

Moderating effect of age and gender on the relationship between socio-psychological factors and Romanian consumer ethnocentrism

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Cite as:

Fleseriu Cristina, Cosma Smaranda, Burki Umar (2019), Moderating effect of age and gender on the relationship between socio-psychological factors and Romanian consumer ethnocentrism. *Proceedings of the European Marketing Academy*, 48th, (8594)

Paper presented at the 48th Annual EMAC Conference, Hamburg, May 24-27, 2019.



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Abstract

When a company wants to penetrate a new international market, the consumer's buying decision is influenced by the level of consumer ethnocentrism. Socio-psychological, economic, political, and demographic variables have an impact over the level of consumer ethnocentrism. This study empirically investigates if the socio-psychological factors influence the Romanian consumer ethnocentrism and examines the moderating effect of gender and age. The results reveal that the relationship between patriotism and consumer ethnocentrism is influenced by age. Gender, on the other side, has a moderating effect between cosmopolitanism and cultural openness and the consumer ethnocentrism.

Keywords: *Consumer ethnocentrism; Socio-psychological factors; Demographic variables*

Track: Consumer Behaviour