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Article

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Consumer ethnocentrism: bibliometric analysis and literature review through cognitive structure and mapping of research based on web of science (WoS) and scopus

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ABSTRACT

Research on consumer ethnocentrism (CE) has increased worldwide in various academic disciplines and business sectors due to the rise of globalization and cross-border trade in goods and services. There are few studies that review the literature on CE, all of which can be improved in terms of their degree of objectivity, systematization and number of publications used. The main objective of this paper is to contribute to the academic literature on CE. A broad spectrum of 670 indexed articles from the union of WoS and Scopus was used. We use R and VOSviewer to process the data. We follow a methodological organization according to the 5W+2H review framework, the Scientific Procedures and Rationale for Systematic Reviews of the Literature (SPAR-4-SLR) protocol. A bibliometric analysis of keyword co-occurrence in conjunction with the Theory framework. Context, Characteristics and Methodology (TCCM). There is a growing trend in scientific production, with contributions from 82 countries, 1292 authors and 281 sources, with the United States leading the way, followed by Australia and India. The cognitive structure is made up of topics such as consumer ethnocentrism, country of origin, marketing strategies, branding, consumer behavior in marketing, consumer attitude, and consumer animosity. This work provides an objective and scientifically rigorous basis for reducing researcher bias in literature reviews. In addition, it improves the formulation of marketing and commerce strategies by business or public policy decision-makers. The implications and limitations of the study are presented, and future lines of research are suggested.

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1. Introduction

Globalization has led to a significant increase in the dynamics of cross-border trade in goods and services (Borchert & Yotov, 2017). This makes it necessary for companies to study the host nation's market before marketing a product or service (Tien et al., 2019). Consequently, academics and marketing experts have developed an increased interest in studies examining the interaction between regional and global factors in consumer behavior (Sobol et al., 2018). Tariff and non-tariff barriers prevent the free movement of goods and services between countries (Bröcker & Rohweder, 1990; Yeo & Deng, 2019). Consumer ethnocentrism (CE) is one of the most persistent non-tariff barriers (Shankarmahesh, 2006), which is rooted in the belief that the purchase of foreign products harms the national economy and employment (Shimp, 1984; Shimp & Sharma, 1987). The information that this construct provides about consumer attitudes and preferences (Akbarov, 2021; Kilders et al., 2021) makes the study of CE relevant today for the formulation of marketing and commerce strategies (Camacho et al., 2021; Das & Saha, 2017).

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Researchers have analyzed the implication of this construct in the framework of different industries, such as food and beverages (Kilders et al., 2021; Miguel et al., 2022; Wilkins et al., 2019), tourism (Stepchenkova, 2022; Stepchenkova et al., 2020), textile (Correa & Parente-Laverde, 2017; Zebal & Jackson, 2019), manufacturing (Herche, 1992; Neese & Haynie, 2015), finance (García-Gallego & Chamorro Mera, 2016, 2018) and cosmetics (Agarwal, 2022). However, although different studies have highlighted the relevance of CE as a critical factor in consumer purchasing behavior for just over three decades (Alsughayir, 2013; Dogi, 2015; Stere & Trajani, 2015), little attention has been paid to the knowledge of the form, evolution, and tendency of the cognitive structure of this construct; as well as, mapping the elements and drivers of the development of this field of study.

There are many methodological approaches to literature reviews, each with particular characteristics for its application, depending on the objectives, data, and context to be studied (Bhukya et al., 2021) some of them, such as conceptual or theory development reviews, theory-based reviews, methods-based reviews, meta-analytic reviews, systematic reviews, framework-based reviews, bibliometric reviews, and hybrid reviews (Paul et al., 2023). Examples of works that have applied some of these methods include studying exciting and captivating topics such as Neuromarketing (Alsharif, Salleh, Abdullah, et al., 2023), Consumer Behavior to be considered in advertising (Alsharif et al., 2022), and Factors influencing Neuromarketing (Alsharif, Salleh, Hashem et al., 2023). Due to the objective set for this study, it was considered to apply a bibliometric approach.

In the last five years, few literature review studies on CE have been conducted, such as those by Farah and Mehdi, (2021), Jiménez-Guerrero et al., (2020) and Trivedi et al., (2024) which are narrative reviews of the literature and an overview and historical overview of CE research, the work of Baber et al., (2023) and Chopra and Chaudhary (2022) are bibliometric studies with a limited spectrum of publications and focused only on Scopus or Web of Science (WoS). In addition, little attention has been given to knowledge of the form, evolution and tendency of the cognitive structure of this construct; as well as, mapping the elements and drivers of the development of this field of study. For all these reasons, we believe that a bibliographic review with a greater degree of objectivity, systematization and a broader spectrum of publications under study than the reasons that characterize the present work is necessary at this time.

The main objective of this article is to contribute to the academic literature on CE through a systematic review of the literature combined with the analysis of its cognitive structure and its development as a field of study. These bibliometric methods with a broad spectrum of publications of 670 indexed articles, extracted from the union of WoS and Scopus databases, and for data processing, the R and VOSviewer programs were used for their functionalities and potentialities (Morante-Carballo et al., 2023). In addition, it will help public decision-makers or companies formulate commercial and marketing strategies. The following research questions are posed according to the objective above:

RQ1: How has the scientific production of consumer ethnocentrism evolved?

RQ2: What is the performance or contribution of authors, sources, and countries to developing research on CE?

RQ3: What is the distribution of scientific production on CE in the different scientific fields?

RQ4: What thematic groups constitute the cognitive or intellectual structure of the CE field?

RQ5: How have concepts related to CE emerged over the years?

RQ6: What are the directions for future research related to CE?

For the methodological organization of this work, a 5W+2H review framework relative to the research questions was followed (Xie et al., 2017). To organize and systematize the initial data search and processing process, an adaptation of the Scientific Procedures and Rationales for Systematic Literature Reviews (SPAR-4-SLR) protocol (Paul et al., 2021) and the procedure for bibliometric analysis were followed (Donthu et al., 2021; Zupic & Čater, 2015). In addition, we use content analysis through bibliometric keyword co-occurrence analysis to identify research gaps and future lines of work integrated with the TCCM framework (Jebarajakirthy et al., 2021; Paul & Rosado-Serrano, 2019). The TCCM framework helps identify underlying gaps in a research domain along four dimensions: Theory development, Context, Characteristics, and Method (Srivastava et al., 2020).

The results offer a nuanced picture, on the one hand, regarding the evolution of the CE field of study, in the first period (1984–1999), it has a behavior of low scientific production (3.28%), basically focused on the evaluation of the applicability of CE in several countries, mainly through the famous scale called CETSCALE (Makanyeza & du Toit, 2016; Sulphrey & Faridi, 2020); in the second period (2000–2009) it has a production with linear behavior (16.12%) addressing topics such as the exploration of its antecedents (Jain & Jain, 2013; Klein & Ettensoe, 1999; Sharma et al., 1995); it is from the third period (2010–2021) that the growth of scientific production takes an exponential behavior (80.60%), in topics related to its consequences (Pentz et al., 2017; Sahagun et al., 2019), its moderating variables (Alam et al., 2022); as well as its moderating effect (Teng, 2019).

Similarly, CE has been studied along with other constructs, such as consumer animus (Danilwan et al., 2020; Fernández-Ferrín & Vilela, 2015), cosmopolitanism (R. Lee & Mazodier, 2015; Zeugner-Roth and Žabkar, 2015), patriotism (Balabanis et al., 2001; Rybina et al., 2010) and xenocentrism (Diamantopoulos, Davydova, et al., 2019; Gaur et al., 2015). Also, with a sociocultural perspective, studies were extended to various parts of the world, both in developed and emerging countries (Sharma, 2011; Strizhakova et al., 2012; Zeren et al., 2020). For example, the United States (Balabanis & Siamagka, 2017; Bizumic, 2019), United Kingdom (Wang et al., 2018), China (Han & Guo, 2018; Mainolfi, 2020), India (Das & Jebarajakirthi, 2020), Poland (Bryła, 2021), Australia (Poelmans et al., 2022), South Africa (Kibret & Shukla, 2021), and Brazil (Durço et al., 2021). On the other hand, CE has been associated with topics such as ‘Country of Origin’, ‘Marketing Strategies’, ‘Branding’, ‘Consumer Behavior in Marketing’, ‘Consumer Attitude’, and ‘Consumer Animosity’. In addition, several research gaps were recognized, such as increasing the application of the studies to more countries and regions around the world and in various industries and economic sectors, the development of marketing strategies, the use of other approaches in methodological designs such as longitudinal ones, and the changes in behavior due to the COVID-19 health crisis.

The contributions and applications of this work are manifold. Firstly, to support researchers, to provide an objective, scientifically rigorous basis, and to reduce researcher bias in CE literature reviews (Zupic & Čater, 2015). Secondly, to improve the formulation of marketing and trade strategies by public policy or business decision-makers by gaining a deeper understanding of the cognitive basis and structure of CE (Mukherjee et al., 2022). Finally, to recognize current issues associated with the conceptual domain of CE (Ortega-Egea & García-de-Frutos, 2021).

The study is structured as follows. The second section explains the methodological arrangement followed. In the third section, the results obtained are presented. Finally, the fourth section discusses the findings, their theoretical and practical implications, and the study’s limitations and suggests future lines of research.

2. Methodology

To achieve the objective of this article, which is to contribute to the academic literature on CE through a systematic review of the literature combined with the analysis of its cognitive structure and its development as a field of study, and at the same time maintain a methodological organization, we follow an adaptation of the Scientific Procedures and Rationales for Systematic Literature Reviews (SPAR-4-SLR) protocol (Paul et al., 2021), combined with the bibliometric analysis procedure (Donthu et al., 2021; Zupic & Čater, 2015). In addition, for the determination of gap research and future lines of research, we used bibliometric content analysis through the co-occurrence of keywords.

To carry out any literature review or treatment, as in the case of this work, the methodology to be used must guarantee careful planning, coherence in implementation, and transparency that allows replication; these characteristics are met by the SPAR-4-SLR protocol. This guide consists of three stages and six sub-stages:

i. Assembling

- a. Identification: Domain, research question, source type and source quality
- b. Acquisition: Search mechanism and material acquisition, search period, search keywords and total number of articles returned from the search

iii. **Arranging**

- a. Organization: Organization codes, organization framework
- b. Purification: Article type excluded, article type included

iii. **Assessing**

- a. Evaluation: Analysis method, agenda proposal method
- b. Reporting: Reporting conventions, limitations, sources of support

Bibliometric methods were used, which allow the quantitative evaluation of scientific articles on a specific topic (Mukherjee et al., 2022), in this case CE. This methodological approach has been applied to understand the cognitive structure of many knowledge disciplines, such as neuromarketing (Alsharif, Salleh, Alrawad, et al., 2023; Pilelienė et al., 2022), innovation (Sabando-Vera et al., 2022), hydrology (Carrión-Mero et al., 2021), finance (Goyal & Kumar, 2021), among others, also, in combination with systematic literature review techniques, PRISMA neuromarketing topics (Alsharif, Salleh, Abdullah, et al., 2023; Pilelienė et al., 2022). An essential characteristic of bibliometric studies is that they follow a formal and rigorous methodology, which allows them to provide reliable and quality analyses (Zupic & Čater, 2015). The methodology followed was based on scientific mapping using bibliographic methods based on a quantitative approach that allows mapping the cognitive structure and development of scientific fields and disciplines. In this work, Zupic & Čater (2015) and (Donthu et al., 2021) recommend the workflow for the application of mapping and bibliometric methods.

An essential application of bibliometrics studies is to evaluate the cognitive structure of an academic discipline through a set of tools that serve to measure text and information from publications related to authors, affiliations, citations, and keywords, among others (Donthu et al., 2021; Ziegler, 2009). Within the methodology of research evaluation, bibliometric methods have become great allies of researchers because, through their use, it is possible to explore the various aspects of a specific topic and enable the unveiling of its intellectual structure (Zupic & Čater, 2015). Furthermore, bibliometric mapping allows the exploration of author and journal networks, as well as the various theoretical frameworks, trends, and future lines of research within an academic field (De Bellis, 2009; Ellegaard & Wallin, 2015; Fetscherin & Heinrich, 2015; Koenigsmarck and Geissdoerfer, 2021).

To determine and analyze the research of gaps that could be considered as topics for future research, we performed a content analysis of several key publications using the bibliometric method of keyword co-occurrence; this is a technique that allows us to examine the actual content of the publications in each thematic group that it classifies (Donthu et al., 2021), considering that when words appear frequently in documents, the concepts are consequently related (Zupic & Čater, 2015). In other words, this analysis provides nomological clarity about the constructs and networks that connect it in the field of study (Mukherjee et al., 2022). In addition, we use content analysis through bibliometric keyword co-occurrence analysis integrated with the TCCM framework (Jebarajakirthy et al., 2021; Paul & Rosado-Serrano, 2019). The TCCM framework helps identify underlying gaps in a research domain along four dimensions: theory development, context, characteristics, and method (Srivastava et al., 2020).

This study is subdivided into three parts: (i) scientific development, which provides information on the evolution of scientific production along with the most prominent authors and sources; (ii) academic structure, which reveals the lines of research, the intersection between authors, countries, and keywords, as well as the frequency of the main topics; and (iii) literature review, which shows the research gaps and lines of research for future research, taking into account the most relevant and current articles in each group.

3. Results

Figure 1 illustrates the methodology proposed in this study following the SPAR-4-SLR guidelines and the recommendations for bibliometric mapping. Its structure comprises three phases: (i) Assembly, (ii) Arrangement, and (iii) Assessing, and six sub-phases: i) Identification, ii) Acquisition, iii) Organization, iv) Purification, v) Evaluation, and vi) Reporting.

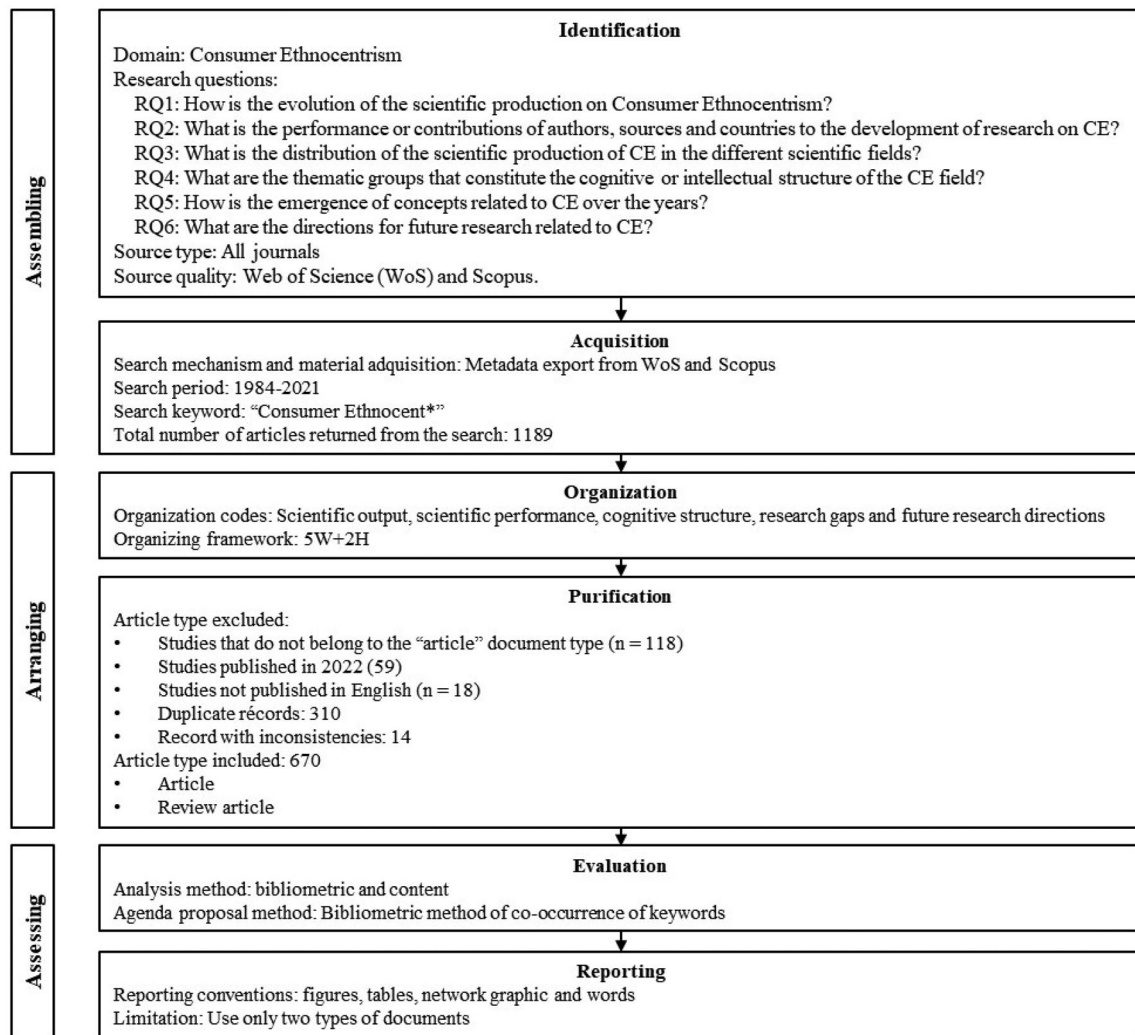


Figure 1. The protocol SPAR-4-SLR.

3.1. Assembling: Identification and adquisition

This study aims to analyze the cognitive structure of the academic field of consumer ethnocentrism. To achieve this, we answer the following research questions that guide this work.

RQ1: How has the scientific production of consumer ethnocentrism evolved?

RQ2: What is the performance or contribution of authors, sources, and countries to developing research on CE?

RQ3: What is the distribution of scientific production on CE in the different scientific fields?

RQ4: What thematic groups constitute the cognitive or intellectual structure of the CE field?

RQ5: How have concepts related to CE emerged over the years?

RQ6: What are the directions for future research related to CE?

Bibliometric methods use quantitative techniques to describe, evaluate, and monitor published research in a field of study (Zupic & Čater, 2015); in this work, we decided to consider publications on CE in all types of journals. Moreover, bibliometric studies require a database that is accessible and reliable (Sabando-Vera et al., 2023). The primary databases in the academic world are Scopus and WoS (Powell & Peterson, 2017). Both were selected for this study because they have a high-quality content review, which makes their information reliable (Martín-Martín et al., 2018). Also, they provide exhaustive

coverage of various disciplines at a global and regional level (Singh et al., 2021). Therefore, both databases have quality indicators (Herrera-Franco et al., 2022) and a personalized information search; in turn, their algorithms offer high precision and recall (Pranckutė, 2021). In addition, they offer metadata on scientific articles. Finally, peer recognition and adoption of these databases boost the legitimacy and significance of research findings in the scientific community.

3.2. Arranging: Organization and purification

Data were extracted from both databases in September 2022, using the search parameters so that 'Consumer Ethnocent*' could appear in the title, abstract, or keywords (Donthu et al., 2021), which allowed the following search equation (Topic search): TS=TITLE-ABS-KEY 'Consumer Ethnocent*').

Therefore, the term 'Consumer Ethnocent*' was considered a search criterion, given that it is known as Consumer Ethnocentrism and Consumer Ethnocentric Tendencies. No other search criteria were selected because the literature review revealed similar constructs (e.g. consumer animosity and country of origin) but not the same as CE; despite this, researchers have distinguished them (Klein & Ettensoe, 1999; Shimp, 1984; Siamagka & Balabanis, 2015). Thus, using this selection, the database of this intellectual structure can be constructed. As a result of the search for the publications, it was observed, on the one hand, that the first publication occurred in 1984, and on the other hand, given that 2022 is the current year within the study period, only articles published until 2021 were selected, so that the data are not incomplete or poorly consolidated, which would compromise the integrity and precision of the bibliometric analysis. Consequently, the data acquisition period was between 1984 and 2021.

Subsequently, three search criteria were incorporated to process and refine the information collected. The inclusion criteria were: (i) the documents are strictly articles, thus ensuring the quality of the information since these writings are classified as 'certified knowledge' due to their peer review (Niñerola et al., 2019); and (ii) the articles are written in English since this is the predominant language in scientific dissemination (Carrión-Mero et al., 2021; Cisneros et al., 2018). Meanwhile, the exclusion criterion is due to the non-participation of articles whose year of publication is 2022 since that is the year of analysis execution, thus ensuring that the data are complete and consolidated to maintain the integrity and accuracy of the bibliometric analysis.

Regarding the data, with the first topic search search, 1,189 publications were obtained (578 from Scopus and 611 from WoS). Subsequently, using the inclusion and exclusion criteria, 195 records were eliminated (121 from Scopus and 74 from WoS). Compiling the files included various formats to process the data, such as comma-separated values, BibTex (Scopus), and plain text (WoS). The merging of both databases through the Bibliometrix library resulted in 310 duplicate records (documents in both databases). Notably, due to the variety of subject areas, the quartile quality of the journals, and the completeness of the information in WoS (Baas et al., 2020; Campbell et al., 2010; Van Eck & Waltman, 2010), this study used the information from this database to record the 310 duplicate articles.

Data processing then involved a final review, removing records missing author names, titles, and years of publication, resulting in 14 inconsistencies in the removed WoS formats. Consequently, 670 articles form the final database for the production graphs of the best authors over time, the most relevant sources, the frequency of scientific production by country, the author's keyword analysis, and the literature review. On the other hand, the study of subject areas included their academic distributions using the 457 Scopus documents and the 523 WoS articles. However, at the end of the processing and data cleaning, 670 articles were obtained. Therefore, this information refers to 310 articles from both databases, 147 from Scopus alone and 213 from WoS (Figure 2). In the first phase of the search, 457 articles were from Scopus and 537 from WoS explicitly related to CE. However, at the end of the processing and data cleaning, 670 articles were obtained. Therefore, this information refers to 310 articles from both databases, 147 from Scopus alone and 213 from WoS (Figure 2).

Based on the data merging achieved during the creation of the two databases, Table 1 presents a summary of the data used in the corresponding studies.

This article used two software packages to carry out the analyses:

- i. R Software: It is free to access software for statistical computing as it offers a wide variety of libraries designed for statistical analysis (Chambers, 2008; Ripley, 2001). It is a software that faces challenges

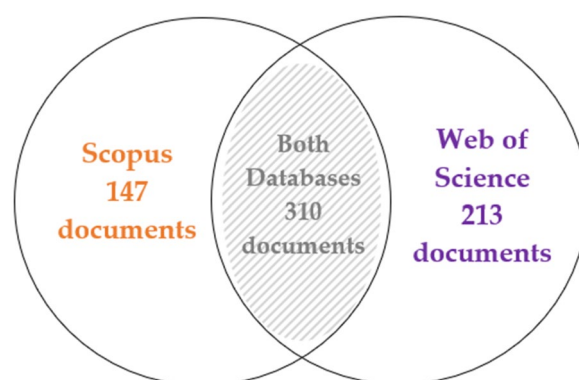


Figure 2. Total number of documents collected in the databases.

Table 1. General information based on the two bases merger.

Items	Quantity
<i>General Information</i>	
Documents	670
Sources (Journals, Books, Conferences)	281
Average years from publication	8
Average citations per documents	37.19
Average citations per year per documents	131.44
Author's Keywords	1358
<i>Author's information</i>	
Authors	1292
Author of single-authored documents	88
Authors of multi-authored documents	1204
<i>Author's collaboration</i>	
Single-authored documents	99
Documents per author	0.519
Co-authors per documents	2.63
International co-authorships (%)	12.99

in terms of time and memory efficiency when faced with large amounts of data; however, its developers make continuous improvements to address this problem (Huang et al., 2018). This research used R Studio version 4.1.2 and the Bibliometrix library since they offered an excellent advantage for merging databases and automatically cleaning records (Caputo & Kargina, 2022; Derviş, 2019).

In addition, this package offers the Biblioshiny application, a web interface that facilitates the analysis of bibliometric data (Cuccurullo et al., 2016). Furthermore, the program facilitates the utilization of visually appealing graphs that offer insights into the relationships between variables and enable the recognition of patterns, such as the three-field diagram.

- ii. VOSviewer: It is open-access software that has been widely praised for its ability to create and visualize bibliometric networks in a variety of scientific areas (Guo et al., 2019; León-Castro et al., 2021; Liao et al., 2018), although it faces some technical challenges. Among these challenges is the limitation in managing networks with more than ten thousand nodes due to the technical characteristics of current computers (Van Eck & Waltman, 2014). Overcoming this obstacle requires careful data selection and applying techniques that optimize visualization quality.

Furthermore, to improve the consistency of the data and the interpretation of the generated networks, the use of specialized thesaurus is recommended (McAllister et al., 2022). Despite these challenges, the usefulness and versatility of VOSviewer make it an invaluable tool for exploring and understanding cognitive structure in specific academic areas (Van Eck & Waltman, 2010).

3.3. Assessing: Evaluation and reporting

The analysis of the data consists of 3 stages: (i) scientific development, which shows the evolution of scientific production, as well as of the authors, leading journals and most productive countries;

(ii) cognitive or intellectual structure, through the co-occurrence network of author keywords, and finally (iii) literature review, which shows a brief analysis of the information contained in the collected documentation, focusing on the gaps in the literature identified by the different researchers and that may be future lines of research.

The following section 3.3.1 provides an answer to answer research question 1, RQ1: How is the evolution of the scientific production on Consumer Ethnocentrism?

3.3.1 Scientific production

Figure 3 shows the evolution of scientific production on consumer ethnocentrism according to information available in the Scopus and WoS databases covering 38 years of research, with 670 publications and 24,914 citations. Price's law (1963) uses the evaluation of exponential growth to indicate scientific productivity. Therefore, in this case, the data fits best in the exponential model, fulfilling Price's law. This growth results from the critical contribution during the last 16 years (from 2006 to 2021) with 89.40% of the total output.

Three phases of development make up scientific production: introduction (1984–1999), linear growth (2000–2009) and exponential growth (2010–2021):

- Introduction: The first stage comprises 22 publications constituting 3.28% of the total. The first studies address the conceptual bases of consumer ethnocentrism where this construct is defined (Shimp, 1984). Likewise, several researchers began to explore the antecedents of CE through hypotheses about variables that could explain this phenomenon (Caruana, 1996; De Ruyter et al., 1998; Klein & Ettensoe, 1999; Sharma et al., 1995). Also, preliminary studies using the scale proposed by Terence A. (Shimp & Sharma, 1987) called CETSCALE (Durvasula et al., 1997; Herche, 1992; Mulye et al., 1997). During this stage, articles focus on the evaluation of the applicability of conceptual frameworks to different countries (Hult et al., 1999; Steenkamp & Baumgartner, 1998; Witkowski, 1998) and the use of other constructs to be studied together with CE. Such as consumer animosity (Klein et al., 1998), nationalism (H. Lee et al., 1993), the country of origin effect (Brodowsky, 1998) and country image (Brodowsky, 1998; Lundstrom et al., 1998).
- Linear growth: 108 papers were published during this time, representing 16.12% of the total. This figure reflects the growing interest of scientists in this area of study. In this period, publications continue to address issues of understanding consumer behavior through in-depth explorations of previous topics such as antecedents (Balabanis et al., 2001; Ishii, 2009; Shankarmahesh, 2006), consumer animosity (Bahae & Pisani, 2009b; Klein, 2002; Nijssen & Douglas, 2004) and the country-of-origin effect (Chryssochoidis et al., 2007; Parts, 2007). Furthermore, in this stage appeared new research involving the topics concerning the globalisation context (Alden et al., 2006; Strizhakova et al., 2008; Suh &

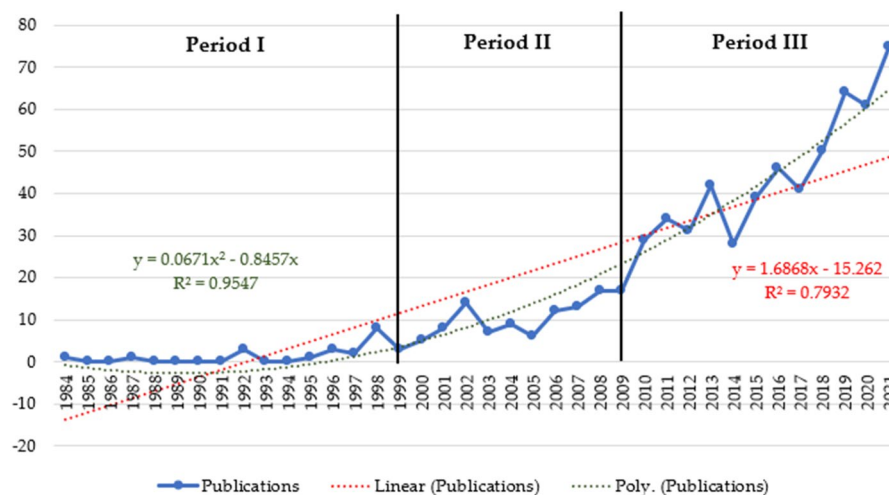


Figura 3. Scientific production of consumer ethnocentrism.

Kwon, 2002; Suh & Smith, 2008), such as cosmopolitanism (Cleveland et al., 2009), internationalism (Balabanis et al., 2001; Supphellen & Grønhaug, 2003) and foreign brands (Rice & Wongtada, 2007; Strakova et al., 2021). In addition, some literature focused on the assessment of consumer ethnocentrism in various parts of the world, such as the United Kingdom (Balabanis & Diamantopoulos, 2004; S. Chambers et al., 2007), Czech Republic (Balabanis et al., 2001), Korea (Suh & Kwon, 2002), United States (Verlegh, 2007), China (Alden et al., 2006; Lu Wang & Xiong Chen, 2004), India (Bawa, 2004), Iran (Bahae & Pisani, 2009), Turkey (Kaynak & Kara, 2002), Israel (Rose et al., 2009), amongst others.

- Exponential growth: The last stage groups 540 documents representing 80.60% of the total production, so it is an ever-expanding area, with the highest number of publications occurring in 2021 (75 papers), followed by 2019 (64). This phase demonstrates the spread of research on many topics in this theme. The articles with the highest impact in this period cover a variety of initiatives. First, concerning conceptual frameworks, the conceptualisation of CE was extended (Siamagka & Balabanis, 2015); also some scholars incorporated this construct into other models, such as cultural values (P. Sharma, 2010; Yoo et al., 2011), country of origin concept (P. Sharma, 2011) and consumer behavior. Second, some research explored additional constructs such as cosmopolitanism (Riefler et al., 2012), brand origin identification (Zhou et al., 2010) and consumer affinity (Oberecker & Diamantopoulos, 2011). Moreover, scholars developed studies examining different relationships with other variables related to socio-cultural (Cleveland et al., 2013, 2016; Strizhakova et al., 2012) and political aspects (Castelló & Mihelj, 2018; Stepchenkova et al., 2018).

Finally, in more recent years, heterogeneous articles have been reported. Some researchers analysed the link between e-WOM and consumer ethnocentrism, including its implications (H. M. Lee et al., 2021; Sun et al., 2021). There are some case studies of the role of CE in various areas, such as the food industry (Blazquez-Resino et al., 2021; Boca, 2021; Kilders et al., 2021; Xin & Seo, 2019), tourism (Kock et al., 2019; Stepchenkova et al., 2018) and foreign luxury brands (Das & Jebarajakirthy, 2020; Mainolfi, 2020). Similarly, research was published exploring consumer behavior change during the onset of the COVID-19 pandemic (Boca, 2021; Paylan & Kavas, 2021; Verma & Naveen, 2021).

The following sections 3.3.2, 3.3.3, 3.3.4 provide an answer to research question 2, PI2: What is the performance or contributions of authors, sources, and countries to the development of CE research?

3.3.2. Featured authors

Since 1984, there have been 1292 authors in the scientific discipline. The top 20 are shown, according to time of production, number of articles and total citations (Figure 4). With publications dating back to 2004, these authors have made an impressive contribution to articles and citations.

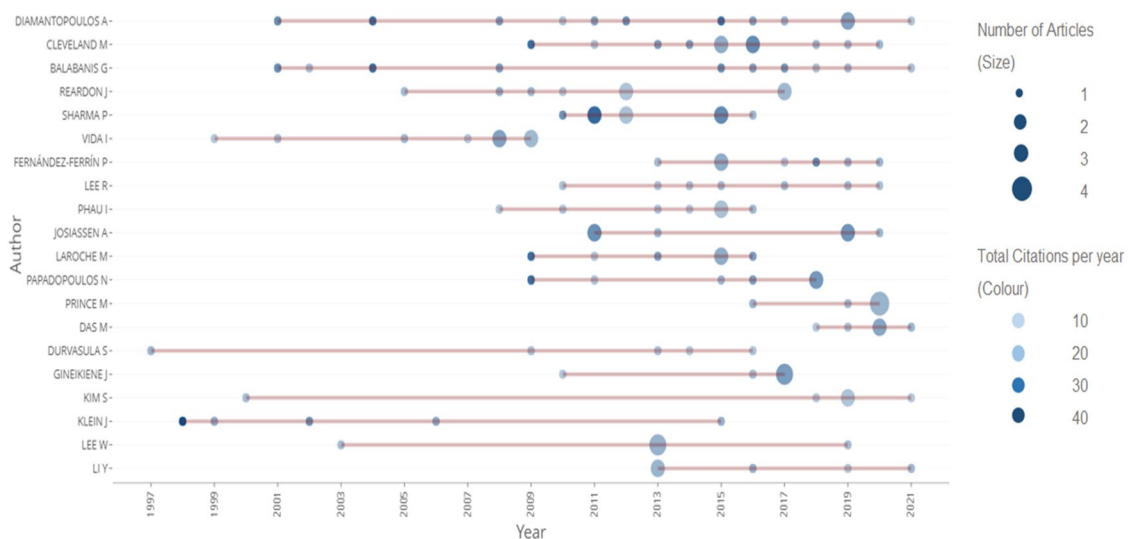


Figure 4. Number of articles and the main authors' annual Total Citations.

- Time of production: Some renowned researchers have very long production times (e.g. S. Kim, A. Diamantopoulos, and G. Balabanis). Their articles in this area involved the study of the country of origin bias (Balabanis & Diamantopoulos, 2004, 2008) and nationalism, patriotism, internationalism and their incidence on CE (Balabanis et al., 2001). Likewise, the authors explore the influence of brands on consumer attitudes (Balabanis et al., 2019; Lopez & Balabanis, 2021), studying aspects such as brand attitude (S. Kim & Thorndike Pysarchik, 2000) and brand engagement (S.-H. Kim et al., 2019). In addition, these scholars have also presented articles on other consumer dispositions, such as cosmopolitanism (Diamantopoulos, Davvetas, et al., 2019; Riefler et al., 2012; Zeugner-Roth et al., 2015), affinity (Oberecker & Diamantopoulos, 2011), animosity (Benmamoun et al., 2019; Cho Y et al., 2018; Gineikiene & Diamantopoulos, 2017), and xenocentrism (Balabanis & Diamantopoulos, 2016; Cleveland & Balakrishnan, 2019; Diamantopoulos, Davydova, et al., 2019).
- The number of papers: Some authors contribute consistently, producing on average one paper per year (e.g. M. Das, M. Prince and P. Sharma, and M. Cleveland). The consequences of globalisation occur at the social and cultural level, which significantly impacts the individual consumer. Therefore, these authors study globalisation, identity and related consumer attitudes and actions (Cleveland et al., 2011; Das & Mukherjee, 2020). For example, they present studies on consumer attitudinal dispositions (Cleveland et al., 2009; Das & Mukherjee, 2019; Prince et al., 2016, 2019, 2020), country of origin effects (Sharma, 2011a, 2011b, 2012), and cultural globalisation (Cleveland et al., 2013, 2016; Cleveland, Laroche, & Papadopoulos, 2015; Cleveland, Laroche, & Takahashi, 2015). Also, these scholars examine topics such as intercultural competence (P. Sharma et al., 2016; P. Sharma & Wu, 2015), global brands (Winit et al., 2014), place image (Papadopoulos et al., 2018), and acculturation (Ashaduzzaman et al., 2021; Das & Jebarajakirthy, 2020; Das & Mukherjee, 2020).
- Total Citations: Highly cited authors J. Klein, A. Diamantopoulos and G. Balabanis obtained an average of 306.20, 140.00, and 136.80 citations per article, respectively. This figure represents a significant contribution to the scientific community. The number of citations per year for researchers with a small output ranged from 1.98 to 12.16 (e.g. Y. Li, S. Kim, and S. Durvasula).

3.3.3. Most relevant sources

The analysis provides a general summary of the areas of knowledge and the journals that, through their publications, have contributed to the dissemination of outstanding information in this academic field (Herrera-Franco et al., 2022). The overall result (670 documents) reveals 281 sources from various academic areas. Figure 5 shows the 20 primary sources that have disseminated 280 documents representing 41.8% of the total production.

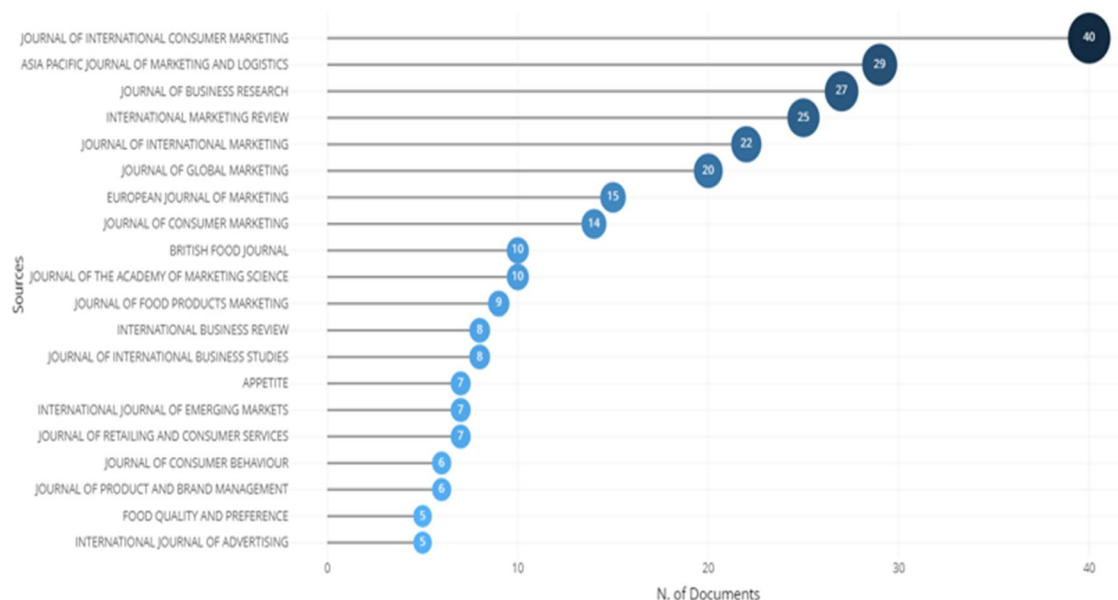


Figure 5. Journals with the highest number (N.) of documents in the field of study.

In a general context, of the 20 most productive journals, 12 are from the United Kingdom, and eight are from the United States, confirming the prolific contribution of these two countries. Furthermore, 13 journals belong to the Q1 quartile and 6 to the Q2 quartile, i.e. these figures illustrate the scientific influence of scholarly journals in terms of citations and prestige. Similarly, the ten most productive journals that belong to this ranking disseminate studies in Marketing. The journal with the highest contribution is the Journal of International Consumer Marketing from the publisher Routledge, characterised by its articles on cross-cultural/national consumer behavior to provide relevant information for designing marketing strategies. The most cited article in this journal is by Yoo, Donthu, and Lenartowicz, with 333 citations, where they develop the CVSCALE scale that assesses Hofstede's cultural dimensions, including the measurement of consumer ethnocentrism (Yoo et al., 2011).

3.3.4. Country scientific production

The analysis shows an association rule between three variables that govern the research relationship. In this case, with a maximum of 10 variables per category, this assessment presents the intersection of author, country and keyword (Figure 6). A total of 82 nations have conducted scientific studies on consumer ethnocentrism, with the United States, Australia, India, Spain and the United Kingdom being the most prominent countries for their high output.

The United States has contributed to the dissemination of 175 publications about CE, mainly due to the substantial participation of 6 researchers. Likewise, the main keywords used are 'Consumer Ethnocentrism' (52 papers), 'Country of Origin' (45), 'Ethnocentrism' (35), and 'Consumer Behavior' (17). The term consumer ethnocentrism appeared in the USA with Shimp (Shimp, 1984) because the author became aware of the behavior and attitudes of American consumers towards imported products (S. Sharma et al., 1995; Shimp & Sharma, 1987). This fact explains this country's vast amount of work focusing on consumer research (Feurer et al., 2016; Kwak et al., 2006). Furthermore, due to globalisation, cross-border goods have become relevant in international marketing, especially for global branding (Alden et al., 2006; Gammoh et al., 2020; Strizhakova et al., 2008). Consequently, the authors investigate topics such as country of origin (Batra et al., 2000), animosity (Klein & Ettensoe, 1999; Nijssen & Douglas, 2004), cultural openness (Strizhakova et al., 2008), global identity (Gonzalez-Fuentes, 2019; Tu et al., 2012), ethnocentric tendencies (Kumar et al., 2013; Shi et al., 2021), and consumer disidentification (Prince & Kwak, 2020).

Australia has contributed 73 papers with the significant participation of 5 authors and nine keywords. Similar to the United States, Australia's publications focus on consumer bias, thus studying CE (Lu Wang & Xiong Chen, 2004; P. Sharma, 2015), acculturation (Josiasen, 2011), nationalism

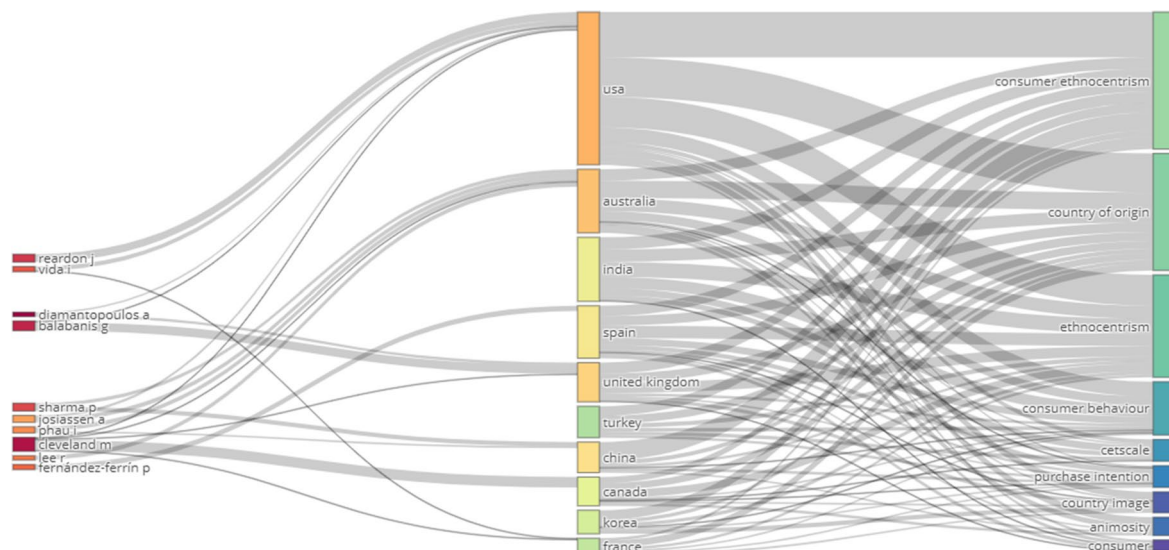


Figure 6. Three-fields plot (author, country, keyword).

(Tae Lee et al., 2014), and Country of Origin (Winit et al., 2014; R. Yang et al., 2018). It is also important to note that the collaboration between Australia, the United States and Denmark resulted in the term tourism ethnocentrism (Kock et al., 2019), which has begun to gain traction in recent years. It is also noteworthy that a considerable share of studies has focused on inquiring about Chinese consumer behavior. For example, some scholars studied Chinese attitudes towards domestic and foreign brands (Eng et al., 2016; R. Yang et al., 2018), their values (S. Yang et al., 2018), their motivations (Smith & Li, 2010), and purchase intentions (Cheng & Wong, 2014; Qing et al., 2012; Yim Wong et al., 2008). Similarly, there are case studies with Australian consumer samples (Fozdar, 2021; Mulye et al., 1997; Xu & Lee, 2020).

India has disseminated 73 publications, with seven keywords being the most prominent. The articles from this country focus on Indian consumer behavior, their beliefs (Trivedi, 2018), cultural values (Deb & Sinha, 2016), and the purchase decision-making process (Banerji & Mishra, 2018; Renganathan et al., 2015). Therefore, in order to better understand consumers and establish effective international business strategies (Bhattacharyya, 2020), scholars propose research where they discuss country of origin effects (Arora et al., 2014; Kinra, 2006), attitudes towards foreign brands (Thomas et al., 2020), brand preferences (Misra et al., 2018; Srivastava, 2017), among others. Also, some researchers have explored cultural dispositions, such as cosmopolitanism, ethnocentrism (Das & Mukherjee, 2019; Joshi & Joshi, 2021), acculturation (Das & Mukherjee, 2020), animosity (Narang, 2016), world-mindedness and materialism (Dasgupta & Chandra, 2016). In addition, authors have recently examined the changing consumption patterns of Indians in the wake of COVID-19 and its variations in the degree of ethnocentrism (Kour et al., 2021; Verma & Naveen, 2021).

Spain has 60 publications involving a contribution of 9 keywords and one researcher. Although Spain is a Spanish-speaking country, its participation in this topic in the English language has been outstanding. Furthermore, the academic literature from this country pays special attention to the regional context, i.e. the study of consumer bias not only to imported goods but also to the purchase of goods from other regions of the same country of origin. Therefore, in this way, researchers study issues such as regional ethnocentrism (Fernández-Ferrín & Bande-Vilela, 2013; Fernández-Ferrín & Vilela, 2015), regional of origin (García-Gallego et al., 2015; García-Gallego & Chamorro Mera, 2016), regional identity (Fernández-Ferrín et al., 2017), and regional image (García-Gallego & Chamorro Mera, 2018). On the other hand, the substantial participation in the study of factors affecting consumer purchasing decisions, specifically in the Food & Beverage sector, is highlighted (Blazquez-Resino et al., 2021; Tirelli et al., 2016; Wilkins et al., 2019). In addition, there are case studies using samples of Spanish consumers studying topics such as the reliability and validity of CETSCALE (Luque-Martínez et al., 2000), preference patterns for wine consumption (Bernabéu et al., 2013), neophobia on ethnic food consumption (Camarena et al., 2011), and cultural influences of country image (Kan et al., 2014).

The United Kingdom has contributed to the dissemination of 45 publications with the outstanding participation of 3 researchers and seven keywords. The articles from this country focus on the preference patterns of consumers for domestic products in the UK (Balabanis & Diamantopoulos, 2004; Siamagka & Balabanis, 2015), Turkey, Czech Republic (Balabanis et al., 2001), USA (Balabanis & Siamagka, 2017; Prince et al., 2016), China (Fastoso & González-Jiménez, 2020), Taiwan (Khan et al., 2019), among others. On the other hand, some authors investigate various topics, such as Country of Origin (Balabanis et al., 2019; Evanschitzky et al., 2008), economic animosity (Khan et al., 2019; Meng-Lewis et al., 2014), charitable giving (Hart & Robson, 2019; Robson & Hart, 2019), and B2B branding (Mohan et al., 2018; Veloutsou & Taylor, 2012).

The following section 3.3.5 provides an answer to research question 3, RQ3: What is the distribution of the scientific production of CE in the different scientific fields?

3.3.5. Main subject areas of the scientific field

Figure 7 shows the main thematic areas according to the classification of the Scopus (457 documents) and WoS (523) databases. A first sign of this distribution is that work is being done on CE in different and diverse areas of science. On the other hand, most of the documents in both databases come from journals in the area of Business (55% in Scopus and 74% in WoS), with 17 of the 20 most productive

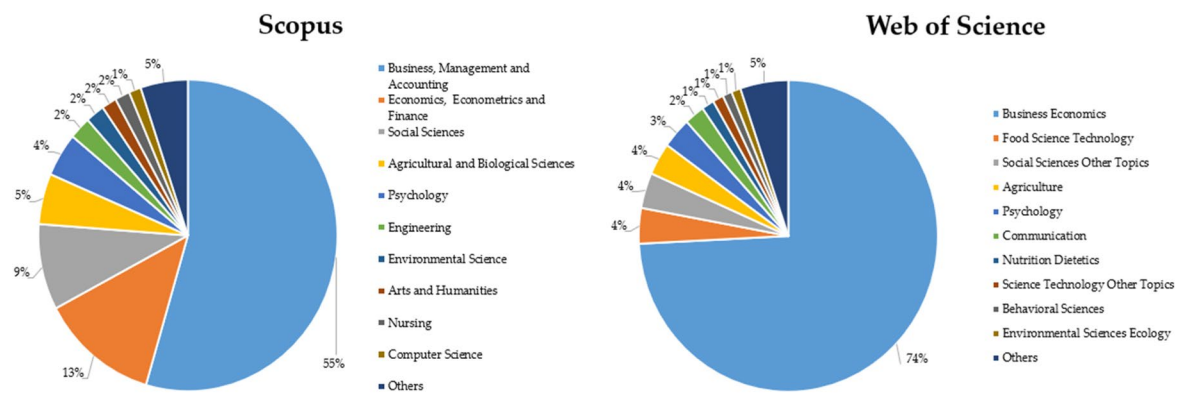


Figure 7. Main subject areas of the scientific field in Scopus and Web of Science (WoS). Documents: 622 Scopus and 474 WoS.

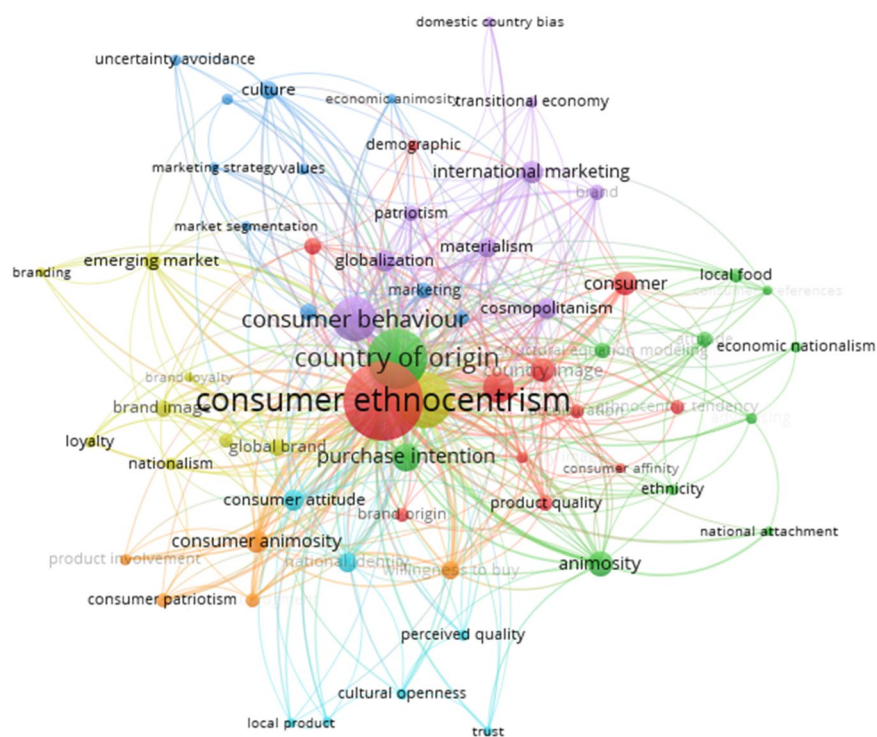


Figure 8. Co-occurrence author keyword network.

journals belonging to the area of Business, Management, and Accounting, in second place, to the area of Economics, Econometrics, and Finance. This is probably due to the nature of the CE construct, which was initiated as such in international marketing (Shimp, 1984; Shimp & Sharma, 1987).

The following section 3.3.6 provides an answer to research question 4, RQ4: What are the thematic groups that constitute the cognitive or intellectual structure of the CE field?

3.3.6. Co-occurrence author keywords network

The author co-occurrence network of keywords is a type of analysis used to graphically visualise the evolution and structure of a field of study and to explore new trends in a specific area (Nobanee et al., 2021; J. Zhang & Zhang, 2020; Zupic & Čater, 2015). For this study, the authors used VOSViewer software to construct the bibliometric map using the keywords. Figure 8 illustrates the co-occurrence network; according to our database, we counted 1358 keywords, of which 63 co-occurred at least five times, grouped into 7 clusters with a total strength of 2362.

Cluster I (red colour), **'Consumer ethnocentrism'**, comprises 12 nodes with 412 occurrences. These articles are identified by exploring consumer ethnocentrism (Balabanis & Diamantopoulos, 2004; Cleveland et al., 2009; P. Sharma, 2011b). Therefore, they primarily present case studies where the scholars measure CE through the scale proposed by Shimp & Sharma, (1987) called CETSCALE, as well as aspects concerning its reliability, validity, and dimensionality. These studies used samples from different countries such as India (Adnan, 2017; Bawa, 2004), the Czech Republic, Hungary (Lindquist et al., 2001), Poland (Bryła, 2021; Lindquist et al., 2001), Morocco (Hamelin et al., 2011), North Cyprus (Nadiri & Tümer, 2010), Israel (Shoham & Brencic, 2003), Turkey (Acikdilli et al., 2018), South Africa (Kamwendo et al., 2014; Pentz et al., 2013), Spain (Fernández-Ferrín & Vilela, 2015), Ethiopia (Kibret & Shukla, 2021), among others. In addition, some research accompanies this measurement along with country image (Ercan, 2010; Stepchenkova et al., 2018; Sulhaini, 2016; Xin & Seo, 2019).

Cluster II (green colour), called **'Country of Origin'**, comprises 11 nodes with 267 occurrences. The documents belonging to this cluster contain information on the Country of Origin (COO) concept. This phenomenon is usually studied together with consumer ethnocentrism (Chryssochoidis et al., 2007; Fischer & Zeugner-Roth, 2017; Kinra, 2006), animosity (Funk et al., 2010; Nakos & Hajidimitriou, 2007), national attachment (Stepchenkova et al., 2020), and economic nationalism (Cheah & Phau, 2015; Mort & Duncan, 2003). Notably, considerable literature explored the interaction between CE and Country of Origin to examine how they influence the purchase process (Balabanis & Diamantopoulos, 2004; Balabanis & Siamagka, 2017; Sharma, 2011a).

Cluster III (blue colour), **'Marketing strategies'**, comprises ten nodes with 78 occurrences. As companies have expanded their reach from local to international markets, consumers have a wide range of purchasing possibilities (Nadiri & Tümer, 2010). As a result, marketers need to understand consumers better to develop effective marketing strategies (Kaynak & Kara, 2002; Nguyen & Pham, 2021). For this reason, these articles characteristically focus their research on the formation of marketing strategies (Lucian, 2017; Polfuß, 2021; Song et al., 2018; Wilkins et al., 2019), specifically on the development of market segmentation strategies (Prince et al., 2016; Riefler et al., 2012). Furthermore, to obtain this information, scholars examine various consumer perceptions and attitudes that provide clues about their acceptance of foreign products. Therefore, some scholars studied socio-psychological variables linked to nationalism and globalism (Chun, 2020), such as ethnocentric and cosmopolitan orientations (Gadi Djou et al., 2020; Hakan Altıntaş & Tokol, 2007; Prince et al., 2020; Spillan et al., 2008).

Cluster IV (yellow colour) **'Branding'** comprises nine nodes with 195 occurrences. The publications in this cluster focus on the study of branding (Ma et al., 2019; Veloutsou & Taylor, 2012), both globally and locally (Alden et al., 2013; Mohan et al., 2018; Riefler, 2020), with a particular focus on brand loyalty (Chaudhry et al., 2020; Eng et al., 2016; R. K. Srivastava, 2017). Similarly, under a globalised context, authors investigate the effects of brands and their antecedents, including ethnocentrism and nationalism (Castelló & Mihelj, 2018; Strizhakova et al., 2008). It is worth noting that many articles belonging to this cluster explore ethnocentrism under a consumer context when the construct 'consumer ethnocentrism' was just being introduced in the academic world; therefore, the authors chose 'ethnocentrism' as a keyword (Javalgi et al., 2005; Kinra, 2006; Lu Wang & Xiong Chen, 2004).

Cluster V (purple colour), **'Consumer behavior in Marketing'**, comprises nine nodes with 191 occurrences. The papers in this cluster present relevant information on consumer behavior in marketing under a globalisation context (Cleveland et al., 2013; Gonzalez-Fuentes, 2019; Suh & Kwon, 2002). Therefore, several articles focus their research on consumer ethnocentrism in international marketing (Balabanis & Diamantopoulos, 2004; Nakip & Gökmen, 2017; Verlegh, 2007; Yoo & Donthu, 2005). Similarly, some studies explore CE along with other dispositional constructs such as cosmopolitanism (Jin et al., 2015; Zeugner-Roth et al., 2015), patriotism; understood as the feeling that human beings have for their native or adopted land to which they feel linked by specific values, affections, culture and history (P. Sharma, 2015), and materialism (Cleveland et al., 2009; Das & Mukherjee, 2019).

Cluster VI (light blue colour), **'Consumer Attitude'**, comprises seven nodes with 62 occurrences. Some of these studies focus on consumer attitudes towards purchasing local and foreign goods (Kaynak & Kara, 2002; Stamule, 2018); so the authors explore national identity (Cleveland et al., 2016). Similarly, these publications investigate topics influencing consumers' purchasing behavior, such as cultural

openness (Dmitrović & Vida, 2009; Fernández-Ferrín & Bande-Vilela, 2013) and perceived quality (Gammoh et al., 2015; Souiden et al., 2018; Yen, 2018).

Cluster VII (orange colour), '**Consumer Animosity**', contains five nodes with 59 occurrences. The papers of this cluster study the construct of consumer animosity, which is usually studied together with consumer ethnocentrism (Chaudhry et al., 2020; Klein & Ettensoe, 1999; Lee et al., 2021; Shoham & Gavish, 2016). Similarly, publications examine how these phenomena can influence consumer behavior regarding their judgements towards the product (Shah et al., 2021) and their willingness to buy (Danilwan et al., 2020; Mrad et al., 2014; Souiden et al., 2018).

The following section 3.3.7 provides an answer to research question 5, RQ5: How is the emergence of concepts related to CE over the years?

3.3.7. Keyword frequency

This analysis shows the frequency of the main themes that enabled the development of the chosen field of study (Figure 9). The node in this section is placed in the year with the highest frequency and considers terms that appear in at least five studies.

The data show that scientific progress in studying consumer ethnocentrism stems from research on international marketing activities in transition economies. Consequently, the studies explored consumer behavior and perceptions towards the quality of foreign products and brands. Subsequently, the work focused on the phenomenon of biased consumers choosing domestic over international products when they became aware of the country of origin of the goods. This observation gave way to exploring consumers' attitudinal and identity dispositions, such as animosity, ethnocentrism, materialism, national attachment, patriotism and cosmopolitanism. These dispositions influence their perceptions and purchasing decisions of domestic and foreign products.

The following section 3.3.8 provides an answer to research question 6, RQ6: What are the directions for future research related to CE?

3.3.8. Literature review of author keywords clusters

This section shows the research gaps identified by the authors of the most recent scientific papers related to the most frequently occurring keywords in each cluster. The review presents the most representative papers in each cluster (1 to 3 publications), examining 16 papers. This is a technique that

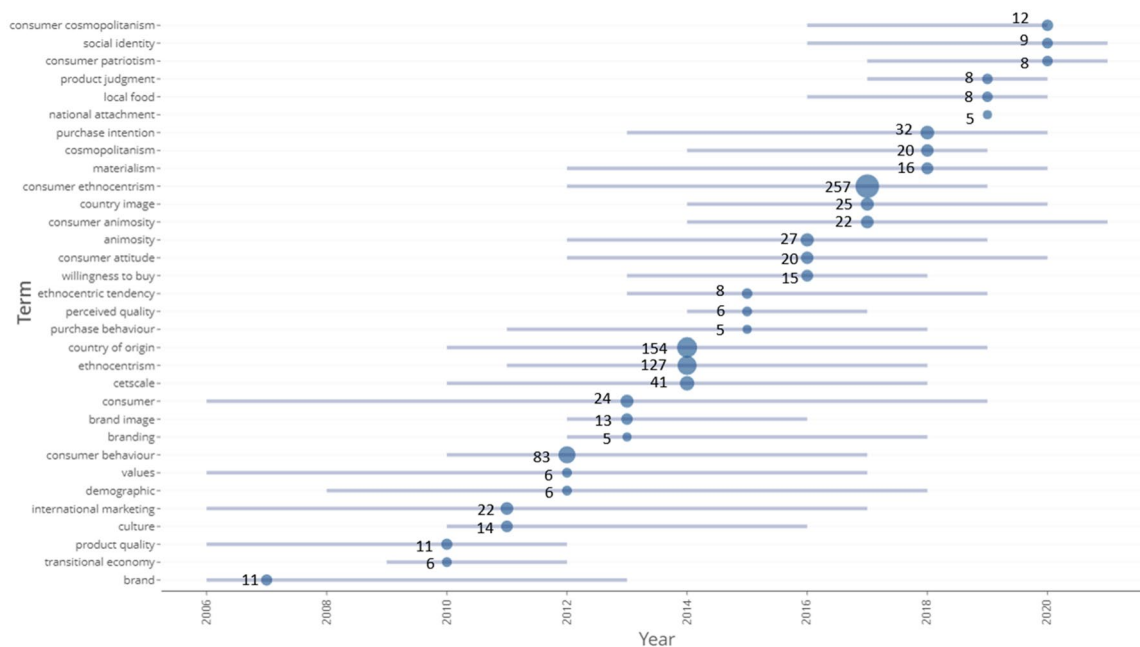


Figure 9. The trend of Keywords by year of the scientific field.

allows us to examine the actual content of the publications in each thematic group that it classifies (Donthu et al., 2021), considering that when words appear frequently in documents, the concepts are consequently related (Zupic & Čater, 2015). In other words, this analysis provides nomological clarity about the constructs and networks that connect it in the field of study (Mukherjee et al., 2022). We took these 16 relevant papers as a basis for content review and suggested future research directions related to CE using the TCCM framework (Jebbarajakirthi et al., 2021; Paul & Rosado-Serrano, 2019). This framework helps to identify the underlying gaps in a research domain along four dimensions: theory development, context, characteristics, and method (S. Srivastava et al., 2020).

3.3.8.1. Suggestions for future research directions on theory development. *Strategic Marketing Studies:* As found in this article, CE is important within marketing; therefore, it would be interesting for researchers to examine the effectiveness of developing market segmentation strategies based on consumers' ethnocentric attitudes (Blazquez-Resino et al., 2021). Moreover, the authors could explore the prevalence of ethnocentric attitudes in social media and digital marketing contexts to develop marketing strategies (Sun et al., 2021).

Studies on changes in consumer behavior: The COVID-19 health crisis has altered consumers' attitudes, intentions and purchasing patterns. Therefore, new research could explore changes in ethnocentric behavior and attitudes in the wake of the pandemic (Verma & Naveen, 2021).

In summary, we suggest conducting future studies on changes in ethnocentric attitudes and consumer behavior in the wake of the COVID-19 pandemic: The COVID-19 pandemic has had a profound impact on consumer behavior and views regarding globalization and intercultural engagement. Companies that want to adapt to a changing market environment and become more robust to future crises can learn a lot from how the epidemic has affected ethnocentric views and customer behavior. We also suggest conducting research that explores the development and effectiveness of marketing strategies involving CE: Understanding how to manage customer ethnocentrism can be critical to the success of companies as they strive to differentiate themselves in increasingly competitive markets. Researching the development and implementation of marketing strategies that address ethnocentric views can help businesses improve their brand positioning and attract customers from other cultures.

3.3.8.2. Suggestions for future research in this context. *Worldwide research:* Scholar could investigate CE in new countries and even conduct studies at the regional level (Blazquez-Resino et al., 2021; Ostrovskiy et al., 2021). Likewise, extend studies to the national level using samples from different cities to improve the generalisability of the results (Chaudhry et al., 2020; Muchandiona et al., 2021). On the other hand, authors in future research need to distinguish Country of Origin categories, i.e. take into account different terms about the processing nation, the country of raw materials, the Country of Origin of the brand and the country of corporate ownership (Bryła, 2021).

In summary, we suggest conducting global CE research in new countries, cities, and regions: Globalization has increased cross-cultural interaction and exposure to global commodities and advertising. Organizations looking to expand across the globe must recognize the differences in customer ethnocentrism across geographic regions and adjust their marketing strategies appropriately.

3.3.8.3. Suggestions for future research direction on the characteristics. *In-depth studies using additional variables:* Researchers could conduct a more rigorous exploration of the CE by taking into account the effect of demographic variables, such as age (H. M. Lee et al., 2021), ethnicity (Bizumic, 2019), migration groups (Ashaduzzaman et al., 2021) and cultural dimensions (Areiza-Padilla & Manzi Puertas, 2021; Čvirik, 2021; Khouaja, 2021). In fact, domestic producers can use demographic variables as a basis to establish market segments (Inoni et al., 2021). Additionally, the study of the country of origin effect can extend by taking into account the various relationships between factors, such as the components of product evaluation, brand and customer orientation (Samiee & Chabowski, 2021). Similarly, scholars could apply different predictors, such as socio-psychological, economic and political predictors (Ostrovskiy et al., 2021). Furthermore, scholars could differentiate between national and personal animosity and use dimensions involving animosity, e.g. economic and political aspects (H. M. Lee et al., 2021).

Heterogeneous studies: Future research could further study CE and Country of Origin in specific brands, products and services in various industries as well as new economic sectors (Boca, 2021; Khouaja, 2021; H. M. Lee et al., 2021; Ostrovskiy et al., 2021; Sun et al., 2021).

In summary, we suggest exploring new studies on CE in various products, services, brands, and industries: The provenance of a product or service can significantly influence consumers' perceptions of quality, authenticity, and value. Examining the relationships between place of origin and consumer ethnocentrism in different consumption scenarios can provide important insights into how companies can promote their brands and products in international markets. We also suggest studies on new variables and additional predictors to estimate their effect and relationships with CE and use these variables for market segmentation. Companies can improve their market segmentation strategy by recognizing and analyzing factors that affect customer ethnocentrism and home country attitudes. The use of variables disaggregated into dimensions can also help to better understand customers' attitudes and behaviors about the country and origin of items.

3.3.8.4. Suggested directions for future research on methodology. *Design Research:* Most researchers conduct cross-sectional studies; however, it is necessary to conduct longitudinal studies in order to enable the observation of cause-and-effect relationships between variables (Ashaduzzaman et al., 2021; Chaudhry et al., 2020). On the other hand, new research can employ qualitative techniques to directly communicate customer opinions and their applicability to different businesses (Areiza-Padilla & Manzi Puertas, 2021).

In summary, we suggest the application of longitudinal studies and qualitative techniques to communicate consumer perceptions: Long-term studies allow us to see how customer opinions and behaviors evolve, which is especially relevant in a dynamic environment such as global marketing. In addition, qualitative methodologies can provide a more complete and comprehensive understanding of consumers' beliefs and motives regarding ethnocentrism and country of origin.

4. Discussion

Based on the search criteria, this study incorporated information from combining two databases, Scopus and WoS. However, the articles downloaded from these databases contain certain discrepancies, requiring extensive cleaning of each format and missing information and duplicates. For this reason, this paper adopted rigorous data-cleaning techniques used by various authors to ensure the quality and reliability of the results on consumer ethnocentrism (CE).

This scientific article examines the body of research on CE using bibliometric techniques to reveal the intellectual structure, trends and lines of research on this topic of study. According to our results, in the 38 years of Consumer Ethnocentrism research, a gradual increase in literary production has been observed through the contribution of 82 countries on five continents. The high productivity of the United States, Australia, India, Spain, United Kingdom and the United States stands out, with 426 publications. The supremacy of the United States relies on the fact that research into the phenomenon of ethnocentric attitudes was carried out in this country by Shimp (1984), who explored the behavior of American consumers in the presence of imported goods. In addition, according to a 2015 Consumer Reports survey conducted in the United States, 8 out of 10 consumers prefer to buy a product manufactured in this country; even 60% of customers would be willing to pay 10% more for a domestic product. This type of behavior, therefore, makes it attractive for researchers to study this phenomenon.

Similarly, a total of 1292 authors participated in the study, with M. Prince and P. Sharma and M. Cleveland, who showed a predominance of production in the scientific field and associated nations with exceptionally high numbers of papers and citations. In addition, these authors have extensive research experience. Prince is the author of six books and some 50 scientific articles and has taught graduate courses in marketing, consumer behavior and advertising. Prince also provides analytical advice to research companies. P. Sharma is ranked among the top 2% of researchers worldwide and focuses on international marketing and cross-cultural consumer behavior. Finally, Cleveland has taught several graduate and undergraduate courses in marketing, specifically on the theory and methodology of consumer behavior. He is also an associate editor of *International Marketing Review* and serves on the boards of several other journals.

According to the literature, more than 50% of the publications are from the 'Business' area, with the Journal of International Consumer Marketing, Asia Pacific Journal of Marketing and Logistics, and Journal of Business Research being the journals that publish these articles most frequently. These journals stand out because their aim and scope involve consumer behavior research and applications to develop marketing strategies. In this way, these journals contribute to the dissemination of information aimed at researchers, consultants and executives so that interested people can access the research findings that lie in the reality of the business world.

On the other hand, the analysis of the co-occurrence of the authors' keywords provided insight into the various topics involved in the study of CE, seven being the most prominent: consumer ethnocentrism (red cluster), country of origin (green cluster), marketing strategies (blue cluster), branding (yellow cluster), consumer behavior in marketing (purple cluster), consumer attitude (sky-blue cluster), and consumer animosity (orange cluster). Notably, the keyword frequency analysis statistics demonstrate that research on international marketing operations in transition economies has contributed to academic progress in studying consumer ethnocentrism.

Additionally, the literature review of the author's keywords enabled the analysis of the gaps and possible lines of research of various works related to consumer ethnocentrism. This analysis marked the need to expand the study of CE at a global level using various goods from new industries and other research designs that enrich the findings presented. Likewise, the literature showed the need to explore other variables that allow for a deeper study and the possibility of conducting research that examines the formulation and application of marketing strategies in more detail. Finally, considering the recent COVID-19 pandemic, there is a latent demand for knowledge about changes in consumer behavior. In general terms, this paper analyses the whole cognitive structure of Consumer Ethnocentrism and its issues of interest, such as intellectual basis, frameworks, and lines of research that contribute to the study of marketing and consumer behavior theory.

In conclusion, this research includes an analysis of the cognitive structure of the academic field of Consumer Ethnocentrism using bibliometric tools to explore 670 articles indexed in Scopus and Web of Science. The analyses showed a gradual increase in scientific output over the 38 years of research, with linear output in the first 26 years (1984–2009) and exponential growth since 2010. According to this scientific advance, in the last 16 years (from 2006 to 2021) 89.40% of literary production has been disseminated. In addition, the collaboration of 1292 authors, 82 countries and 281 journals that have made possible the constitution of the intellectual base of CE stands out. In addition, the academic structure indicates an intellectual approach of 1358 keywords.

4.1. Theoretical and practical implications

On the theoretical implications, this study contributes to the scientific community by exploring the intellectual structure of consumer ethnocentrism, with an objective discovery of the thematic or knowledge groups with which the CE is related for its theoretical development. In addition, it presents outstanding information on author networks, topics, and related topics of study that constitutes a guide for new scholars who wish to know preliminary data on this topic. It also allows us to recognize knowledge gaps and locate future lines of research, stimulating the theoretical development of the CE field. In all scientific work, the literature review is a fundamental element for advancing the field of study, in this case, CE. Therefore, this work of synthesis of the results of past research provides an important basis for the theoretical foundation and guidance of future studies on this topic.

On the practical implications, we determined a series of bibliometric metrics that measure the levels of scientific production, productivity, and impact of authors, countries, and journals, allowing researchers to evaluate and build networks of academic scientific collaboration around the field of CE. In addition, these metrics, bibliometric mapping, and literature review constitute an essential tool for decision-makers to design public and business policy strategies where CE is related, with greater objectivity.

4.2. Limitations of the study and future research

It is necessary to express that this research has some limitations when considering. All inclusion and exclusion criteria generate limitations to the work, despite their practical and methodological validity;

on the one hand, the concentration of the use of works published in two databases (Web of Science and Scopus) and the delimitation of the type of document (article and review article). Therefore, for future research, we will consider the limitations mentioned above in order to expand the documentation of this academic field. On the other hand, although a combination of bibliometric, mapping and content analysis techniques was adopted in this study; In addition, the integration of the general SPAR-4-SLR protocol and the 5W-2H and TCCM frameworks, other qualitative and quantitative analysis methods could be included in future work. Explore in various products, services, brands, and industries. Conduct studies on changes in ethnocentric attitudes in the wake of the COVID-19 pandemic.

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