted in yellow is the intersection between research on the operational aspect of the construct and the conceptual aspect. Thus, the research focuses on differences in results by country, whether in terms of its antecedents or measurement. Similarly, the ethnocentric trends of consumers are not always indicated in such a "radical" way.

The figure 3 shows results of co-occurrence of author keywords over 1984-2007. Over this period, research on ethnocentrism evaluated the product's scale of measurement. The studies provide an overview of a country's product strategy. This results in the presence of keywords such as like performance, strategy, globalization, attitude, country, perception...

Figure 3: Co-authorship between 1984 and 2007



However, over the period 2008-2021, see figure 4, the analysis is refined from the point of view of the consumer and the product.

From the consumer's point of view, research focuses on the attributes of the product which is resulting in keywords in blue color like image, attributes, quality, consumer behavior, preferences, self-esteem, nostalgia ... Also the consequences of globalization is studies which results in keywords such as acculturation, animosity, identity, cosmopolitanism, trust and credibility.

On the product side, the studies focused on the attributes of the image and the perception of the quality of the product and also the determinants of the products. This manifests itself by keywords such as origin, image, country of origin, hybrid of product, attributes, and food products.

Figure 4: Keywords Co-occurrence from 2008 to 2021

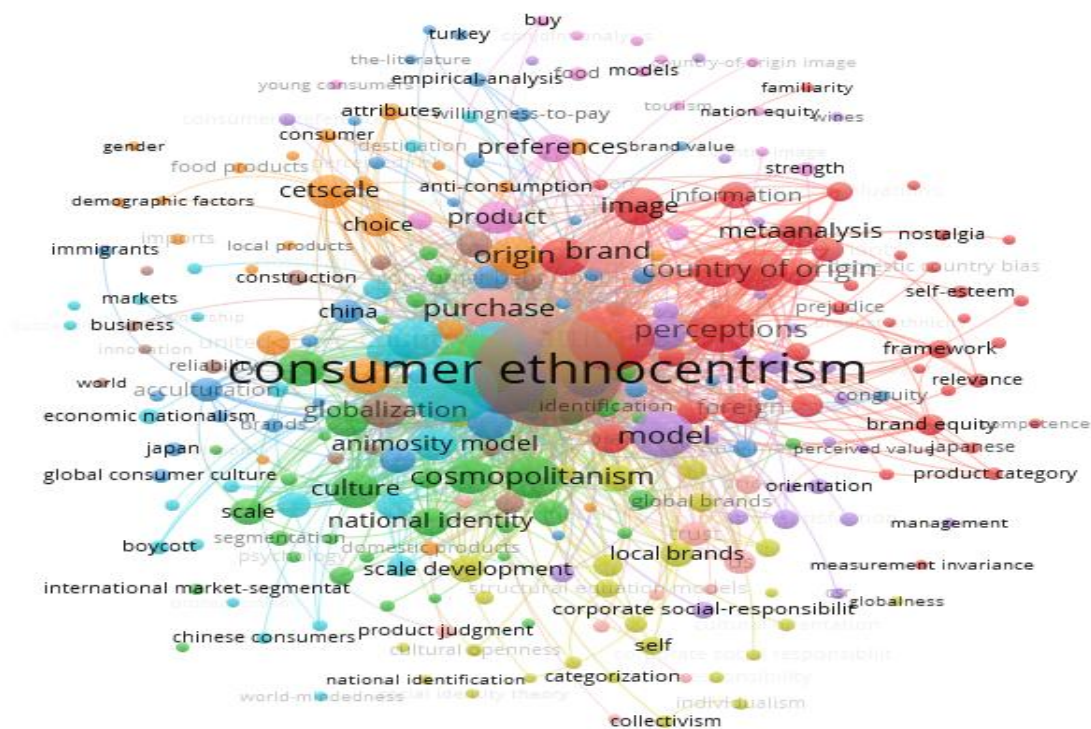


Table 6 shows the countries where authors produce the most research on consumer ethnocentrism. This study analyzed the number of articles (TP), the total number of citations (TC), average citations per article (C/P), and finally, the h-index, which measures the quality of research output based on the number of citations received.

The United States ranks first with the highest quantity of articles and citations, the highest average citations per article, and the highest h-index in all the three research themes.

Table 6 shows that from 1984 to 2021, scholars from the US produced 145 articles with 2738 total citations, 37.94 citations per article, and an h-index of 24. Most of these journals are US journals, and authors from the US may enjoy greater access to these journals than authors from other countries. The countries with the most publications are English-speaking countries<sup>1</sup>. Thus, English is the most common language for publishing research on consumer ethnocentrism. Few studies exist in other languages because of the difficulty of publishing non-English language research. Currently, most scientific conferences accept research in English only, although exceptions may exist.

Table 6 : The 10 most productive countries

Countries/Regions	Record Count	% of 479
USA	145	30.271 %
ENGLAND	50	10.438 %
PEOPLES R CHINA	47	9.812 %
AUSTRALIA	43	8.977 %
SPAIN	27	5.637 %
CANADA	26	5.428 %
FRANCE	23	4.802 %
TURKEY	19	3.967 %
AUSTRIA	17	3.549 %

<sup>1</sup> English (466), Turkish (4), Chinese(3), Portuguese, Slovak and Spanish(2)

GERMANY	17	3.549 %
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The figure 5 shows the results of coupling of countries publication on ethnocentrism over 1984-2021. All countries around the world are represented on ethnocentrism researches. We noted countries like the United States, France, England, Turkey, Spain, South Africa, etc ... In contrast, over the period 1984-2007 (see figure 6), there is a strong presence of developing countries such as the US, England, Canada, the Netherlands, Norway, Estonia, France, Denmark; and some Asian countries like Singapore, India and Kazakhstan. African countries are not represented at all. It is from 2008-2021 (see figure 7) that African countries appear, like South Africa.

Figure 5: Countries coupling from 1984 to 2021

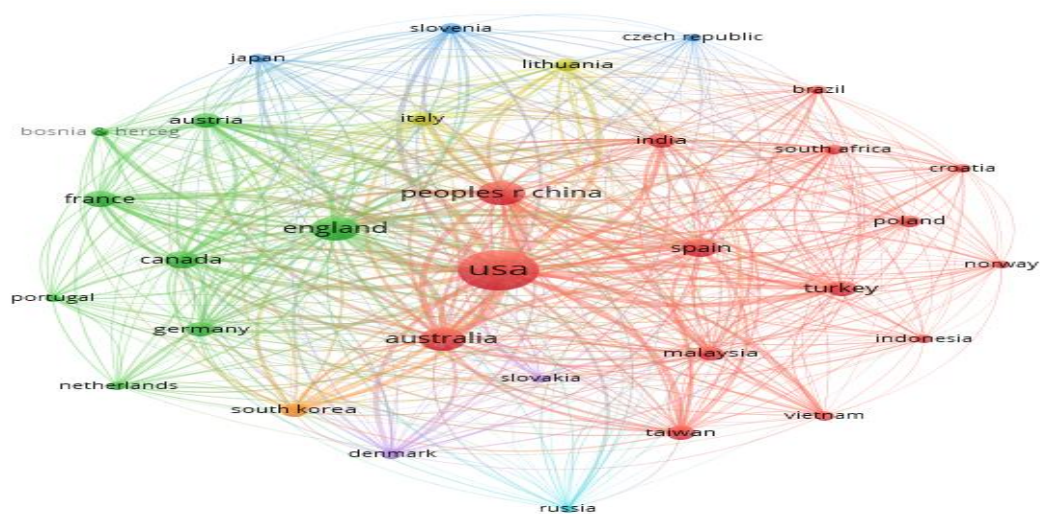


Figure 6: Countries coupling from 1984-2007

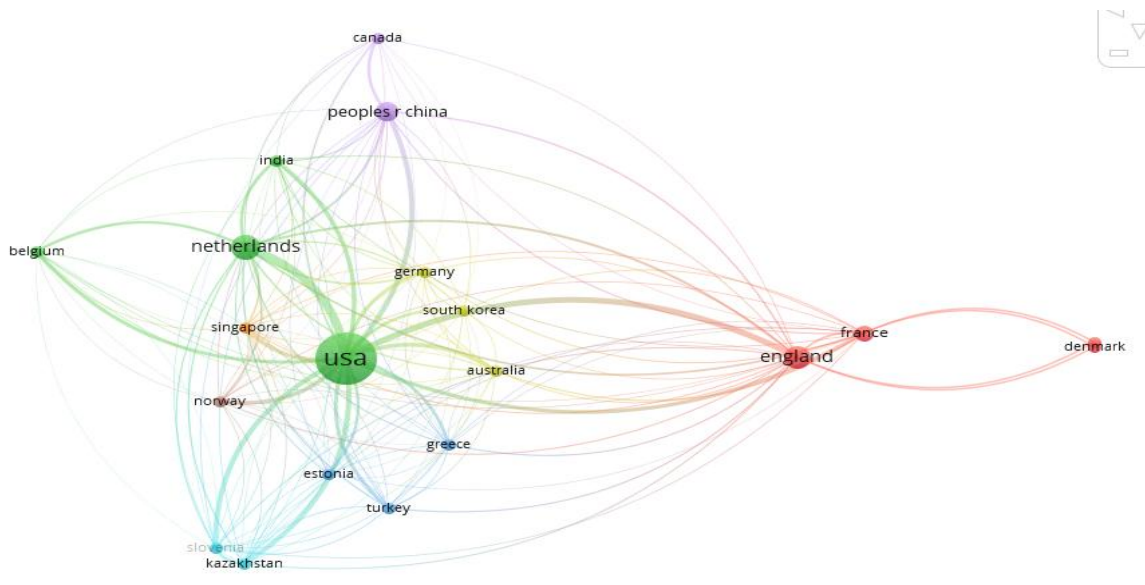
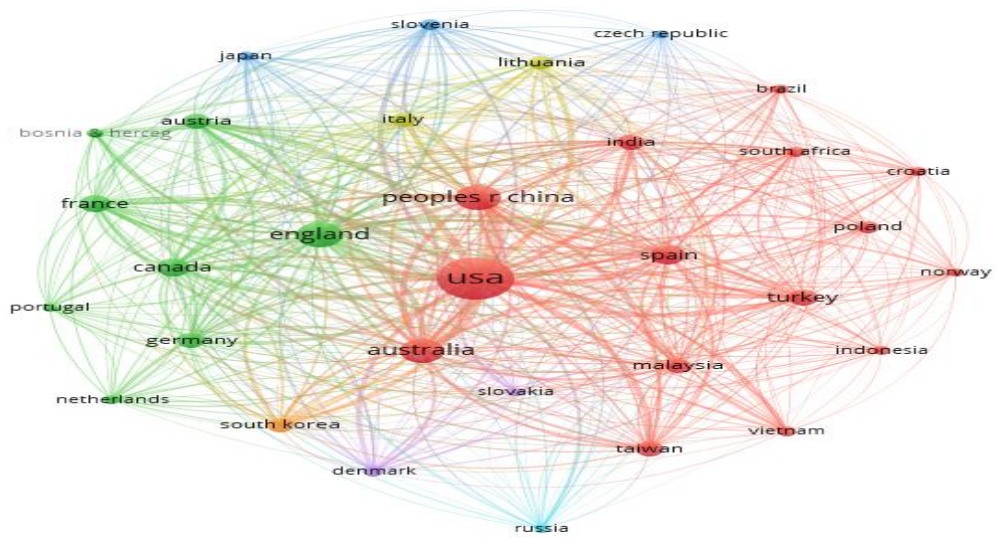


Figure 7: Countries coupling from 2008-2021





The results of the co-citations journal cited on ethnocentrism over 1984-2021, 1984-2007, 2008-2021, are presented respectively by figures 8, 9 and 10.

We note that in 1984-2021 (Figure 8), a heterogeneity of newspapers that publish on the theme of ethnocentrism. Marketing journals are more represented (International Marketing Review, European Journal of Marketing, etc). Journals of business and consumer behavior (Journal of International Consumer behavior, Journal of Business Research, etc), Food Quality (Journal of Food Products Marketing), Agricultural Economics, Tourism, Global Fashion, Islamic Marketing are also noted.

However in the period 1984-2007, see figure 9, we mainly notice the presence of marketing journals and very few journals in psychology. But, over the period 2008-2021, the journals that publish on the theme of ethnocentrism, have diversified and we note the presence of journals in psychology, Food Quality, Agricultural Economics, Cultural, Social, Psychological, Sensory and Physiological.

Figure 8 : Journal coupling from 1984-2021

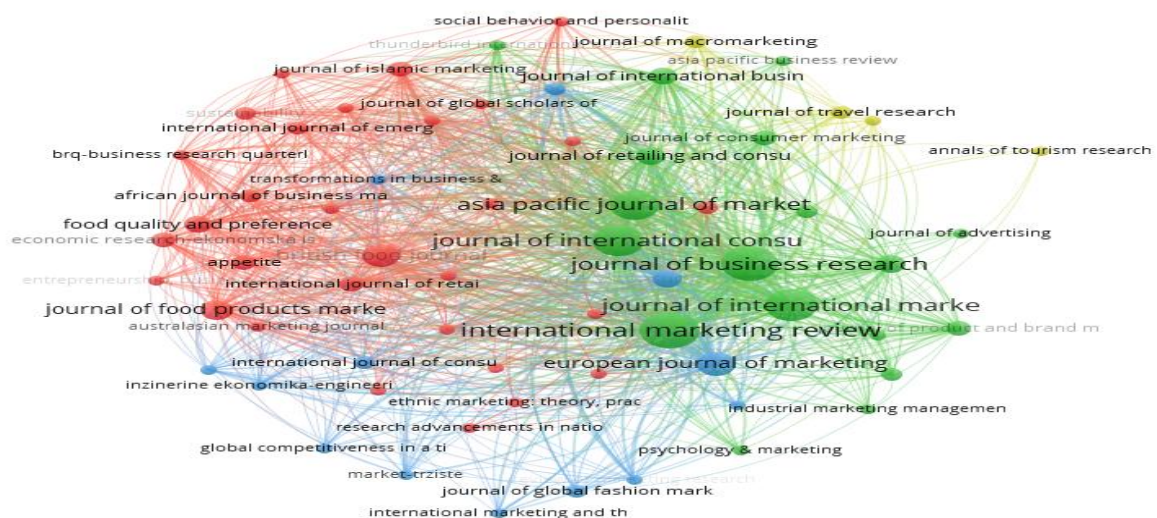


Figure 9: Journal coupling from 1984-2007

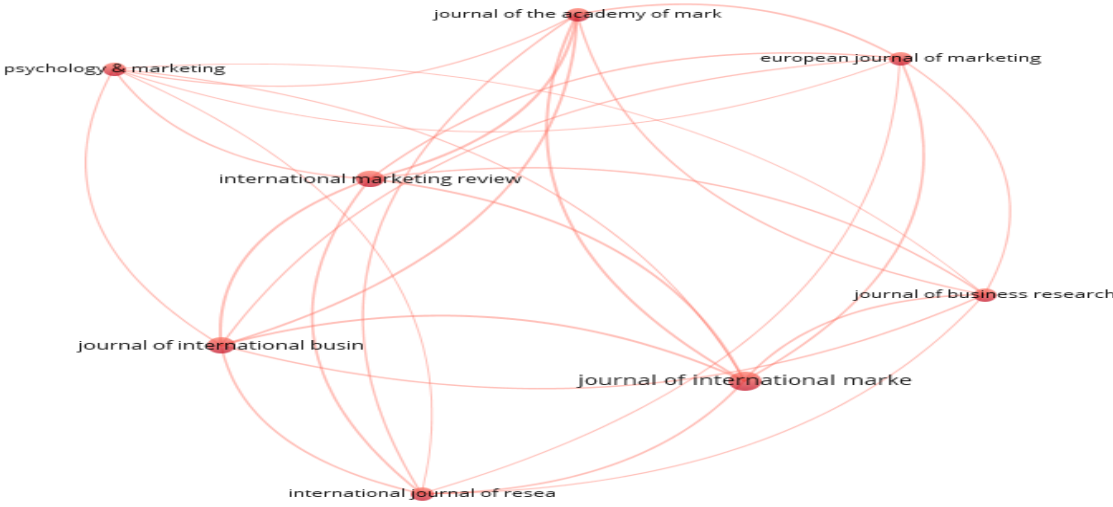
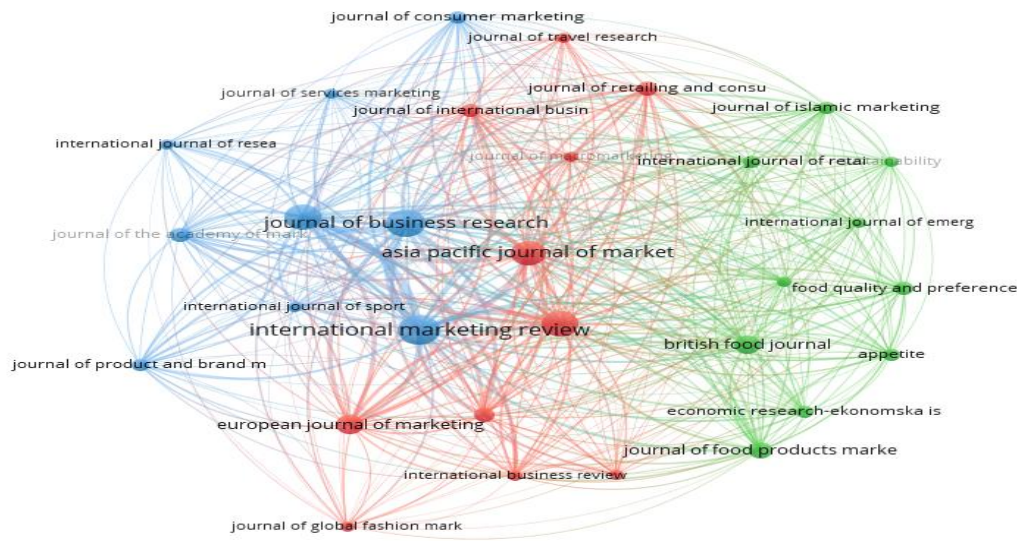


Figure 10: Journal coupling from 2008-2021



Figures 11, 12 and 13 show co-authorship of institutions publishing on ethnocentrism respectively over the periods 1984-2021, 1984-2007, 2008-2021. There is heterogeneity of universities in co-authorship publishing on ethnocentrism over 1984-2021. The so-called "elite" universities coexist together with those that are not. European, Asian universities also influence publications on ethnocentrism. Over 1984-2007 (see figure 12), there is more collaboration between American universities and between very few European universities. Elite universities seem to attract and retain the most productive researchers' co-authorship over 1984-2007. In addition, over the period 2008-2021, we note the presence of all the universities over the world. Co-authorship at distance rises steadily during the period, perhaps due to the reduced barriers stemming from innovations in communications technology. These findings are consistent with Laband and Tollison (2000), Rosenblat and Mobius(2004), Goyal, Van DerLeij, and Moraga(2006), and Agrawal and Goldfarb(2008), who show that decreasing communication costs have increased distant collaboration in academia and opened vast research networks.

Figure 11 : Co-authorship of institutions from 1984-2021



Figure 12 : Co-authorship of institutions from 1984-2007

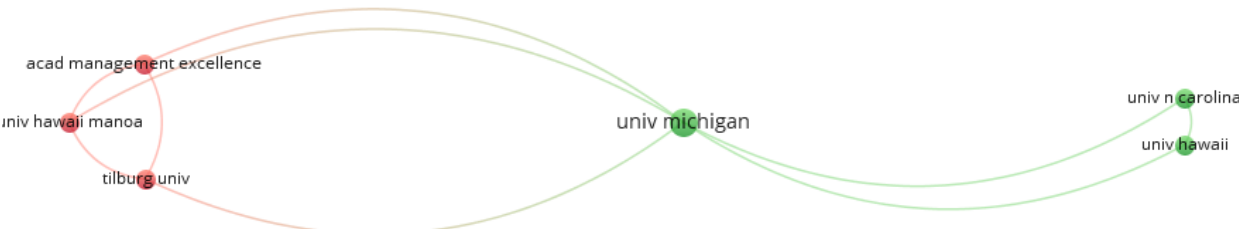


Figure 13: Co-authorship of institutions from 2008-2021



Finally, the study analyzes the impact of the most productive authors. Table 7 shows that Diamantopoulos A (12 articles) is by far the most prolific author because the other authors have published at most approximately half as many articles. The authors who publish most on the topic are Cleveland M (11 articles), Balabanis G (9 articles), Lee R (7 articles), Sharma P (7 articles), Gineikiene J (6 articles). Steenkamp is the most cited author with 2723 citations, then Klein JG with 649. (Table 7)

Table 7 : The most 10 cited 10 authors from 1984-2021

Authors	Record Count	% of 479
DIAMANTOPOULOS A	12	2.505 %
CLEVELAND M	11	2.296 %
BALABANIS G	9	1.879 %
LEE R	7	1.461 %
SHARMA P	7	1.461 %
GINEIKIENE J	6	1.253 %
JOSIASSEN A	6	1.253 %
REARDON J	6	1.253 %
FERNANDEZ-FERRIN P	5	1.044 %
LAROCHE M	5	1.044 %

Table 8 : Most 5 cited authors

Authors	Total Citations	Average per Year
Steenkamp	2723	113,46
Klein	649	27,04
Batra	579	26,32
Balabanis	375	20,83

## 5. Conclusions

This article presents a bibliometric overview of the main trends that occurred on consumer ethnocentrism research between 1984-2021 using the WoS Core Collection database to collect bibliographic information and determine a wide range of bibliometric indicators.

The study also develops a cartographic analysis of bibliographic material to visualize bibliometric networks seen from different perspectives, including journals, authors, universities and keywords.

The results of the bibliometric analysis show that the number of publications on consumer ethnocentrism grows moderately. Arguably, this may be because, research on consumer ethnocentrism is in its initial stages. Research on this area is poorly represented in business, management, and economics because few reliable sources exist on the Internet. In addition,

the knowledge is fragmented because many research areas mention consumer ethnocentrism and its characteristics.

The keywords analysis over the period 1984-2021 suggests 3 major clusters namely a) the process of the theoretical foundations of ethnocentrism b) the operability of the concept of ethnocentrism in terms of antecedents and fields of application c) the intersection between research on the operational aspect of the construct and the conceptual aspect.

The analysis of keywords in sub-periods proposes clusters that correspond to the evolution of the history of contemporary ethnocentrism issues. Thus, over the period 1984-2007, we find research describing the evaluation of the product's scale of measurement. The studies provide an overview of a country's global product strategy. However, over the period 2008-2021, the analysis is refined from the point of view of the consumer and the product.

Furthermore, the study analyzes the trend in academic publications on consumer ethnocentrism, noting three different stages during the 33 years of publications in this field. Next, the study analyzes productivity per country, observing that the country with the largest number of publications is the United States, which may be due to the high proportion of journals in the US. Apart from the United States, nevertheless, the fact that a country has more publications does not mean that they are of higher quality in terms of the number of citations. English is incontestably the most common language in which research on consumer ethnocentrism is published. English is currently the “universal language” and gives authors many more opportunities for publication than any other language.

Most documents in the Web of Science are articles because this format allows authors to publish concise research accounts in prominent research journals. The journals with the most articles on ethnocentric consumer are the Journal of International Marketing with 22 articles, International Marketing Review with 20 articles, Journal of Business Research with 15 articles and European Journal of Marketing with 12 articles.

This preeminence may be because these journals accept a greater number of articles in this area of research. Although many publications are part of business research, articles on consumer ethnocentrism enter into many research areas.

The authors with the largest number of publications on consumer ethnocentrism are Diamantopoulos A, Cleveland M, Schnettler B, Sharma P, and Balabanis G.

While Diamantopoulos A is the author with the greatest number of publications and the highest H-index, the others authors with the highest h-index-and therefore the greatest productivity are Riefler P followed by Cleveland M, Balabanis G, Vida I and Klein JG. This finding may be difficult to interpret due to the supposition that a higher h-index denotes that the article is more pertinent. The two most productive authors are Steenkamp and Baumgartner (1998) and Shimp and Sharma (1987).

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