Effects of Individual Capital, Worldmindedness, Residential Region, and Gender on Consumer Ethnocentrism

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ABSTRACT

Since there has been a great deal of research exploring the concept of consumer ethnocentrism, an understanding of its antecedents is vital. Accordingly, this research examines the effects of individual capital, worldmindedness, residential region, and gender on consumer ethnocentrism. Data collected from 858 subjects and applied multiple regressions to test the hypotheses. There are four major findings: (1) consumer ethnocentrism was negative effect on social capital, cultural capital, and financial capital; (2) consumer ethnocentrism was negative effect on worldmindedness; (3) consumer ethnocentrism was influenced by residential region; (4) consumer ethnocentrism was influenced by gender differences. Finally, this research also proposes the implications for academic research and management practices.

Keywords : consumer ethnocentrism ; social capital ; cultural capital ; financial capital ; worldmindedness ; residential region ; gender

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