

CCT and Xenophobia

In a Danish Context

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Characters: 146.012

Abstract

Throughout this thesis, the topic of Xenophobia in a Danish consumer context is to be analyzed. Other studies have been made in addition to xenophobia, where the possible causes of this bias have been investigated (Sanchez-Mazas & Licata 2015). During this thesis, it will be investigated whether cultural differences can cause xenophobia, which can be defined as following characteristic: *"Xenophobia denotes a hostility towards the stranger perceived as a threat"* (Sanchez-Mazas & Licata 2015, p. 802). Furthermore, not only the possible cause of xenophobia will be analyzed, but also the aspect of how Xenophobia affects Danes in a consumer context. This thesis suggests that even though xenophobic people avoid foreign products, this is less the case, the more similar the culture of the other foreign country is. Lastly, whether demographic tendencies among Dane's perceptions can be made or not will be looked upon as well. In order to analyze these aspects, two studies have been developed that contain two different methodologies that are to provide nuanced data. The first study that is qualitative is the foundation for hypothesis development and study two is the primary study that provides with the overall conclusion of this topic. The topic of xenophobia has been chosen, because it holds significant relevance to our present society, because of the increase in i.e. immigration that has been argued to influence the level of xenophobia (Sanchez-Mazas & Licata 2015).

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Introduction to Consumer Culture Theory

"CCT is not a unified, grand theory, nor does it aspire to such nomothetic claims" (Thompson & Arnould 2005, p. 868). According to Thompson and Arnould, CCT is a complex phenomenon that can be characterized as *"A family of theoretical perspectives that address the dynamic relationship between consumer actions"* (Thompson & Arnould, p. 868). In other words, CCT can be described as the association of consumption and there are numerous different theories on what happens when an object gets bought. Some questions that consumption-theorists have sought to answer is i.e. what is the driver of consumption? And how does consumption affect an individual's identity? Some theorists believe that goods can create a social bond (Featherstone, 2007, p. 13), and other theorists argue that *'possessions are parts of ourselves'* (Belk 1988 p. 139), which indicates that consumption has an effect on an individual's life that is not just social but also emotional. It is interesting to realize that what people buy can shape who they are – or at least that goods that are consumed are reflections of who people are. In the Danish television show "Kender du typen" (DR.dk), two lifestyle experts visit famous Danish people's private homes. They look at their furniture, their art and other relevant objects that characterize them as individuals and in the end of the show, they have to guess which famous person that lives in the particular home. This show also feeds to the understanding that consumption does affect people's lives in a matter that can be called significant, when belongings can reflect so much of a person.

But where does consumption and consumer theory come from? People have always used objects for different purposes, but it is possible that consumption does not go further back into the past, than people have been aware that the use of objects could proclaim self-realization.

Featherstone argues that i.e. the classical economists that reigned during the industrial revolution believed that consumption is due to production, where people are getting satisfaction through purchasing goods. Furthermore, Neo-marxists from the twentieth century believed that

capitalist production has entailed a more manipulative aspect of consumption, where people get manipulated into buying under false pretenses of advertising (Featherstone, 2007, p. 14).

With different viewpoints on what the historical and theoretical background of consumption is, it can be claimed that CCT and consumption are difficult topics to assess, because of the numerous assumptions on the matters. Furthermore, CCT is an interesting theory, because it differs from other cultural theories. According Thompson and Arnould, culture theories are usually homogenous and is a reflection of unified values shared by members of a society, whereas CCT is heterogenous and seeks to explore *“the meanings and the multiplicity of overlapping cultural groupings that exist within the broader sociohistoric frame of globalization and market capitalism”* (Thompson & Arnould 2005, p. 869). In other words, CCT engages in culture that contains an economic aspect. And in order to understand this economic aspect, the driver of consumption has to be identified, through the question of what people's buying behavior can be influenced by. This is a question that this thesis will take into consideration, because it seeks to analyze if subjective considerations in form of prejudices can affect the buying behavior. If goods are a reflection of who we are, will a person buy a good that comes from a country that the person despises? This is an example of the thoughts that will be assessed through this thesis about CCT and the prejudice bias xenophobia.

Problem area

According to Margarita Sanchez-Mazas and Laurent Licata; *“Xenophobia denotes a hostility towards the stranger perceived as a threat”* (Sanchez-Mazas & Licata 2015, p. 802). This means that no exact situation or crisis has caused the hostility towards an out-group – the stranger is put under suspicion because he or she is simply different. In some cases, Xenophobia has been compared to racism, but even though both aspects are linked to prejudices, racism is characterized by the fear of other races, determined by i.e. skin color (Sanchez-Mazas & Licata 2015), and xenophobia is not necessarily characterized by race, but other factors that will be mentioned later on in this section.

Some situations where xenophobia has been identified have revolved around i.e. immigrants, where people have had negative perceptions, because the immigrants come from a different culture with different values and therefore the immigrants have been perceived as threats (Sanchez-Mazas & Licata 2015). The latest example of xenophobia in the western society are the westerners' management of the Syrian refugees who sought asylum in European countries. Many countries i.e. Sweden and Denmark imposed border control as a response to the heavy invasion, which even caused local problems for the native citizens (The guardian 2016, 05/01). This border control was imposed in order to control the myriads of refugees, which was a very concrete symbol of trying to create a distinction between 'them' and 'us'. This previous example shows the relevancy of making another study on xenophobia, because it is an aspect that influences our society, because immigration is forever increasing due to globalization times.

Furthermore, shown in the past example on immigrants, xenophobic studies have been made about people regarding how xenophobia affects their perceptions of strangers (Sanchez-Mazas & Licata 2015), but does xenophobia also affect the perceptions of products from a given country that is perceived negatively without an explanation? This is a question that this thesis will seek to answer through the focus on consumer culture theory and purchase behavior. In a study on animosity, the combination of animosity in a product context, was made; *"Animosity towards a foreign brand will affect negatively the purchase of products produced by that country independently of judgements of product quality"* (Klein et. al 1998, p. 89). Animosity is like Xenophobia, defined by negative perceptions of something strange and foreign, however, in the case of animosity, a situation or a crisis has entailed the hostility. But regardless of the cause of the hostility, it can be assumed that perceptions against the country of origin can affect the choice of which products to purchase, and it is this particular assumption that this thesis will be based on.

Another aspect that this thesis will seek to analyze is what xenophobia is due to. In a past study on xenophobia it was explained that xenophobia gets established when there are differences in materialism, values, culture and symbols (Sanchez-Mazas & Licata 2015, p. 802). This suggests that cultural differences can result in xenophobia, which is the very first aspect that this thesis will regard. The assumptions presented in this section have all been put together in following

problem statement regarding a Danish consumer context, in order to make a delimitation to the vast topic.

Problem statement:

Is Xenophobia due to cultural differences? And does Xenophobia influence the Danish consumers' behavior?

Theoretical framework

In this thesis the before-mentioned problem statement will be analyzed, in order to come to a deeper understanding about xenophobia and CCT. As mentioned before, xenophobia is a peculiar phenomenon, because it is masked as a prejudice, which is not strange to the society itself, however, the reason that characterizes the xenophobic prejudice is strange, because there is none. The xenophobic prejudice is always unexplainable, which makes the topic of xenophobia a mystery that seeks to be analyzed further.

There are different ideas to how xenophobia got to see the light of day. According to a previous study, xenophobia gets established when there are differences in materialism, values, culture and symbols (Sanchez-Mazas & Licata 2015, p. 802). In this thesis, xenophobia will be linked to culture, where it will be analyzed whether or not xenophobia can be due to cultural differences. The other possible reasons why xenophobia can be created, will not be neglected, however, they will not be analyzed in this thesis, because of the comprehension that such analysis would provide. Therefore cultural differences have been chosen as the only factor to analyze in this thesis. The choice of diving into the topic of cultural differences is based on several examples of fear being represented in different cultural theories i.e. uncertainty avoidance in Geert Hofstede's cultural dimensions (Mooji 2014) and lack of out-group trust in Inglehart's study of the traditional society (Inglehart & Baker 2000).

These two theories will be described further in this thesis, but is now only examples of showing the possible link between fear and culture. Whether or not this assumption is correct will be analyzed through a qualitative study combined with a quantitative study, in order to get as much

valid and nuanced data on the subject. However, former examples of a possible link between fear and culture in other theories, does not necessarily mean that the link can be applied in all contexts, nor the context of xenophobia, which is why a thorough analysis has to be taken into consideration.

Hofstede

In Hofstede's research on cultural dimensions, the behavior of people of different nationalities was analyzed in order to point out cultural differences (Mooji 2014). Ultimately, the study of Hofstede can be linked to consumer behavior and CCT, which makes the inclusion of Hofstede relevant in this Master's thesis. However, even though Hofstede's research has been made through quantitative data, his findings can somehow be accused of containing stereotyping, which is a limitation. The survey of Hofstede was made within one company in 66 countries (Mooji 2014, p. 89), which makes the data useable, but has to be looked upon with skepticism, because the likelihood that the dataset had been different if another company was used, is possible. However, Hofstede's survey is relevant in this context, because it exposes that fear can be nationally culture-related. This thesis focuses on Xenophobia in relation to Danish consumers, and through Hofstede's research, the foundation of making an analysis based on national (Danish) fear, is established.

In order to elaborate more specifically on the survey, one of the cultural dimensions is *uncertainty avoidance*, which definition can be described through following quote by Hofstede;

"The extent to which people feel threatened by uncertainty and ambiguity and try to avoid these situations" (Mooji 2014, p. 99).

Countries that score high in uncertainty avoidance are generally driven by anxiety, low trust and the need for rules and formality, whereas countries that score low in uncertainty avoidance want as few rules as possible and are not afraid of innovation and need less rituals, than countries scoring high in uncertainty avoidance (Mooji 2014, p 100). Denmark is a country that scores very low in uncertainty avoidance, which makes it interesting to analyze Danish consumer's view on

foreign products. According to Hofstede's survey, Danish consumers are not driven by fear of the unknown, and whereas fear of the unknown is the characteristics of xenophobia, a possible link between Hofstede and Xenophobia can be argued, because cultural dimensions and xenophobia both contain the aspect of fear of the unknown (Geerthofstede.com n.d.). If Hofstede's research is still applicable, the conclusion of this thesis will be that xenophobia does not affect the Danish consumers. However, if the conclusion to this thesis is that xenophobia affects Danish consumers in a strong sense, a question mark can be put on Hofstede's survey. To elaborate, if the dataset of Hofstede's survey is valid, Denmark cannot not score high in analyses regarding fear of the unknown. If so, Hofstede's survey can be claimed to be driven by too much stereotyping, if this thesis exposes other nuances of culture-related fear.

Inglehart and Baker

These possible findings would be interesting, because they would contribute to a new outlook on culture-related fear and could create the foundation for further research. But not only can xenophobia and CCT be related to the research of Hofstede, they can also be linked to another cultural theorist, Ronald Inglehart, who differs from Hofstede in the sense that he researches in the field of societies rather than nationality (Inglehart & Baker 2000). However, they both researches in the field of cultural differences and their theories contain some similarities. For example, it can be argued that Hofstede's one dimension uncertainty avoidance can be related to Inglehart's dimension on interpersonal trust and economic development (Inglehart & Baker 2000, p. 36). While Hofstede's dimension does not contain a materialistic viewpoint, it is related to trust (Mooji 2014, p. 100). It can be argued that people of high uncertainty avoidance lack trust and can therefore be linked to the dimension of Inglehart. According to both theorists Denmark contains a lot of interpersonal trust (Inglehart & Baker 2000, p. 36), (Geerthofstede.n.d), and it is interesting to see whether the analysis of this thesis can result in a validation of these existing theories or a question mark on Inglehart and Hofstede's former research. Furthermore, the aspect of trust can be linked to CCT, because the level of trust may

have an effect on which products consumers buy, which will be investigated further in this thesis regarding whether Danish consumers prefer domestic or foreign products.

But in order to characterize Denmark as a country, the theory of Ronald Inglehart and Wayne Baker, will be elaborated on. According to their studies, there are three societies, the postmodern, the modern and the traditional society. The traditional society was the first society identified and contains characteristics such as low trust, low tolerance for abortion, homosexuality, divorce, prefer male dominance in political and economic life and prioritizes family life and religion (Inglehart & Baker 2000, p. 23). Countries that belong to this society is according to the world value survey, some African countries such as Nigeria and Ghana, South Asian countries as Bangladesh and several Latin American countries as Peru and Venezuela (Inglehart & Baker 2000, p. 35). The modern society can be characterized as the decline of traditional values, by removing focus from religion and spiritual beliefs. According to Karl Marx, the economically developed societies were to show the future of less developed societies (Inglehart & Baker 2000 (Marx 1973). However, in the beginning of the twenty-first century, not many people trusted a state-run economy. Furthermore, it was the rise of an expanding economy that changed the values among certain societies and it was because of the industrialization times that materialism became a reality. This society is still present in the world that we know of today, and contains countries such as China, Russia and Romania (Inglehart & Baker 2000, p. 29).

Now the traditional and the modern society has been described, but the society that is the most relevant for this thesis is the postmodern society. The characteristics of the society are high trust, Innovation, individual judgement, self-expression and welfare (Inglehart & Baker 2000, p. 22). According to Inglehart and Baker, Denmark belongs to the postmodern society (Inglehart & Baker 2000, p. 29), which means that it is quite possible that Danes are not driven by prejudices towards foreign products, because of the high trust level and the positive perception on innovation. However, it will be investigated whether or not Danes prefer cultures with characteristics similar to their own culture or contrary to their own culture, in order to analyze how diverse and xenophobic Danes are. However, theories of Hofstede and Inglehart can be used to provide more information on the context of xenophobia.

In order to elaborate, the theories of Hofstede and Inglehart provide with the information that fear can be due to cultural differences, because Hofstede's dimension uncertainty avoidance can be used as an argument for fear being culture-related. Furthermore, Inglehart's research on societies provides with the information that societies view fear differently. For example, the traditional society lack trust in out-groups, whereas the postmodern society contains high trust, which also can be used as partial evidence of fear being due to cultural differences, because fear can be linked to the characteristics of low trust (Mooji 2014, p. 100).

In order to sum up, it was argued in this section that there is a possible link between fear and cultural differences, however, while this section focused mostly upon the cultural aspect of xenophobia, the next section will provide with more information on fear and xenophobia in a consumer context, in order to investigate whether xenophobia has an effect on Danish consumers or not, and whether a link between xenophobia and CCT can even be suggested.

Markus and Kitayama

According to Markus and Kitayama, people's behavior in different contexts can differ enormously from culture to culture, i.e. Americans respond with more anger to insults than northerners do etc. (Markus Kitayama 2010). The behavior of people can be associated with different factors such as intergroup relations, education, health, well-being, business, and peaceful coexistence in an increasingly diverse and interconnected world (Markus & Kitayama 2010, p. 421). In other words, the self reflects the individual's engagement with the world, and thereby shape the behavior of that individual (Markus & Kitayama 2010 p. 421). These findings suggest that a person is affected by not only internal factors but also external factors, and from culture to culture there will always be certain differences that will affect the individual self and essentially shape the person's behavior.

These suggested factors that shape behavior can ultimately be linked to both xenophobia and CCT. For example, if an individual surrounds herself/himself with xenophobic people, the individual might copy the xenophobic behavior, because interrelations affect behavior. In this

case, the qualitative research of this thesis seeks to investigate how xenophobic Danes believe they are as a nation compared to how xenophobic they are themselves. This comparison will be made to expose whether there is a link between the behavior of a group and the individual self or not.

Furthermore, this literary article suggests that there is a link between behavior and the mindset of the self, which can be interpreted into the assumption that a xenophobic mind can shape the behavior in such a way that it can also affect the purchase behavior. I.e. negative perceptions of a certain country or people from that particular country can result in negative purchase behavior i.e. boycott etc. while positive perceptions or a general positive mindset can result in a positive purchase behavior. These assumptions does seem realistic, because a certain kind of interest in an object does occur when buying the object, while negative perceptions can lead to a non-purchase, but the interesting part is whether the perception of a country affects how brands from that country are perceived, because the location of a brand does not necessarily affect the quality or the value of an object. However, the link between perceptions of a country and purchase behavior will be argued further in the next section on country of origin.

Country of origin

In a study made by Min C. Han, it was revealed that the country of origin of a brand has an effect on consumers and their tendencies. In following quote, the link will be elaborated on;

“When consumers are not familiar with a country's products, country image may serve as a halo from which consumers infer a brand's product attributes and which affects their attitude toward the brand” (Han 1989, p. 222).

This means that a country's image can have an effect on which products consumers buy, which supports the findings of Markus and Kitayama regarding mindsets shaping the behavior.

Furthermore, if an individual is xenophobic towards a certain country, it means that the individual will judge the country's products based on the perceptions of the country, which might

ultimately lead to the individual not buying products from that particular country of origin. However, according to Han, the use of country image is only taken into context when a lack of knowledge is present, which means that if consumers know the product attributes of a given object, the halo construction will not appear and the country image will not cause a significant effect (Han 1989), which can be questioned. I.e. if a consumer knows the attributes of a car, because it is branded as fast or environmentally good and the consumer also has a negative perception of the country of origin, it can be argued that the selective mind of the consumer might still not buy the car. Not because the advantages of the car are not adequately attractive, but because the negative perception of the country of origin puts a shadow over the attributes and becomes more central and important in the selective mind, than the attributes of the product.

Furthermore, in the context of Danish consumers, it might be possible that Danes are generally driven by xenophobia in such a way that they prefer domestic products, which will be investigated through qualitative in-depth interviews. And whether or not Danes are familiar with product attributes or not will also be investigated, which can cause an interesting topic for further research. I.e. If the respondents of the interviews claim that they have boycotted certain products based on negative perceptions of a country, because they were not familiar with the product attributes, the theory of Han can be further validated. However, if the Danes have boycotted products from a country that Danish consumers have negative perceptions towards, while knowing the positive product attributes, the validation of Han's theory can be brought up to discussion. For example, Han argues that *"as consumers become familiar with a country's products, country image may become a construct that summarizes consumers' beliefs about product attributes"* (Han 1989, p. 228), which means that product attributes can also affect country image, not only vice versa.

Lastly, according to former arguments of this thesis, it is assumed that Danes are not driven by xenophobia, because of the findings of Hofstede, Inglehart & Baker. However, this thesis might come to that exact conclusion of Danes only having positive perceptions towards foreigners and foreign products. Or maybe this thesis will show tendencies that Danes are driven by another bias, which will be elaborated on in the next section of this theoretical framework.

Biases

Instead of xenophobia, Danish consumers can be driven by other factors regarding perceptions of anything foreign or domestic. In order to elaborate, Danish consumers are not necessarily hostile towards foreigners or foreign products. Perhaps, the consumers actually prefer foreign products and prioritize them instead of domestic products, which would make the consumers belong to the bias *Affinity* (Oberecker et. al 2008). If the Danish consumers are led by Affinity, the favorable perception and country specific attitude would affect their purchase behavior i.e. if the favorable country is France, the Danish consumers would be positive towards anything French and thereby purchase French goods. Affinity is quite the opposite of *Animosity*, which was mentioned earlier in this thesis. Animosity is the bias that is the most similar to Xenophobia, because it contains prejudices towards foreign countries. However, the difference is that animosity is due to certain situations like war or crises, whereas xenophobia is not due to a specific reason, but is defined by fear. In 2010, where a Danish artist created satire drawings of the muslim profet Muhammed, Danish products got boycotted and Danish flags and embassies got burned as a symbol of hatred (Berlingske 2015, 7/1). The drawings were therefore the reason behind the country-specific hatred, which can be argued to be an example of Animosity.

Furthermore, the last bias that the Danish consumers can be linked to, is the bias *Ethnocentrism*, which can be argued to be due to cultural differences. To elaborate, if consumers are hostile towards foreigners or foreign products, regardless the reason behind the hostility, the purchase behavior can be argued to become affected in such a way that ethnocentrism gets established. Ethnocentrism can be defined as “*the proclivity for people to view their own group as the center of the universe, to interpret other social units from the perspective of their own group, and to reject people who are culturally dissimilar*” (Shimp & Sharma 1987, p. 280). Some of these described biases can be interlinked, which means that Danish consumers cannot necessarily be driven by xenophobia only, but can be driven by ethnocentrism in a combination as well. The only bias that is dissimilar to the other biases that are determined by negative perceptions, is

affinity. The combination of affinity and one of the other biases would be highly unrealistic, as positive perceptions of something foreign cannot be mixed with negative perceptions of the same foreign aspect, unless the perceptions are country specific. It can be argued that a consumer can be positive towards one nation and negative towards another, which means that all the different biases can be interlinked. However, whether or not Danish consumers are driven by interlinked biases or only a single bias, is determined by the informants of the in-depth interviews, i.e. if the respondents answer in addition to each other, it is possible that only one bias is relevant in that particular context, however, if the responses are very different, it is quite possible that several biases will be present.

What the Danish consumers are driven by will be looked upon in this thesis, which makes biases interesting and relevant to analyze in addition to Danish consumer behavior, because perceptions, which biases are determined by, are considered to affect the purchase behavior, as previously argued. However, what creates the perceptions of consumers is a vast and comprehensive topic, because why do some people prefer domestic products and fear foreign products? There can be numerous valid answers to this question, and one possible response to this question will be argued during the next section regarding the self.

Belk

One possible reason why negative perceptions of foreign products are established can be explained through the theory of Russel Belk. According to Belk *"We regard our possessions as parts of ourselves"* (Belk 1988, p. 139), which means that an individual's identity is not only defined through thoughts and feelings, but also through what is owned. It can be argued that the objects that people buy are reflections of interests and taste, which can be considered to be an aspect of who a person is i.e. if a woman works in the fashion industry it is most likely that she will be judged upon her taste in clothing, as a fashion guru, which suddenly becomes the woman's identity. However, it can be argued that some possessions are not concrete reflections of an individual's identity i.e. a white t-shirt can be owned by many different people, which does

not make the people individualistic or unique, because the t-shirt is plain and simple. Even though this t-shirt is owned and possessed it can be argued that it does not contribute to the self of a person, because it does not hold characteristics that link the t-shirt to the consumer. According to Belk, possessions can be cared for in different ways, some possessions have a higher value than others, but each of them contains value (Belk 1988, p. 139), which can be questioned, regarding the context of the white-t-shirt, which value is considered low or non-existent.

However, in regards to this thesis, it can be argued that consumers fear foreign products, because of the fear of becoming more foreign themselves. If people are what they possess and a person contains strongly negative perceptions of a foreign country, it is most likely that people will not buy products from that country, because of the fear of feeling an identification towards the country. And whether or not Danish consumers believe that the theory of Belk can be claimed to be a valid reason for boycotting goods will be analyzed in this thesis. In order to elaborate, cultural differences might create prejudices and negative perceptions towards another country, however, it may be the identification and attachment to that country that holds people from buying goods from a particular COO.

However, this is only one possible reason why consumers may not want to buy goods from a country that they dislike, there are numerous of possible assumptions to analyze, although it would be comprehensive, which is why this is the only assumption that will be tested in this thesis.

Lastly, different theories on CTT, xenophobia and culture have been presented to create a foundation for the analysis of this thesis. The theories contain different aspects. However, the theories can be applied to each other. The theories have been categorized in two categories, which are culture and consumption, which are the two aspects that this thesis regards. Hofstede, Inglehart & Baker belong mostly to the cultural part and Markus & Kitayama, COO, biases and Belk belong mostly to the aspect of consumption. However, even though these theories have been divided into two groups, they are not as different as first assumed. All the theories that have been incorporated within this thesis are applicable in a CCT-context, so even though some

of the theories seem significantly different, they all belong to the same primary theory, which is culture within a consumer context.

A link between these three aspects have now been suggested and argued, and needs to be proven accordingly to academic processes i.e. the methodology will be linked to these theories, in order to gather the most valid data possible, and to suggest a conclusion to the problem statement of this Master's thesis. However, other scientific theories needs to be applied in order to put into place how the topic will be grasped and how the process of this analysis should be viewed, which is explained during the next section.

Scientific approach

Hermeneutics

The essence of hermeneutics lies in interpretation. According to Søren Harnow Klausen, data should be interpreted, which is characteristic for Humanities and not as much within Science (Harnow, 2012, p. 149). Interpretation does not seek to explain a phenomenon but seeks to understand the phenomenon, it contains a circular structure, which will be explained further in this section regarding the Hermeneutic Circle and lastly *"interpretation is not and should not be objective"* (Harnow 2012, p. 149).

Hermeneutics operates on an individual level, which means that the approach reflects the thoughts of an individual mind. Other scientific approaches that can be related to the belief that *"individual's thoughts and actions are determined by deeper structural relations"* are i.e. structuralism and discourse-analysis (Harnow 2012, p. 152), which are other approaches used within Humanities. The interpretation of an individual can also be found in the Hermeneutic Circle that will be used as an approach within this thesis.

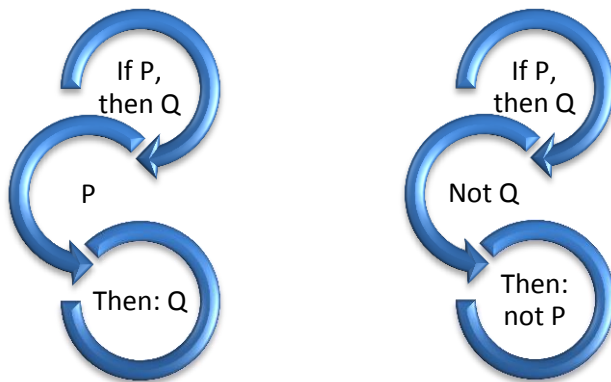
The Hermeneutic Circle was first established in the 14th century, in the protestantic research of the bible, where Martin Luther believed that the bible contained the only truth. However, the bible was also considered to be ambiguous, contradictive and dark (Harnow 2012, p. 153).

Therefore, an approach that allowed different interpretations to see the light of day had to be imposed. The idea of the Hermeneutic Circle is that an individual already have a perception of an object before learning the details of the object. Harnow explains that one has to understand the *"parts by the whole"*. However, throughout the reading of a text the understanding of the text will change, which means that one also have to understand the *"whole by its parts"* (Harnow 2012, p. 153). In this case, the application of the circle can be described as following; the writer of this thesis has a basic interest and understanding of xenophobia and CCT, whereas more literature is being read along with the gain of data in shape of interviews and surveys, the understanding of the topic becomes adjusted and nuanced, as more details are gained on the matter of xenophobia and CCT. Furthermore, the first study of this thesis is qualitative, in which interpretation should be used to interpret and understand people's perceptions of foreign products, which will be explained further in the methodology-section of this thesis. The interpretation of these data makes Hermeneutics relevant for this thesis and even though there has been made a distinction between Hermeneutics and Science, the two have been compared as possible companions as well, which makes Hermeneutics applicable in a quantitative study. This thesis contains a quantitative study as well, which contains testing of several hypotheses. This approach is named the hypothetico-deductive approach, which has been compared to Hermeneutics in some contexts. In the hypothetico-deductive method, a hypothesis is created and tested through concrete and objective research. Then the hypothesis becomes adjusted on behalf of the new findings and the new one gets tested. The process is quite similar to the Hermeneutic Circle, which links the quantitative study to the qualitative study of the thesis, suggesting that those two approaches can be combined, which they are in this thesis, because of their similarities.

Hypothetico-Deductive method

In the previous section, the link between the Hermeneutic Circle and the Hypothetico-deductive method has been made. In this section, the approach of the quantitative study will be elaborated on. The characteristics of deduction are logics; if the premises of a study are valid, so is the

conclusion (Harnow 2012, p. 112). Logical formulas that illustrate how deductive thinking works can look like these following examples;



(Harnow 2012, p. 113).

These two examples show how logical thinking can form a conclusion, and show that a conclusion cannot be verified, before all components of the process are valid. The deductive method is especially known from mathematics, where a proof is a logical conclusion to an assumption made from previous validated sentences (Harnow 2012, p. 113), but has also been idealized within Humanities and Science, because of its *"precision and clarity"* (Harnow 2012, p. 114). Deduction is systematic and therefore foreseeable. However, it is rather limited how many studies that can live up to the ideal. In other sciences than mathematics, it is questionable how much logic can thrive as a method. In some contexts, logics are not enough and have to be combined with experience, if people want to understand the world in more nuanced ways (Harnow 2012, p. 114). In this case, more nuanced data in shape of qualitative interviews will be used to gather information. This information will be adjusted into a hypothesis that will be tested and discussed further. The hypothesis can only be validated if all components of the process can be verified. This means that if the writer of this thesis collects data that is in contrast to the hypothesis, the hypothesis cannot be verified, and has to be adjusted.

In this section, the scientific approaches of this thesis have been presented, which binds the study together through the combination of quantitative and qualitative research. In the next section, the methodology of the qualitative study will be presented before the actual analysis of this thesis will be taken into context.

Study one

Methodology

Qualitative in-depth interviews

As mentioned earlier, in this master's thesis, two studies are incorporated. The first one is a qualitative study made through in-depth interviews. The second one is a quantitative study, made through a survey. The first study will be used as the foundation for gathering enough data to form hypotheses to be tested out. By doing a combination of the two methods, varied data will be collected to form a valid conclusion. The assumption behind this belief is that qualitative data or quantitative data can form a valid study alone. However, the two methods can bring different aspects to the table, which can lead to different discussions. A quantitative study can provide with exactness in shape of numbers, but a qualitative study can provide with nuanced data about a respondents life, which "*precision in description and strictness in meaning interpretation*" can be just as valid for other purposes (Kvale 2008, p. 11-12). By doing a combination, it is assumed that the study will be nuanced and valid, which is what is aimed for in academia.

Furthermore, the in-depth interview that is used in study one is described as "*A uniquely sensitive and powerful method for capturing the experiences and lived meanings of the subject's everyday world*" (Kvale 2008, p. 11), which means that a reflection of the respondent's mind can occur through the dialogue of the interview. However, the dialogue is not strictly uncontrolled. The interview is semi-structured, which means that a handful of already developed questions (Appendix 1) are brought into context, whereas new questions are being asked, when the dialog between the respondent and the interviewer evolves. Furthermore, it is expected that the interviewer is aware of the topic and is focused on the respondent's bodily and facial gestures, which can contribute to interpretation as well (Kvale 2008). In addition to the aspect of interpretation, the interviewer is allowed to interpret what is said and what is not said, as long as it happens through a critical eye. This means that whatever the findings of the interviews are,

there will always be some kind of subjectivism present, when interpretation is used. However, this is an aspect that can be managed and limited, when the interviewer is aware of the possible use of subjectivism.

Furthermore, the interrelation between the interviewer and the respondent is considered to affect the knowledge that the interview will provide with, because the interview is based on interaction, which also feeds to the assumption that the objectivity of an in-depth interview is rather limited. However, the lack of objectivity can be claimed to be the purpose of this kind of interview, because the interview is supposed to mirror a respondent's every day life, which will always be subjective.

This approach was considered to be the most efficient way of receiving the respondent's knowledge about prejudices, and was considered more efficient than using focus group interviews. By doing individual interviews, the possibility of getting more detailed information on the respondent's perceptions and personal life are considered higher, than through focus groups, because there are several people present in focus groups who might all want to comment on the topic of the context, which can make the responses short and limited. Furthermore, prejudices are a sensitive topic and therefore it was dreaded that the respondents would not be as honest in a group, as they would be alone with the interviewer, which was one more reason why focus groups was chosen not to be a part of this thesis.

However, in this master's thesis, the in-depth interviews will be used to seek an understanding of Danish consumer's perception on foreign products and prejudices. Through the answers of the interviews, which might differentiate, a discussion can be developed, which might result in the conclusion that Danish consumers can be classified in groups, whereas one group with similarities in age or geography believes something else than another group with different characteristics. This conclusion could be interesting, because it would point out that people with similar characteristics have the same mindsets, even without having an interrelation with each other. Therefore, the respondents of the interview differentiate in age, gender, educational background and geography, in order to be able to conclude if some kind of classification can be made or not. However, the primary focus will be put on geography and age, in order to put a limitation to the vast topic

However, in order to make this distinction, the ten respondents of this thesis are people that the writer of this thesis, know personally. This is both considered a limitation but also an advantage. In order to make a study objective, the respondents should have been strangers with no interrelation to the writer. However, it was considered problematic to get strangers to agree to a relatively long interview about prejudices, which is a fairly fragile topic. Therefore, it was decided that people who already have a trusting interrelation with the writer would provide with more nuanced and honest answers, than a stranger who does not have trust in the writer. Moreover, because interaction is an important aspect of the in-depth interview, it was considered important to choose respondents, who the writer is able to interact with in a natural manner. It was also considered that making the interviews in Danish would contribute to the natural flow of the respondents, because it was expected that a language barrier would occur and make some of the answers ambiguous, if the interviews had been held in English. However, some of the respondent's answers have been translated into English, when used within the concrete analysis as quotes.

Furthermore, the trust level and the natural comfortability of the respondents were considered to be an enormous advantage combined with the background knowledge about the respondents. In order to elaborate, the respondents were chosen based on different categories, so they would differ in age, educational background and demographics, in order to make the study thorough and nuanced (Appendix 2). If the respondents were of same age or all lived in Copenhagen, the answers would not be as nuanced and valid, as if people from different characteristics had been chosen. Therefore, it was considered an advantage, to know the respondents prior to the interviews in order to be able to find the most nuanced respondents possible, in a short amount of time.

In this section, the qualitative methodology of study one was represented. In the next section, the analysis and the discussion of the qualitative data will be managed, and during study two, the quantitative part of this thesis will be represented and managed to form an overall conclusion to this Master's thesis.

Analysis of the in-depth interviews

Question 1

The first question of the in-depth interviews regarded whether the respondents believed that Danes were more positive towards similar cultures than remarkably different cultures (Appendix 1). This question was based on previous findings in addition to xenophobia. A study showed that the most positive perceptions on i.e. asylum-seekers were among the participants that identified the most with the asylum-seekers culturally (Sanchez-Mazas & Licarta 2015, p. 805). This finding was considered interesting, because it suggests that xenophobia is influenced and perhaps due to cultural differences – the less difference between two cultures, the more positive are the perceptions and the smaller is the aspect of xenophobia. This assumption will be analyzed through this thesis and this question was one way of reaching a deeper understanding of the topic.

All nine respondents of this study believed that Danes are more positive towards similar cultures. Regardless of whether the respondents lived on the countryside, the suburbs or in the city, they all agreed. It was expected that some respondents would disagree on the matter, because the respondents of the interviews are very different individuals, with different mindsets and values etc. It was expected that the ones from the countryside would disagree with the ones from the city or that the different ages of the respondents would play a particular role in the responses. Therefore, it was considered surprising that all of the individuals had the same beliefs on the matter. However, the explanation behind the responses differed in some ways. One explanation of a respondent from the city was that *“people don't have to think”* (Interview 2, 1.16), when they are in a culture similar to their own or in the presence of a person from a similar culture, because of very few differences.

Another response, from a respondent from the countryside, was in addition to feeling safe *“The more similar another culture is, the safer does it make a person feel, because of the recognition that is present between the two cultures”* (Interview 8, 1.08). Another response, from an

informant from the suburbs also contained the aspect of feeling safe *“a similar culture is easier to understand”* (Interview 3, 0.26), which was considered positive, because *“the more it feels like home, the better”* (Interview 3, 0.33). Even though the responses differ, they all have one particular aspect in common, which can be argued to be the aspect of knowledge. The respondents perceived knowledge of a similar culture differently, one felt safe when another culture was well-known, one felt at ease, one felt at home etc. but everyone indicated that a person is more positive towards a similar culture, because of the high level of knowledge about that particular culture. Therefore, it can be argued that a lack of knowledge is one possible reason why xenophobia gets established. Furthermore, one respondent explicitly mentioned that *“people can feel afraid of the unknown”* (Interview 2, 0.39) and another respondent mentioned that *“unknown cultures establishes negative perceptions”* (Interview 4, 0.26), which also feeds to the assumption that a lack of knowledge contributes to the aspect of xenophobia. In addition to this particular question no tendency can be made in relation to geography or age, because the respondents contain similar opinions, which does not indicate that their demographic characteristics determine their opinion regarding the aspect of this question.

Question two

The second question of the in-depth interviews regarded how the respondents perceived Danes in addition to prejudices - whether Danes are more judgmental than other nations or vice-versa (Appendix 1). The question was based on the theories of Hofstede and Inglehart, in order to analyze whether their findings on Danes would match the findings of this Master's thesis. Furthermore, the responses to this question was expected to provide information on how Danes perceive Danes in general, which is an important aspect, when it comes to this thesis, because how the Danish respondents perceive other Danes might correlate with the theories of Hofstede and Inglehart or correlate with what the respondents answer later on in the interview about their own perceptions. I.e. If all of the respondents believe that Danes in general are very judgmental, but none of the respondents have experienced any personal feeling of prejudice towards a foreigner, there cannot be claimed to be alignment between the two set of responses.

However, the responses to this question contain more variety than the responses to the previous question. Five of the respondents were torn regarding their answers, i.e. because of different examples of speaking in favor of Danes being very judgmental and vice versa. One of the respondents, who lives in Copenhagen mentioned that it depends on where you come from (in Denmark), i.e. people in Copenhagen are less judgmental than people from Western Judland, *"because they (people from Western-Judland) have less immigration – the media often frames immigrants negatively, and if you don't know any immigrants, who are good people, then your prejudices can increase"* (Interview 6, 3.19). Another respondent from the countryside mentioned that Danes stage themselves as non-judgmental. However, Danes are more judgmental than they want to appear i.e. in Northern Judland, it is perceived that *"Eastern Europeans live off fair or steal all the Danes' jobs and people here just want to close the borders, because they are afraid of muslims"* (Interview 7, 2.58).

Furthermore, another respondent from the countryside believed that it is *"fifty fifty, because we have become more tolerant, because of the immigration"* (Interview 4, 0.45), which suggest that the judgmental attitude among Danes have been worse in the past. Another respondent thought quite the opposite and mentioned that the prejudices have gotten worse *"even though we become more globalized"* (Interview 8, 2.01). These two respondents are both from the countryside, but lives in different corners of Denmark i.e. Bornholm and Northern Judland. Furthermore, the two respondents also differ in age, because one is in her fifties and the other one is in her thirties. These differences can be claimed to influence their different opinions, even though they share some characteristics, because i.e. people might perceive immigration differently in Bornholm, than in Northern Judland.

However, one of the respondents from the suburbs suggested that Danes aren't necessarily judgmental, but are driven by other factors, such as being a reserved people. One of the respondents mentioned following statement *"Danes are reserved compared to i.e. Spain"* (Interview 5, 1.24). She argued that Danes are somehow judgmental, but much of the Danes' appearance lay in being reserved and shy *"We focus on our own lives and are not too nosy, when it comes to meddling with others"* (Interview 5, 1.54). This is an aspect that had not been considered, but has to be acknowledged as being a possible characteristic for Danes. However,

this thesis regards prejudices, which means that the particular topic of prejudices is primary, whereas other Danish characteristics has to be secondary or left out completely, because of comprehension.

Furthermore, a respondent from the city mentioned that Danes aren't driven by too many prejudices *"We have DF (Dansk Folkeparti), but they don't have the majority of the votes, we are pretty open"* (Interview 1, 2.16). Another respondent from the suburbs was not torn between what to respond and responded the quite opposite *"Yes, especially in ghetto environments – many develops hate because of experiences with foreigners"* (Interview 3, 1.05).

In order to sum up, the majority of the respondents was torn but leaned mostly towards Danes being judgmental, whereas only one respondent believed that Danes are open and welcoming people.

It can be claimed that there was a tendency linked to age, as the respondents closest in age were likely to have similar opinions. I.e. the eldest respondents believed that the prejudices of Danes are not that significant, where the respondents in the middle age-wise believed that Danes are somehow skeptical towards foreigners. However, the youngest respondents did not agree on the matter.

It can be claimed that there also was a demographic tendency, because the respondents from Copenhagen were more open towards foreigners than the respondents from the country side and the suburbs, regardless of age. However, the respondents from the suburbs differed, because one respondent argued that people from the ghetto areas can be very judgmental, one believes that Danes are not judgemental and another respondent argued that Danes are just reserved. It can be argued that this non-alignment between the answers are influenced by where the respondents live in the suburbs, because the suburbs can contain ghetto-areas, while other areas in the suburbs are influenced by wealth i.e. high house-prices and secure surroundings. The respondents of this thesis represent the different areas of the suburbs, in order to make the responses nuanced and therefore it is expected that these responses will differ.

Furthermore, the responses of the countryside differed as well. However, the differentiation can be explained by demographics as well. As mentioned previously in this thesis by Markus and

Kitayama, an individual gets influenced by its surroundings, which means that even though the respondents come from the countryside, the group of people they live amongst might have had experiences with foreigners that can differ from area to area. Some people might have experienced some predicaments regarding foreigners in Bornholm, and other people may have had other experiences with foreigners in Northern Jutland or Northern Sjælland.

Question 3

The third question of this interview was made in addition to the distinction between Animosity and Xenophobia. As previously mentioned, Animosity is due to certain incidents creating negative perceptions of foreign countries, where Xenophobia is due to a general undefined fear towards another country. It is assumed that one reason why people develop Xenophobia is because of a lack of knowledge of the foreign, which establishes the feeling of being unsafe. Furthermore, the saying of Markus and Kitayama regarding people being influenced by external factors are included in this section as well. Therefore the question of this section regards whether the informants think that Danish people's prejudices are due to particular incidents, such as war or just due to a general lack of knowledge (Appendix 1).

The majority of the respondents believed that the answer is a combination of the two. One respondent from the city argued that it is a combination, though it is mostly due to a lack of knowledge *"Mostly a lack of knowledge, you don't know enough about them (foreigners) so you judge them easily, if you meet someone with a different skin color, and that person behaves as an idiot, then you are likely to believe that everyone is like that, so you start generalizing about people with the same skin color as this person. But it is a combination"* (Interview 6, 2.37). One respondents from the suburbs quoted following saying *"One feather becomes three hens, it can go really fast when people talk...If someone says something about a person (a Muslim) claiming that he does these things (criminal deeds), because he's from that particular country, then people start to think that everyone from that country is likewise and you make generalizations, but it is a combination"*(Interview 3, 1.55).

Another respondent from the countryside had a similar opinion regarding information getting spread fastly among Danes, however, this respondent only argued for Danish people being driven by a lack of knowledge in addition to their prejudices *"It is a lack of knowledge, the talk goes so fast up here (Northern Jutland), then someone has met a Polish person at work, and then he has stolen from him and a lot more, I don't think that there is much substance to these stories, but people are also so not critical towards what they hear. If people here see a headline at Ekstrabladet (Danish News Paper), then it must be true and that has so much to say regarding prejudices"* (Interview 7, 4.13).

The angle of not being critical towards the information you receive is an interesting angle, because it can be interpreted to be the foundation of spreading prejudices and making generalizations. If you don't question the information you hear, it is not possible to determine whether the news are valid or not, which can lead to misinformation that can cause prejudices.

Furthermore, regarding not being critical towards information was also mentioned by another informant from the countryside *"It begins as small incidents mentioned in the media, but then it also is a lack of knowledge, because we are great at generalizing, so if we are faced with fake news about a country, then I think that we are likely to believe the news. I think that Danish people think that we are very enlightened, but I actually don't think that we are, so it is a combination"* (Interview 8, 3.32). Another respondent from the suburbs also included the media as a possible reason why Danes become judgmental towards foreigners *"A combination, There is a lot of hetz against foreigners in Denmark, the media are very good at pointing out if someone (involved in a crime) is from another ethnicity, i.e. if someone is afghan, so I think that the media is a big part of blowing up Danish people's fears. Muslims are the ones that are the most hated. But it also has a lot to do with a lack of knowledge. I have many muslim friends, but if you sit as an old conservative lady (Fru Jensen) on the countryside, not knowing any Muslims, it is understandable that you become affected by what the media tells you"* (Interview 5, 2.27).

The topic of not being critical towards information, making generalizations and the topic of the media's role as a gatekeeper were mentioned several times, which create some tendencies among the respondents. The media was incorporated into the context by one from the suburbs and one from the countryside. Furthermore, the aspect of not being critical towards information

and making generalizations was mentioned by respondents representing all the demographic areas and ages as well. Since a larger number of respondents mentioned the aspect of not being critical enough and making generalizations, instead of mentioning the media, this aspect can be claimed to be a more significant societal issue, according to these informants. This can be explained by following interpretation; the influence of the media is questionable if people were more critical towards information, which means that the prejudices that Danes get are caused by themselves, through their own ability to not be selective towards what is valid or not. In addition to Markus and Kitayama's belief that people's behavior gets influenced by external factors, the responses of this section do speak in favor of this particular theory. The responses imply that people become judgmental, based on information received by others, whether it is a neighbor or the media. According to Kitayama, people's behavior can be due to others influence, however, it can be argued that the individual self does have a say, regarding the level of external influence. If an individual is critical towards received information and decides not to act upon the information, the external influence has been reduced significantly.

Furthermore, the majority of the respondents from the city believed that prejudices are mostly due to a lack of knowledge, where the majority of the respondents from the suburbs and the countryside believed that it is a combination of the two options. However, it can be argued that there is a small tendency age-wise regarding the answers. The eldest respondents did not agree with each other. One implied that it was due to political differences, one believed that it was a lack of knowledge, and the last one believed that it was a combination. However, there was a clear tendency that the respondents in the middle age-wise agreed with each other and that the youngest respondents agreed with one another as well.

The tendency that the majority of the respondents from the city believe that prejudices are mostly due to a lack of knowledge is admirable, when including crime rates in this context. The city-inhabitants are the most exposed to crime (Appendix 4), but believes that there is less reasoning for judging foreigners than the respondents from the suburbs and the countryside, who claimed that prejudices can be due to incidents and not only due to a lack of knowledge, which can be concluded to be ambiguous.

Question 4

In this section, the responses of question four will be analyzed. The fourth question regarded whether the respondents have had any prejudices towards a foreign person, without having a particular reason (Appendix 1). The question has been developed due to the theory of Xenophobia that was presented earlier in this Master's Thesis. In this question it will be exposed whether the informants have had personal xenophobic thoughts or not.

This question can entail an interesting discussion, because there is a possibility of ambiguousness being present among the responses. I.e. if the same respondents believed that Danes are judgmental during question two, but does not have any suggestions of themselves being judgmental, the answers of question four and question two can clash. However, if the answers are aligned, the data can be considered to be more valid, than if the answers are ambiguous.

The informants' answers regarding this question can be claimed to be varied. some respondents mentioned that they have experienced prejudices but their prejudices have been due to a specific reason, which can be found in the quote by one of the respondents from the city; *"Don't think so, it is not something that I do..I have prejudices against Trump (Donald Trump), but that is because he does what he does"* (Interview 1, 4.52).

Others mentioned that they have not been judgmental towards a foreign person or a group at all, as seen in the following quote by one of the informants from the suburbs *"No I haven't, I have grown up in an environment with lots of immigration, I look at everyone as people (being equal)"* (Interview 3, 2.48). Another person from the suburbs mentioned that personal interference with some foreign ethnicities have coursed prejudices *"I think that I have had a good reason behind my prejudices, for other ethnicities such as Muslim boys. In my city, they can be very unpleasant, which can course you to become more fearful the next time you meet them"* (Interview 5, 4.48).

A respondent from the countryside mentioned that it is difficult not to get carried away by external influence *"That is a little difficult to answer, no I think that I'm very sensitive about not judging anyone on another person' actions, but I feel to my own irritation, that I can't help being"*

a little influenced by what I hear about other people, but it's not like I then suddenly have prejudices against a whole group of people" (Interview 8, 5.04).

Another informant mentioned the fear of other ethnicities, when they gather in groups. However, the fear can be claimed to be determined more by gender, rather than ethnicity, which can be seen in following quote by an informant from the city *"Yes, I don't know if I haven't had a reason for it, but for example, when I walk home alone in the evening and I see a group in front of me and there are nobody else on the streets, that can make me feel frightened and then I walk over to the other side of the street. This might sound a little generalizational. Immigrants are very loud and if I'm alone that is unpleasant, but if they were Danes and they were loud too, I would be just as frightened"* (Interview 6, 3.59).

The distinction between age and geography creates some tendencies within this section. Additionally, the youngest respondents were the most judgmental, compared to the respondents of older age. This tendency is difficult to assess and can be due to i.e. differences in experience with other ethnicities etc. However, during question two, it was revealed that the youngest respondents did not agree on the matter of whether Danish people are judgmental or not, even compared to other cultures. During question four the majority mentioned that they were somehow judgmental, which establishes a clash between the data of the two questions, because there isn't a complete alignment between what the respondents believe about themselves compared to what they think about other Danes.

Geography-wise, a tendency can be established as well, as the majority of the respondents from the city mentioned that they were somehow judgmental, where the respondents from the suburbs disagreed on the matter and the respondents from the countryside disagreed, but one informant believed that she is somehow judgmental against foreign people. These tendencies can be claimed to be ambiguous as well, because it was revealed during question two that the respondents from the city seemed less judgmental than the others. However, during this question it was revealed that the informants from all areas are somehow judgmental, which establishes a clash.

Furthermore, there is not alignment between i.e. the informants from the suburbs, because their responses differed, as one of the respondents that believed that other Danes are judgmental did

not have prejudices himself, whereas the one respondent that believed that Danes are not necessarily judgmental, actually had prejudices towards foreigners herself. It can be argued that this clash is due to a clash between how the world is perceived compared to how the world really is. However, the clashes in the responses can question the informants of this study, because the clashes also can be due to the respondents not being entirely honest. However, the real reason behind the clashes can be used as the foundation for further research, because the actual reason would be too comprehensive to analyze for this Master's Thesis.

Question 5

The fifth question of this thesis regarded whether the respondents prefer domestic products or foreign products (Appendix 1). This question was made in addition to the biases described earlier in this thesis. The responses will reveal which bias, the respondents are driven by, and whether or not there is more than one bias relevant for this context. The past questions revealed that Danes can be somehow judgmental. However, the responses of this question can either create alignment or a clash between this question and the previous ones, similar to the clash between the datasets of question two and question four.

The majority of the respondents mentioned that they prefer some product categories to be Danish. Food was especially mentioned as a category in addition to meat, vegetables and fruits, but an informant from the countryside mentioned Danish lamps as a preferred product category *"Only regarding lamps, they should be Danish"* (Interview 4, 1.58). One of the respondents from the city mentioned following statement in relation to food *"I have had the belief for a long time, that meat and vegetables should be Danish, because it's better and clean, I would never buy a foreign chicken, but I don't know if there is any substance to it, because it might be just as good. But I have had some negative thoughts towards the eastern countries (Jugoslavia, Poland, Slovakia) in relations to berries that have been plucked, I want it when it's Danish.. and it is probably silly, because it's probably people from the eastern countries who pluck it (berries) in Denmark as well"* (Interview 1, 5.57).

Another respondent from the city did not mention a specific product category, but said that she preferred Danish goods, because of high quality *"I really like Danish products, but that is because many Danish brands are good at including environmental awareness, I think that the quality of Danish brands is often very high, if I find a product from China I'm often very sceptical, especially if I cannot read what is in the product (The respondent can speak Mandarin fluently), then I won't buy it"* (Interview 6, 5.38).

Another respondent from the countryside who also prefer Danish food had a different mindset and made the distinction between quality and the environment *"I prefer Danish goods in addition to food. I like to support that in relation to environmental awareness etc. I would like to think that Danish products are better quality-wise than products from other countries, but I don't really have a reason for thinking so. I heard something the other day about conventional farming regarding tomatoes. I.e. that it is better climate-wise to buy from Spain because of transportation, which pollutes less than buying Danish tomatoes and then you think, what is best then? Quality or the environment?"* (Interview 7, 8.11). This is an interesting viewpoint, because it shows that the way Danes perceive Danish goods are not necessarily in line with reality, because the products may be of lower quality than what Danes believe.

Furthermore, some other respondents did not prefer one country of origin over another, but believed that a purchase depends on whether the individual product fulfills a concrete need or not. One of the respondents from the suburbs mentioned following statement *"That depends, it depends on whether the product appeals to me personally, and then it isn't important where it comes from. i.e. I use lady Million by Paco Rabanne and that is not Danish, but then I use Dreams by Isabelle Kristensen and that is Danish"* (Interview 5, 5.57).

It can be argued that the majority of the respondents from the city prefer Danish products. The respondents from the suburbs were more neutral, however, one of the respondents believed that meat should be Danish as the only product category (Interview 3, 3.22). The respondents from the countryside disagreed on the matter. One of the respondents believed that the country of origin did not matter, one believed that it does and the third one believed that only lamps should be Danish. Age-wise the respondents cannot be divided into tendencies, because the responses differed too much between the respondents closest in age. This conclusion can be due

to the assumption that age does not determine which products to choose. However, according to this study, the geography of your home has a lot more influence on your buying behavior, because the respondents that came from the same demographic parts of Denmark was likely to have similarities in their responses. In a study by Søren Askegaard, Professor from University of Southern Denmark, it was revealed that Danish consumption-habits are determined by where you live, i.e. In Northern Jutland it is more common to eat pork than in the big cities. According to Søren Askegaard, this tendency is due to the educational level of a certain area, where it has been revealed that people from the city are the quickest to obtain a trend i.e. ecology (Politiken. 16/02 – 14). In order to apply the study by Søren Askegaard to this Master's thesis, it can be argued that the dataset from this thesis is aligned with the dataset by Askegaard. I.e. the majority of the respondents from the city prefer Danish products, in addition to ecology and quality. This proves that the preferences of the respondents from the city can be due to a higher educational level and the willingness to obtain trends.

Question 6

In this section, the question of whether the country of origin influences people's perceptions on products from the COO will be analyzed. The respondents were asked whether they believed that there is a link between those two aspects or not, regarding if negative perceptions on the COO can result in a boycott of products from the COO (Appendix 2). The question was made in addition to the theories about COO and was found relevant, because the relevance of the COO in addition to consumption is important, when analyzing the xenophobic aspect of Danish consumers, because it is important to identify whether the Danes actually take notice of the COO or whether they only base their purchase patterns on the individual product details.

The majority of the respondents believed that there is a link between the Country of origin and the willingness to buy products. A respondent from the city mentioned following statement *"Definitely, I have had that specific thought, I would not buy a Russian car, historically (cold war), nor a Scoda for example, because it is cheap"* (Interview 2, 6.10).

Another respondent from the suburbs also believed that there is a link *"I believe that there can be a link, yes. It is not something I think I do myself, but I'm sure that others do so. But I would not buy products with the label made in China"* (Interview 3, 4.16). In this quote it is stated that the respondent believes that there is a link, but that the judgment and boycott of Chinese products happens on an unconscious level, because the respondent mentions that he does not make a link between the COO and the willingness to buy products himself. Another respondent from the suburbs mentioned that he would not buy products from China either and that there might be a link, however, he has not experienced the link himself *"There can be, but not always. I don't dislike i.e. China but when you hear about products from China that is made of bad quality, you don't want to buy products from that country"* (Interview 9, 5.35).

Another respondent from suburbs did not believe that a link can be made between the COO and willingness to buy products *"No, then you have to be very short-sided person, for example people who travel to turkey, who actually are quite racist do not have an issue buying Turkish products for example"* (Interview 5, 7.16).

Another respondent from the city believed that the link depends on the product *"That depends on the quality of the product, if the brand has developed into something successful, then it is difficult to cast away. However, if a Russian product is unknown and you hear negative sayings about Russia, then you might stay away from Russian products"* (Interview 6, 7.01). This saying fits the theory behind COO regarding the Halo-effect that was mentioned earlier in this thesis. The definition behind the halo-effect lays in the lack of knowledge of a given product, in which the COO becomes the substitute. In this case, the respondent mentions that if a brand is already successful and therefore must be well known, the COO has less influence than if the product was unknown. The rest of the respondents does not mention this distinction, however, the majority believes that the COO can have a significant effect on the willingness to buy a given product, which establishes the assumption that the COO is an important aspect regarding consumption, whereas the theory of the halo-effect might be valid, because this dataset points in the direction of this theory being quite possible. However, in order to analyze this aspect in a precise way, more nuanced analyses have to be taken into context, which can be an interesting subject for further research.

The majority of the respondents from the city believed that there can be a link between the COO and the willingness to purchase. The respondents from the suburbs disagreed on the matter and the majority of the respondents from the countryside agreed with the ones from the city, believing that there can be a link between the two aspects.

Furthermore, a possible tendency can also be made due to the respondent's ages. The majority of the respondents of the oldest age believed that there can be a link, where the youngest ones disagreed on the matter, because one believes that there is not a link, two others do, and the fourth one thought that it depended on the success of the product. However, the majority of the respondents from the countryside believed that there can be a link between the COO and the willingness to purchase, which points in the direction of a possible tendency age-wise, however, the tendencies are not 100% clear, because one respondent from each group is likely to have a different opinion than the majority, which can be found not only in the interviews of this particular question, but in the previous ones as well.

Question 7

Question seven has been made in addition to CCT. In this master's thesis, it is assumed that Russel Belk's theory on consumers being what they consume is a possible reason why people i.e. will not buy products from a country that they have negative perceptions of; simply because the consumers feel an identification that creates a bond between the COO and the consumer, when buying goods. This assumption was considered possible. However, the possibility had to be analyzed further, in order to make it into a hypothesis. In addition to collecting data on this matter, the respondents were asked about whether they feel an identification towards a country, when buying products from that particular COO (Appendix 1).

There was a significant disagreement among the respondents, because the groups representing for and against was of similar size. One of the statements representing the yes-side came from one of the respondents from the city *"I like buying Italian wine and cheese, because I like Italy. I*

feel like I get closer to Italy, because I have memories from travels via products from Italy, so maybe there can be an alignment" (Interview 1, 11.06).

Another respondent from the countryside with the same point of view stated that the identification could be determined by how well previous experiences have been with a particular country *"Yes I believe so, especially if it reminded me of a culture that I like, then I think that I would feel more connected to that country. If I have been to that country and it was a good experience, then I think that buying products from that place would awaken some memories"* (Interview 8, 12.21). This is an interesting viewpoint, because the respondent suggests that the identification can be due to positive perceptions of a country, and does not mention whether or not negative perceptions can create an identification as well. The other informants who believe that they can feel a bond to the COO through products, only mentioned examples of countries that they felt positively about, such as France and Italy. This aspect exposes that identification can only happen through positive perceptions. If this assumption is valid, Belk's theory cannot be claimed to be a possible reason why consumers refuse to buy products from a certain country.

However, in order to analyze this thoroughly, another study has to be taken into context. But the likelihood of Belk's theory not being valid is present, because i.e. many respondents also claimed that they do not feel an identification towards a country, when buying goods. One respondent from the suburbs mentioned this viewpoint *"I have never thought about that before, but products do not make me recall memories, I don't buy products to feel closer to a country"* (Interview 6, 10.05).

The majority of the respondents from the capital believed that they are likely to identify with another country, where people from the suburbs did not agree on this matter. However, the majority of the respondents from the suburbs believed that there is no such link. Furthermore, the majority of the respondents from the countryside believed that it is possible to identify with another country. Age-wise, the majority of the youngest respondents did not identify with another country, where the people in the middle age-wise believed that it was possible to identify with another country and culture, where the majority of respondents that are oldest in age also believed that an identification can be made.

According to this qualitative study, the people from the countryside, where two of them are from Judland, are just as positive towards the possibility of feeling an identification, as the ones from the city. In this matter it cannot be concluded whether or not alignment between the feeling of attachment and demographics can be made.

Question 8

This question has been made in direct addition to the problem statement, regarding whether the respondents believe that prejudices are due to cultural differences (Appendix 1). It was expected that the respondents did not know the definition of xenophobia, which was why xenophobia was taken out of the context, and prejudices was taken into context instead. Xenophobia is an extension of prejudices. However, animosity can be claimed to be that as well, so in order to examine whether xenophobia is due to cultural differences or not, a quantitative study has to be made too, in order to answer the problem statement in the most valid way possible.

The majority of the respondents believed that prejudices are due to cultural differences. One respondent from the city mentioned following statement *"I believe that is possible, it's not something I have thought about before. But you are perhaps more positive towards those who are similar to yourself, so I believe that differences can have a lot of influence"* (Interview 1, 13.05). Another respondent from the countryside also believed that prejudices are due to cultural differences *"Yes I definitely believe so, and a lack of curiosity of getting to know more about another country or culture, and then the prejudices get increased, and if the media spreads negative news, then it creates the reality we live in"* (Interview 8, 14.13).

Others believed that prejudices can be due to other aspects as well, and a small minority believed that prejudices are due to other aspect and not due to cultural differences at all. One respondent from the countryside, who speaks in favor of cultural differences and other aspects as a possibility, stated following sentence *"It probably does, if you don't know something about another culture, then I experience more prejudices, but I don't know if it is due to cultural differences or a lack of knowledge"* (Interview 7, 16.25). Another respondent from the city also speaking in favor of cultural differences as a possibility mentioned following other aspect *"Yes I*

believe so, it depends on your legacy. If your parents are racists then I believe that you get influenced by that. But I think that it is difficult to adjust to a completely different culture, than to a culture that is similar to your own. But it can be due to how isolated you live. If you live very isolated, prejudices can be formed" (Interview 6, 11.09).

Another respondent from the city, not speaking in favor of cultural differences, implied that prejudices are due to the societal opinions rather than cultural differences *"I think that it is difficult, I don't know what it is due to. But I think that it is due to what people say in the public space and then you get influenced by that"* (Interview 2, 9.54). This opinion speaks in favor of the theory by Markus and Kitayama, believing that an individual is influenced by external factors. Another respondent from the countryside suggests that external factors, such as the media, can influence people's prejudices *"Yes that is a possibility, people don't understand the other culture but that can be due to a lack of knowledge. But it can be due to experiences and through what you see in the media"* (Interview 4, 3.41). Therefore, it can be assumed that regardless of the reason behind why prejudices are shaped, external factors have influence in addition to prejudices, whether prejudices are due to cultural differences, societal opinions or the media.

In addition to demography, the majority of the respondents from the city believed that prejudices are due to cultural differences, all the respondents from the suburbs believed the same, and all the respondents from the countryside believed so as well. These interviews cannot create a tendency and divide people into groups based on where they live, because all of the respondents agreed with each other regardless of where they live. Age-wise, the youngest respondents believed that prejudices are due to cultural differences, the ones in the middle believed so as well, and the majority of the ones representing the eldest generation believed so as well. Therefore, it can be concluded that it isn't possible to create a tendency in addition to age either. However, it can be argued that it is a clear possibility that prejudices – regardless of whether it is determined by xenophobia or animosity, are due to cultural differences.

Discussion of the in-depth interviews

Many revelations occurred during the analysis of the in-depth interviews. One of them was the aspect of the biases, which got the researcher to question whether Danish consumers are driven by xenophobia or another bias. In this case, it was revealed that the Danes contained some xenophobic tendencies i.e. according to question one, it was revealed that the respondents were more positive towards cultures that are culturally similar to their own, which establishes alignment between this study and another xenophobic study, which made the discovery that the most positive perceptions of asylum-seekers were among the participants that identified the most with the asylum-seekers culturally (Sanchez-Mazas & Licarta 2015, p. 805).

Another example of the respondents containing some xenophobic characteristics can be found in some of the responses *"I have had the belief for a long time, that meat and vegetables should be Danish, because it's better and clean, I would never buy a foreign chicken, but I don't know if there is any substance to it, because it might be just as good. But I have had some negative thoughts towards the eastern countries (Jugoslavia, Poland, Slovakia) in relations to berries that have been plucked, I want it when it's Danish.. and it is probably silly, because it's probably people from the eastern countries who pluck it (berries) in Denmark as well (Interview 1, 5.57), and "Yes, I don't know if I haven't had a reason for it, but for example, when I walk home alone in the evening and I see a group in front of me and there are nobody else on the streets, that can make me feel frightened and then I walk over to the other side of the street (Interview 6, 3.59).*

These two quotes are xenophobic, because they contain a certain fear of the foreign, without having a particular reason, such as war or a crisis. Therefore, it can be concluded that the Danish consumers are somehow xenophobic, however, in a consumption context, it is difficult to measure how much the Danes are affected, because there were other examples, where the informants did not mind purchasing foreign products, as one of the respondents used a foreign perfume from the brand Pacco Rabanne (Interview 5, 5.57). It can therefore be argued, that Danes are somehow xenophobic, both in a societal context and in a consumption context,

however, exact measures of how much the Danes are driven by xenophobia should be analyzed through a quantitative study in order to make a statistics, which would provide with more valid data, than these interviews, because a quantitative study would i.e. include a higher amount of respondents.

However, xenophobic characteristics were not the only bias that occurred in the analysis of this thesis. Some examples of animosity and ethnocentrism also got to see the light of day. Examples of animosity can be found in following quote *"Definitely, I have had that specific thought, I would not buy a Russian car, historically (the Cold War), nor a Scoda for example, because it is check* (Interview 2, 6.10). In this example it is revealed that the respondent will not support products from the two countries, due to the cold war, which is a specific reason that justifies the negative perceptions. If this quote had been xenophobic, the example of the cold war would have been excluded, which explains the distinction between xenophobia and animosity. Furthermore, an example of ethnocentrism can also be found in one of the responses *"I prefer Danish goods in addition to food. I like to support that in relation to environmental awareness etc. I would like to think that Danish products are better quality-wise than products from other countries, but I don't really have a reason for thinking so"* (Interview 7, 8.11). In this example it is shown that the informant prefers domestic products, which is the characteristic of ethnocentrism. However, whether the Danish informants prefer Danish products is due to xenophobia or animosity is not known and has to be used as a subject for further research in order to pinpoint the specific reason. However, due to this analysis, it is suggested that the ethnocentric tendencies are due to both biases.

Furthermore, the analysis provided with the information that there is some inconsistency between the data of this study and the study of Inglehart & Baker and Hofstede. It was expected that the responses would not indicate significant prejudices, because the studies of Inglehart & Baker and Hofstede suggest that Danes are an open and trusting people (Inglehart & Baker 2000), (Mooji 2014). However, as given several examples on, whether it indicates xenophobia or animosity, the Danish respondents are driven by prejudices. Some are more driven by the aspect than others, but the prejudices are present. This means that the studies by Hofstede and Inglehart & Baker can be questioned, regarding whether the dataset from their analyses have

expired due to cultural changes. Another possible reason could be that the level of prejudices would be even higher, if analyzing a country such as China. Then the dataset of this thesis would not provide with such inconsistency regarding Hofstede and Inglehart.

Another aspect that was revealed in this qualitative analysis is the aspect of the Country of origin. It was revealed that COO has significant influence on Danes' consumption habits, because the majority believed that there can be a link between the COO and the willingness to buy products. Furthermore, the theory of the halo-effect was also taken into consideration, as one respondent mentioned that the influence of the COO lays in how successful the brand already is, which means that the theory of Han can hold substance accordingly to this quote.

But the influence of the COO fits the other findings of this thesis regarding prejudices, because there were examples that represented the finding that some countries were more favorable than others due to prejudices. Countries that represent the Muslim culture, China and Eastern countries were mentioned as less favorable. This finding can be explained through question one of this analysis. It was revealed that Danes prefer cultures that are similar to the Danish culture. The countries that were stated as least favorable contain significant cultural differences in regards to the Danish culture. I.e. they belong to a completely different society than the postmodern society, which are the modern and the traditional society (Inglehart & Baker 2000, p. 29).

This revelation can also be linked to the assumption that xenophobia is due to cultural differences, because this study suggests that an individual contains more positive perceptions and less fear towards those cultures that are culturally similar, which means that there is a link between Xenophobia and cultural differences. This assumption was analyzed further in this study, because the respondents were asked whether they believed in this link, which provided with the information that the majority did. Therefore, there is a high possibility that this link can be verified, but has to be analyzed further through a quantitative study, in order to provide with the most valid and nuanced data possible.

The other suggestions on what prejudices are due to, such as a lack of curiosity and the media will not be analyzed further in this thesis, because of comprehension. However, these suggestions can be interesting topics for further research. Especially the influence of the media

was mentioned by the respondents several times, which suggest that this aspect can hold significant influence regarding consumer's perceptions.

In addition to perceptions, it was analyzed whether Belk's theory could be the reason why Danes don't want to buy products from a particular COO. The responses exposed high disagreement among the respondents, which questions the possibility of Belk's theory in a xenophobic context. If the respondents do not feel an identification towards another country, the identification cannot be the reason why some consumers refuse to buy products from a particular COO. Furthermore, if only positive perceptions can result in the feeling of attachment, Belk's theory cannot be claimed to be a possible reason why people boycott goods from certain COO's. The responses provided with information that suggested that only positive perceptions can create an attachment, because the informants that felt attachment only referred to culturally similar countries that they had positive perceptions of. Therefore, this study has neglected the possibility of Belk's theory increasing the fear of cultural differences. However, in order to come to an exact conclusion on this matter, another detailed study that only regards this aspect, as the primary topic, could be made. It can be argued that there are many nuances to this topic. I.e. the demographic characteristics may be an influencer, even though this study did not suggest so. Lastly, travelling habits may hold influence as well, because this aspect determines how well you know other countries, which may influence how much or how little you then feel an attachment towards another country.

Another aspect that occurred in this study was the tendency between demographic characteristics, such as age and geography. Throughout the study, it was clear that some kind of link could be made between where the respondents live and their perceptions. The tendency cannot be claimed to be 100% verified, because some questions showed data that was clearer than others. In addition to the first question, a tendency regarding geography could not be made, because all of the respondents agreed, which means that it was not the location of their homes that determined their opinions. Other questions showed a tendency i.e. question five, on whether the respondents preferred domestic or foreign products. The respondents from the city preferred Danish products, where the respondents from the suburbs were more neutral.

However, the ones from the countryside did not agree on the matter. This dataset shows that a tendency can be made in addition to the city-inhabitants and the suburbs-inhabitants, but not among the ones from the countryside, which feeds to the conclusion that a clear qualitative tendency cannot be exposed in addition to geography. Furthermore, the same findings were made in addition to similarities in age, which showed that a complete tendency cannot be formed qualitatively regarding this aspect either. However, the dataset is not far from being able to be turned into a tendency. This means that it is possible to assume that people are influenced by the external factors, and that people are likely to have similar opinions as another person containing the same demographic characteristics, without suggesting the findings as being a concrete tendency. For example, during question two it was revealed that the group that was the most positive towards foreigners were the informants of older age, and the informants from the city. Furthermore, it can therefore be argued, based on the responses of this question that people from the suburbs and the countryside are equally judgmental. This similarity is quite interesting, because the level of immigrants who live on the countryside is rather limited compared to the level of immigrants in the suburbs. In a former study, that shows numbers on immigration in different areas of Denmark (Appendix 3), it is clear to see that Hovedstaden (The capital) is mostly affected by immigration, whereas the regions that represents some parts of the countryside Sjaelland and Northern Jutland (Nordjylland) are not as affected (Appendix 3). In the PDF that these numbers were taken from, it was revealed that the percentage of immigrants in a suburb like Ishøj, which also belongs to the county of the capital, was 33%, which can be claimed to be astonishingly high, while another suburb as Albertslund contained 26, 5% immigrants, which is also a large number, compared to the 22,2 % that defines the capital Copenhagen (Appendix 3).

It is expected that people who are amongst immigrants have a more positive perception on foreigners, than people who does not know any foreigners personally. This expectation is based on the definition of xenophobia, which is previously described as '*the fear of others*', where '*others*' are interpreted as foreigners in this context. However, the responses partially neglect this theory, because people from the suburbs are as judgmental as people from the countryside. It was expected that the respondents from the suburbs would be more positive towards foreigners, however, people from the ghetto-areas are not as tolerant as expected, even though

those areas are influenced by lots of immigration. However, this can be explained by the high level of crime that rages in these areas, which can be claimed to contribute to negative perceptions. In a study by CFBU, it was revealed that the majority of the Danish crime between 15-17 year olds happens in the big cities, while the crime in the suburbs also is on the mark (Appendix 4). However, crime on the countryside is not severe enough to be called "*effort-areas*", where effort is being put on decreasing crime. Therefore, the countryside has been let out of this current study by CFBU. However, these findings make the respondents from the countryside's responses interesting, because they are as judgmental as the respondents from the suburbs, even though they experience less crime. However, the low level of immigration does contribute to creating prejudices, because people from the countryside, does not necessarily know any immigrants personally, in order to be convinced that not all immigrants are as they are framed in the news.

According to this study, the big cities are the most influenced by crime, which makes the tolerant answers by the respondents from the big cities interesting (Appendix 4). If comparing the responses to the definition of xenophobia, it makes sense that people from the city are less afraid of foreigners than people from the countryside, because of the high level of immigration. However, the cities are influenced by high crime-rates, which could have increased negative perceptions and prejudices against immigrants. However, the respondents from the cities are more tolerant than people from the suburbs, which creates a tendency that is ambiguous. The reason behind this tendency remains unknown, because another study has to be made in order to clarify the precise reason.

This finding and the reason behind this aspect could be investigated further, in order to classify the exact perceptions of Danish consumers regarding 'why they think as they do'. But in this case, the perceptions of the informants from the city could be classified through demographic characteristics, which speak in favor of people being able to be influenced by people who are somehow similar. As mentioned previously in this thesis, Markus and Kitayama believes that the self is being influenced by internal and external factors (Markus & Kitayama 2010), which fits the

data of the current study of this thesis, which means that there is substance to the theory of Markus and Kitayama, and that their theory is applicable in a xenophobic context.

Conclusion of the analysis of study one

In this qualitative study, a number of questions were given to respondents of different demographic characteristics, in order to receive information on what Danes believed about topics regarding xenophobia and consumer behavior. The ultimate objective was to receive knowledge about whether the respondents thought that prejudices, which xenophobia is due to, could be due to cultural differences. Furthermore, another objective was to ask questions that would result in nuanced knowledge about Danish consumption habits in addition to xenophobia. The findings were many, i.e. that the majority of the respondents believed that xenophobia is due to cultural differences. Furthermore, it was revealed that the country of origin holds significant influence, regarding willingness to buy products. In order to elaborate, it was found that negative perceptions of a country can result in negative purchase behavior i.e. boycott of products. The cultures that were least favorable to buy products from were Muslim countries, Eastern European countries and China that are culturally very different from the Danish one.

It was also revealed that Danes are driven by a certain level of xenophobia. However, this study also provided with the information that Danes can be driven by animosity and ethnocentrism as well. Furthermore, this study provided with the information that Belk's theory could not be the reason why Danes are frightened of cultural differences, because the respondents only suggested that they could feel an attachment to other countries, when they had positive perceptions of the country. Therefore, the assumption was neglected.

Another assumption that could not be 100% verified regarding whether the Dane's perceptions can be divided into demographic groups, because the answers varied, and therefore it could not be 100% concluded whether one demographic group is more xenophobic than others. However, in many incidents the respondents belonging to the same group shared the same opinions and a

small tendency could be made that revealed that the demographic groups that were the least xenophobic were the informants from the city, and the informants oldest in age.

Study two

Hypothesis development

Through the findings from study one, four hypotheses can be formed. It was concluded in study one, that there is a possible tendency that people of same age and geography shared the same opinions. However, it could not be 100% concluded qualitatively which demographic group that is the most xenophobic. Therefore, it was considered important to include a quantitative study on the matter, in order to provide valid and statistical data on the matter. During question two in study one, the informants were asked whether they believed that Danes are very judgmental or not. The informants provided with the information that people from the city were the least xenophobic, whereas the respondents from the countryside and the suburbs were the most xenophobic. Furthermore, the informants provided with the information that the age-group that was the least xenophobic was the eldest informants. These findings point in the direction that people can be classified regarding their perceptions and that people who are similar can influence each other, which is aligned with the theory that people can be influenced by external impulses (Markus & Kitayama 2010). The first two hypotheses of this master's thesis are therefore following two sentences;

H1 "Danes living in bigger cities tend to be less xenophobic than people living in rural areas".

H2 "Older consumers tend to be less xenophobic than younger consumers".

It was concluded that the majority of the respondents believed that prejudices are due to cultural differences. The literature that this question was based on, suggested so as well (Sanchez-Mazas & Licata 2015). Therefore, it can be claimed that there is reason for researching this area further quantitatively, because several studies have suggested that there is a link between xenophobia and cultural differences. The assumption is that it is the cultural differences that determine how xenophobic you get, which is why that aspect is prior to xenophobia in the scientific model below in this section (Table 1). The way the cultural differences have been measured is through the use of trust in out-groups. There are numerous examples, where researchers have used trust in out-groups to determine cultural differences i.e. Inglehart (Inglehart & Baker 2000) and Delhey et. al. In order to elaborate, out-groups have been characterized through difference in ethnicity, religion and as a stranger you have not met before (Delhey et. al 2011). Therefore, analyzing trust in outgroups is considered to be applicable in the context of determining cultural differences. Hypothesis three is following sentence;

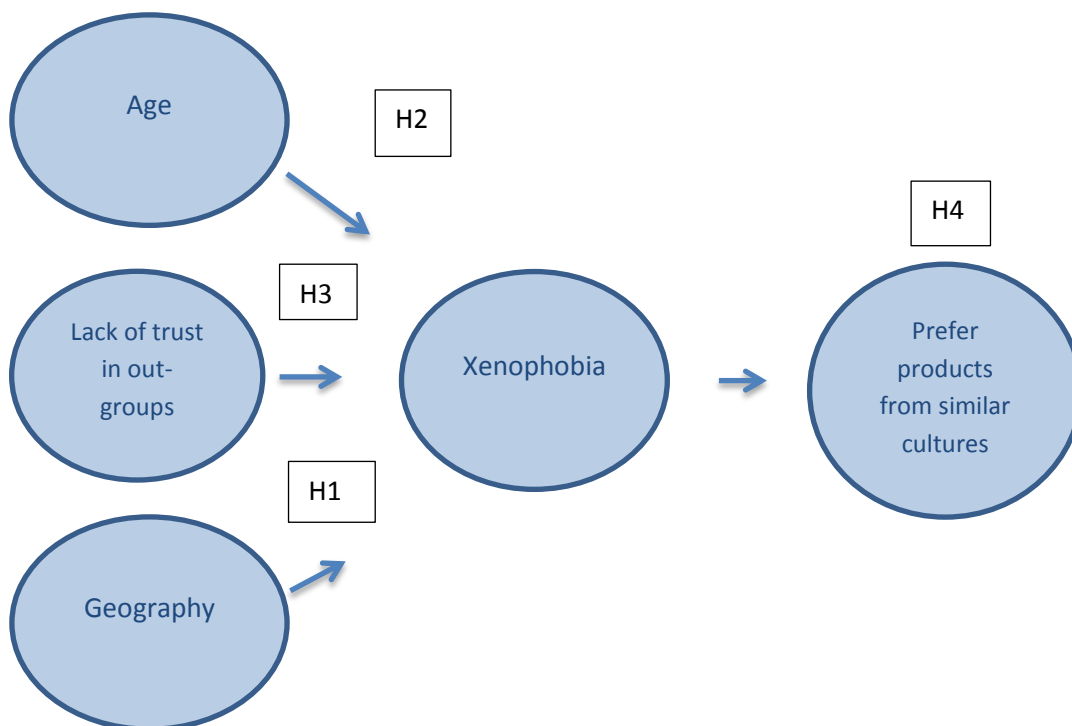
H3 "Xenophobia is due to a lack of trust in out-groups".

The last hypothesis of this thesis regards xenophobic people being neutral towards countries that are similar to their domestic country. It was revealed in study one that the cultures that were the least favorable to buy products from were Muslim countries, Eastern Europe and China. Cultures that are very different from the Danish culture. Furthermore, study one provided with the information that the informants were somehow xenophobic in their statements. Therefore, it is assumed that people who are xenophobic contain negative perceptions of products that are culturally dissimilar. However, they may become more neutral towards countries that are culturally similar to their domestic country. During study one, the informants mentioned positive perceptions on countries such as France, Italy etc. which are countries that are quite similar to Denmark, compared to i.e. China (Inglehart & Baker 2000, p. 36). Therefore, it is expected that xenophobic people become more neutral, the more similar the culture of the COO is. This hypothesis is based on the knowledge that a xenophobic person is an individual who is afraid of

the unknown. A similar culture is not significantly unknown, which does not catalyze as strong negative perceptions, as if the culture had been significantly different. As previously mentioned, this hypothesis is in contrast to what was first assumed about Danes, based on the findings of Hofstede and Inglehart & Baker, which puts a question mark on whether their research has become outdated, which will be discussed later on in this thesis. The last hypothesis is following sentence;

H4 “While xenophobic consumers avoid foreign products, this is less the case, the more similar the culture of the foreign country is”.

All four hypotheses and their relation to each other are illustrated in the model below in this section. The choice of making a scientific model in study two, and not already in study one, was based on the assumption that study one had to be used to explore the field of xenophobia as the foundation for further research. Study two is the analysis that provides with the most valid data and is the main analysis of this thesis. Therefore, it was considered wiser to make the model, when the data of study one had been collected. The illustration of the scientific model of this thesis is found below;



(Table 1, Scientific model).

In the next section, due to the scientific model of this thesis, it will be described thoroughly how the hypotheses will be analyzed through the quantitative methodology survey-research. It will be described why the method has been chosen and how it is applicable to this context, and lastly, how it is used to collect data that is able to put an answer to the problem statement.

Methodology

Quantitative survey research

There have been several examples on sampling methods being used throughout the history. They have been used for polls at elections, that have either been successful or quite the opposite (Krosnick 1999, p. 538). The sampling methods turned into a standard practice that was used without being questioned for a large number of years. The standard practice involved representative sampling, a large number of respondents and statistical weighting procedures (Krosnick 1999, p. 538). Back then, it was considered that there is no wrong way to ask a question, however, it was revealed through later studies that it is possible to get different responses through different ways of asking a question, which i.e. highly benefitted the psychology researchers, because they were able to increase the validity of their work, making their findings more nuanced (Krosnick 1999, p. 338-339). After a while, pretesting and experiments in surveys was brought into context, which makes the survey a much less standard procedure now, than for fifty years ago, because it has been revealed that there are several ways to create a survey.

The choice of making a survey within this thesis was based on the assumption that the qualitative study hold certain limitations regarding some findings, which a quantitative study will not in such a significant way. For example, a tendency in demographic characteristics on how xenophobic Danish consumers are could not be made 100% validly through the in-depth interviews, because the responses varied too much. However, it is assumed that a tendency can be made in addition to demographic characteristics through quantitative survey research, because numbers are more assessable. However, the answer may be that a tendency cannot be provided, because people of i.e. different age may share the same perceptions, but then an exact

number on each group will be revealed statistically, which is easier to grasp, than data from a qualitative study.

In this master's thesis, the same questionnaire will be distributed to all respondents and the aim is to get a high response rate, in order to make the survey research as valid as possible. However, this goal is not unachievable but difficult, because response rates have generally fallen within i.e. American studies, which means that this survey might not get a response rate of 100%. However, that might not be a negative result, because it has been revealed through previous studies that the accuracy of the data can be higher in surveys that have lower response rates than others that have obtained a much higher percentage rate (Krosnick 1999, p. 540).

Furthermore, the aim is also to incorporate as nuanced respondents as possible, although this is seen as an absolute challenge as well, because the survey of this thesis will be distributed online through social media and through e-mail. Many surveys can also be on paper or through the telephone, but the choice of making an online survey was because of the efficiency in time, because an online survey is less comprehensive, when analyzing the data, because programs as SPSS can be used to collect the data in tables etc. which was considered to be a positive aspect, because the two studies of this thesis, made the time frame for each data collection rather limited. However, by not approaching the respondents directly, as in the in-depth interviews, it is rather difficult to control who the respondents of the survey will be, when it is distributed. That can result in a group of people being underrepresented i.e. the elderly or teens. However, the unalignment between respondents will be avoided by posting the survey in groups representing different ages and both genders, which is considered to be the most efficient way of obtaining as valid and nuanced data as possible, through a social media platform.

The questionnaire has been made of closed questions and open questions too, which there are pros and cons to. I.e. The use of closed questions has increased in popularity throughout the years. However, the closed questions can limit the validity within the responses, because the possible options might not be right for some individuals. In order to avoid this aspect, comprehension within the responses has to be incorporated (Krosnick 1999, p. 544), which has been taken into consideration in this thesis through the 7-likert scale. The respondents will be asked about their attitudes towards certain topics, where there will be four options ranking from

“very much” to “very little”. The option “don’t know” will not be included in this survey, because studies have provided with the information that people are likely to choose this option, if available, which will not provide with concrete data on the matter (Krosnick 1999, p. 558). Furthermore, the use of open questions have been included in the context of i.e. age, which is preferable, because this encourages answers that are more precise, than if the respondents had to pick out an age-group.

Lastly, all of these aspects that are incorporated in the survey are made in addition to put an answer to the hypotheses of this thesis, which has been developed through the findings of the qualitative study one. The questions that are made in order to do so are based on already verified measurements, which are considered to make the survey data collection of this thesis significantly valid, because the sources of these measurements are i.e. American sociological review, which has a significant high ranking in validity.

In order to elaborate, the way of measuring how Xenophobic Danes are, one scale have been used from a working paper on Consumer Xenophobia (Koch. Et. al 2016), which contains questions that previously have been used to measure the level of general xenophobia (Appendix 5). The scale was considered relevant, because the level of xenophobia is one of the variables in all four hypotheses of this thesis.

Furthermore, the way of measuring whether xenophobia is due to cultural differences or not is through three questions that determine the trust in outgroups, as explained earlier in the section of the hypothesis development. The three questions regard foreign nationality, different religion and trust towards people you have never met before (Appendix 5). These three questions have been used as a measurement by Delhey et. al, which is a study from the American sociological review (Delhey et. al. 2011).

Furthermore, the last measurement that has been used is regarding the willingness to buy, by Oberecker and Diamantopoulis (Oberecker & Diamantopoulis 2011). The four questions of this study, has been chosen to analyze whether xenophobic Danish consumers tend to prefer products from cultures similar to their own. In this case, the product that the respondents have to cope with are Swedish shoes. The assumption is that there will be a non-significance between a low WTB and a high level of Xenophobia, because Sweden is culturally similar to Denmark,

which does not make Xenophobic people contain as negative perceptions, as if the product was Pakistani shoes.

Another question has been made in addition to this aspect, which considers which country the respondents would prefer to buy products from (Appendix 5). In regards to this question, one of five possible answers can be chosen i.e. the five possible answers are countries belonging to different societies, based on the research of Inglehart and Baker (Inglehart & Baker 2000). The possible options are Sweden, France, China, Poland and Pakistan, whereas Sweden is the culture that is most alike to the Danish one, whereas Pakistan is the culture that is the most different. This particular analysis on COO-preference does not prove the link between the level of xenophobia and the level of WTB, however, the analysis can be used to support the data from the other analysis that regards the WTB, which actually can prove whether there is a link between xenophobia and WTB.

The demographic aspect has also been included, which incorporates the question of where the respondents live and how old they are, in order to be able to analyze hypothesis one and two, which regards whether the level of xenophobia can be categorized and determined by age and geography (Appendix 5).

Lastly, the aspect of xenophobia is considered to be a sensitive matter. Therefore, a scale has been included on social desirability, in order to analyze whether the respondents will give a truthful answer to the questions, or a social desirable answer (Appendix 5). The respondents are perhaps afraid to express their true perceptions and choose to answer what is most neutral and socially acceptable, and these questions will analyze the validity of the survey, in order to analyze how well the responses can be used in an academic context. The scale that has been chosen is the social desirability scale of David Marlow and Douglas P. Crowne (Marlow & Crowne 1960) that is commonly used, when questioning the validity of analyses.

Results of the quantitative study two

Four hypotheses were analyzed in this thesis, whereas the data from the online survey was treated in SPSS. The variables were tested accordingly to significance, to show whether the hypotheses can be verified or not. The hypotheses can usually be claimed to be confirmed, when the significance is below 005.

The list of the four hypotheses and their conclusions can be found below, due to the table from SPSS:

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,530	,598		5,901	,000
	Lackoftrustinoutgroups	-,316	,062	-,328	-5,120	,000
	Geography	,485	,063	,491	7,667	,000
	V33	-1,147E-5	,006	,000	-,002	,998

a. Dependent Variable: Xeno

(Table 2, SPSS).

H1 "Danes living in bigger cities tend to be less xenophobic than people living in rural areas": *Verified*

As illustrated in table 2, it is revealed that the significance between Xenophobia and geography is 000, which makes the link between these two aspects 100% possible. This conclusion is aligned with the findings of the qualitative study one, which provided with the insight that people coming from the same parts of the country tended to agree with each other. The revelation also

confirms that an individual can be influenced by external factors, as suggested previously (Markus & Kitayama 2010). However, as argued before, a quantitative study was necessary in order to analyze statistically that the two variables are interlinked, because numbers cannot be misleading in the same sense that qualitative data can. Furthermore, it is revealed that the respondents from the city are likely to be the least Xenophobic, because of the large number B number 485. The city-inhabitants presented option number 3, which means that the number would have been significantly lower than B number 485, if the most xenophobic respondents belonged to the suburbs, which represented option number 1. The revelation of city-inhabitants being the least xenophobic is considered an expected finding that will be discussed further in the discussion-section of this thesis.

H2 “Older consumers tend to be less xenophobic than younger consumers”: *Not Verified*

In this section, it can be proven how important statistical data are. Even though the qualitative study one provided with the information that there was a small tendency of people that belonged to the same age-group had the same viewpoints as well, the survey-data shows another aspect (table 2). As revealed in the table below, where age is categorized as V33, there is a very high non-significance, which means that there is not alignment between age and xenophobia. Therefore, it can be concluded that the mark of people's homes has a stronger effect on an individual's perceptions, because an individual apparently gets influenced by people in the community in a higher sense, than by people of same age.

H3 “Xenophobia is due to a lack of trust in out-groups”: *Verified*

As seen in table 2 above, there is a 100% verification of the link between lack of trust in out-groups and the level of xenophobia. Lack of trust in out-groups was chosen as the measurement for cultural differences, which revealed that the higher the level of xenophobia is, the less trust you have in out-groups, which can be seen in the number -,316. If there had been a significance between low trust and low xenophobia, the number would have been higher. This analysis provides with the information that xenophobia is due to cultural differences. However, it is possible that xenophobia is due to other variables, as suggested in another study on xenophobia, which can be the foundation for further research in order to reveal what variable that is the most possible of establishing xenophobia (Sanchez-Mazas & Licata 2015).

Furthermore, it can be concluded that there is alignment between the qualitative and the quantitative study, in addition to this hypothesis, because the informants from study one and the respondents from study two shared the same perceptions of believing that there is a link between these two aspects.

H4 “While xenophobic consumers avoid foreign products, this is less the case, the more similar the culture of the foreign country is”: *Verified*

This hypothesis can be claimed to be verified. Through the scale of measuring the willingness to buy Swedish shoes and the level of xenophobia, it was revealed that the link was non-significant, which means that the data was neutral, because xenophobic and non-xenophobic contain equally positive and negative perceptions on Swedish shoes. This non-significance was predictable, because it was expected that Xenophobic Danes would not contain as negative perceptions on Swedish shoes, as i.e. Pakistani shoes, because Sweden is very culturally similar to Denmark (Inglehart & Baker 2000, p. 36). Furthermore, it was expected that the data would not expose a high willingness to buy, when people are very xenophobic, because xenophobic people

does not favor foreign products. Therefore, a neutral outcome was expected and makes the hypothesis verified.

Coefficients^a

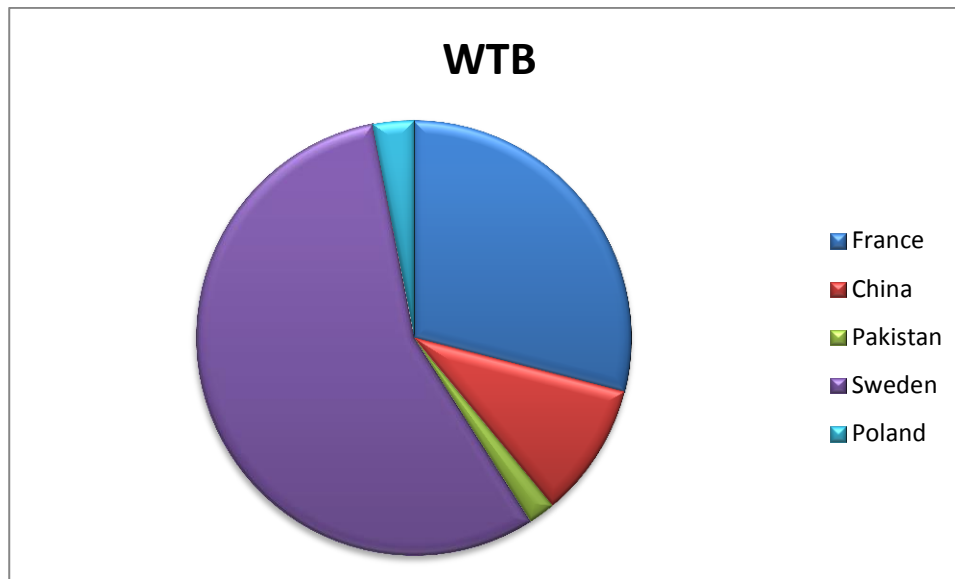
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,211	,353		14,765	,000
	Xeno	-,008	,062	-,011	-,132	,895

a. Dependent Variable: WTB

(Table 3, SPSS, Survey data)

Furthermore, when the respondents were asked which country they wanted to buy products from, the respondents exposed an interesting tendency. In this analysis, the respondents preferred products from cultures that are the most similar to the Danish culture i.e. most respondents preferred products from Sweden, and the fewest respondents preferred products from Pakistan, which is the country that is the most dissimilar to Denmark.

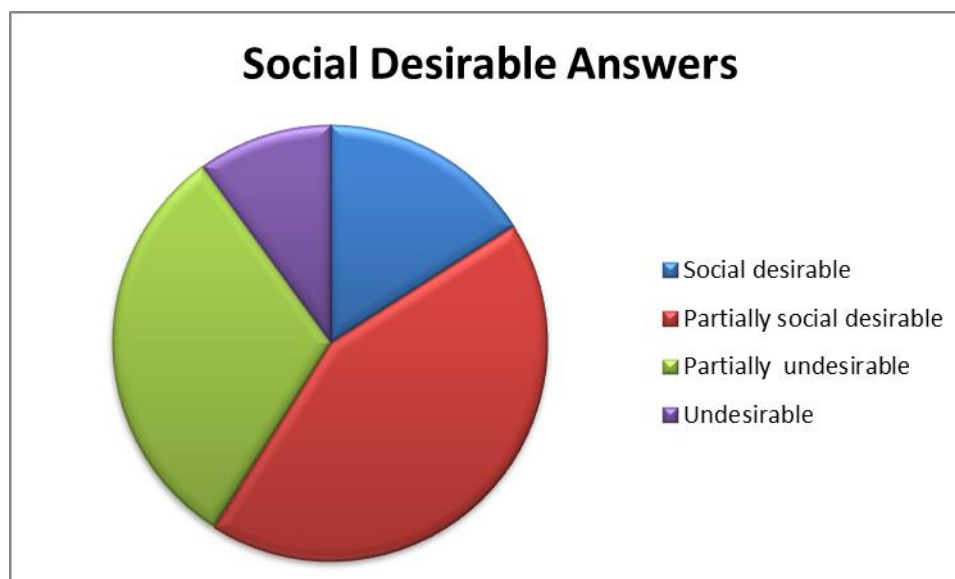
16 percent of all Danes are xenophobic, which shows that Xenophobia does exist among the respondents of the survey. Furthermore, Danes have exposed themselves as being favorable to culturally similar countries. Therefore it can be argued that Xenophobia can affect the COO preference. However, table 4 cannot be used to confirm that the Danes' level of xenophobia determines COO-preference, even though a link is possible, because xenophobia is incorporated in the Danish culture. However, the non-significance that table 3 shows does expose a link between the level of xenophobia and the level of WTB. The revelation of Danes preferring products from similar cultures stands in opposition to the findings of Hofstede and Inglehart & Baker, which will be argued in the discussion-section.



(Table 4, Excel)

However, in addition to the sensitivity of the topic Xenophobia, Marlowe's social Desirability scale was taken into context as well, in order to analyze whether the respondents answered in addition of being socially desirable, which can be interpreted to be the opposite of answering truthfully, because *"This desirable behavior is unlikely to occur"* (Marlowe 1960, p. 354).

According to the survey-data of this thesis, the majority of the respondents answered in addition to being social desirable.



(Table 5, Excel)

This finding establishes a validity-issue among the respondents, because it can be assumed that a large percentage of the respondents have not been answering truthfully. The dataset provided with the information that 16% of the respondents were somehow Xenophobic and it can therefore be assumed that the percentage might have been higher, if the respondents had answered less in addition to social desirability, but this assumption is difficult to assess further. However, the high level of social desirability was expected, because of the sensitivity of the topic. Prejudices, regardless of racism, animosity or xenophobia is a feeble subject, which may make respondents anxious, when answering a survey made in addition to that aspect, because they perhaps are afraid of being judged, even though the survey is anonymous. It is difficult to avoid social desirable answers, when analyzing a sensitive topic, which is why the dataset is considered to be valid enough for this thesis, because these types of answers cannot be avoided, when asking strangers about their opinion, when a low trusting interrelation to the interviewer is present.

Discussion of the results

One finding that was considered interesting was the fact that the city-inhabitants were the least xenophobic. This finding can be due to the particular set of respondents. If other respondents had participated in the survey, the conclusion might have been entirely different. However, This revelation is aligned with the responses from study one. It is difficult to assess which demographic group that was the most xenophobic during study one, because the answers varied. However, during question two, it was revealed that the city-inhabitants were the least xenophobic, which was considered interesting, because the immigration and crime rates are significantly high in the city. However, it was argued during study one that an individual's level of xenophobia can be influenced by how many immigrants the individual interacts with personally. In order to elaborate, it is assumed that prejudices can be neglected, when seeing the positive behavior and attitudes of an immigrant, which is why city-inhabitants are the least xenophobic, because they may have experienced a more positive side on immigration. There is a low number of immigrants living on the countryside, which means that their perceptions on immigrants are being influenced by the media, and not personal experiences with immigrants. During study one,

it was revealed that the media holds significant influence regarding blowing up Danes' prejudices and if the respondents from the countryside have not experienced any examples of immigrants behaving well, the strong influence of the media's framing cannot be contradicted. However, why the city-inhabitants are less influenced by xenophobia than the respondents from the suburbs is difficult to assess, and requires another analysis. However, the respondents from the big cities that participated in the survey may have had different experiences that contain more positive memories with immigrants than this particular set of respondents from the suburbs, which can be one possible explanation. I.e. it is also possible that the immigrants that are being delegated into the big cities may be higher educated and therefore more valuable to the society, than the immigrants that live in the suburbs. According to a study by Kora, it was analyzed which communities that are best at integrating immigrants and put them in jobs, which revealed that the success of integration can differ from community to community. That means that the community of where the respondents live can have an impact on how people perceive immigrants, because all groups of immigrants are not alike and can therefore contribute to different experiences (Appendix 6).

Furthermore, another aspect that is found unusual, is the aspect of whether Danes prefer products from similar cultures or not. Two studies were taken into context to analyze the topic thoroughly, and table 3 revealed that this hypothesis could be verified.

The verification of this hypothesis can establish the foundation for questioning whether the theories of Inglehart and Hofstede are somehow outdated. Both Inglehart and Hofstede have determined that Denmark is an open and trusting country, based on the fact that Denmark belongs to the postmodern society (Inglehart & Baker 2000, p. 22-29) and the fact that Denmark scores low in uncertainty avoidance (Geerthofstede.com n.d.).

Both theories was created a substantial set of years ago, which may make the theories outdated, because culture and societies can change over time. Regardless of whether Danes are xenophobic or not, the quantitative study of this thesis provides with the information that Danes generally prefer products from similar cultures, because the order of which countries they preferred was so perfectly in order with how similar the cultures are to the Danish culture. This revelation may point in the direction of Danes obtaining more characteristics from the traditional

society in addition to out-group trust now, than when the studies of Inglehart and Hofstede were created. If Danes are still as postmodern, trusting and open it is assumed, that the preferration of countries would differ much more, which probably would give a country like Pakistan a higher percentage in WTB. However, the quantitative study of this thesis points in the direction that Danes score lower in out-group trust, than expected after reading the studies of Inglehart and Hofstede.

This development of Danes obtaining more traditional characteristics over time can be due to the increased immigration rates (Appendix 7). According to this statistics, the number has increased from approximately 12.000 in the year of 2000, where Inglehart & Baker's study was published, to approximately 21.000 in 2015, which is a substantial increase. However, the immigration rates have decreased from 2015 to 2016, which may change the tendency of Danes becoming more skeptical towards out-groups back to the low end of the scale. However, this increase in immigration and the increased prejudices towards out-groups may have a significance, which can be the foundation for further research, in order to determine how the increase in low out-group trust has been developed. However, the finding from study two that regards this subject is aligned with the data from study one, which creates a silver-lining between the two studies of this master's thesis, which indicates that the COO of products holds a significant influence on Danes, because Danes do not favor products from every COO.

It can be concluded that there are some other similarities between the data from study one and study two. I.e. Xenophobia can be due to cultural differences and that Xenophobia can be categorized and determined by age. However, there are some substantial differences in the data among the hypothesis on whether Xenophobia can be categorized and determined by age. These differences show that it can be necessary to incorporate both a qualitative study and a quantitative study on the same subject, in order to reach a valid conclusion. This was the belief that this thesis has been written in addition to, and the mixed-method was chosen, because the goal was to reach a valid conclusion that can be used to determine aspects of xenophobia in a Danish consumer-context.

Conclusion of the analysis of study two

Throughout this thesis, the cause of Xenophobia and Danish consumers were analyzed in addition to xenophobic behavior. This analysis was done through two studies, which represented different methodologies in order to reach as nuanced data as possible. The data of study one was used as the foundation for hypothesis-development, which created four hypotheses. One hypothesis could not be verified, which regarded the link between xenophobia and age. However, two others were confirmed, which regarded the link between xenophobia and geography and the link between lack of out-group trust and xenophobia. The confirmed link between xenophobia and the lack of out-group trust means that the first part of the problem statements can be verified, which regards whether Xenophobia is due to cultural differences. This thesis has revealed that cultural differences can cause xenophobia. However, other possible causes may exist, and can be the foundation for further research, as mentioned previously.

The last hypothesis was also verified, because the data connected to this particular hypothesis revealed that xenophobic Danes become more neutral regarding their perceptions on products from countries that are culturally similar to Denmark.

The last part of the problem statement regarded how xenophobia affects Danish consumers' behavior. In order to sum-up and come to a conclusion on this part of the problem statement, the before-mentioned hypotheses have revealed that Danes are somehow xenophobic, but leans towards the lower end of the scale, because only 16% of the respondents were xenophobic. However, according to the analysis on social desirability, it can be argued that the number may be even higher than 16%, because some of the respondents may have hidden their true level of xenophobia.

However, it can be concluded that the level of Danes' xenophobia does influence the Danes' COO-preference, which makes xenophobia somehow influential regarding consumer behavior in a Danish context. Furthermore, even though Danes contain a low level of Xenophobia, the

respondents of this survey did favor products from countries that are culturally similar, which reveals that Danes may not be as open and trusting towards the foreign, as former theorists have argued.

Furthermore, the level of xenophobia can be determined by geography, which means that Danish xenophobic behavior differs between certain areas of Denmark, where city-inhabitants can be claimed to be the least xenophobic. These aspects reflect how Danes are affected by xenophobia in a consumer context, but there may be many other behavioral aspects that are linked to Danish consumers in addition to xenophobia. However, those aspects have not been assessed, because only a limited number of analyses can be performed in a thesis, and if all behavioral aspects were to be assessed, the size of a PH.D is required.

This section was the overall conclusion of this master's thesis, and during the next sections, the limitations, managerial implications and further research will be assessed as the final chapters.

Managerial Implications

Managers world-wide can use this thesis, when entering the Danish market. When launching a new product or a completely new brand, managers should be aware that Danes are somehow xenophobic, and are not as adventurous when choosing products, as some might presume. Through several studies on culture, Denmark has scored high points regarding trust (I.e. Inglehart & Baker 2000), which may trick managers into believing that Denmark is an open-minded market that wants to explore products representing different cultures. However, this thesis has brought a different conclusion, which was the revelation that Danes prefer products from a similar culture. This means that a country as Sweden has better options of reaching a profit in the Danish market, than a company from i.e. India.

In order to pass this particular entry barrier, managers may assess why Danes have these domestic preferrations. Is it in addition to quality, design, price or simply because the brand is culturally different, so another COO should be used as a camouflage? Some companies have

used another country-name as association, because the actual COO was perceived negatively in a given market, which is an option that an Indian company could use, when entering the Danish Market. The American company Häagen-Dazs has used this particular method, by imposing German associations into the consumer's minds, by choosing a German titel, and now they have 50 years of success on their resumé (Haagendazs.us. n.d.). This particular thesis has revealed that COO has a significant influence regarding Danish consumers, which means that this particular method of branding a different more positively perceived COO might turn into a successful entry into the Danish Market. Another branding-method can be taken into consideration as well, if a pre-analysis of a given campaign predicts a more positive outcome, if using another method. However, the point is that managers should be aware of xenophobia as an entry barrier and should work on assessing how to break this kind of barrier, because the consequence of not doing so could ultimately result in red numbers at the bottom-line.

The assumed importantness of pleasing the customers is based on the model of Michael Porter's Five forces, where it is argued that the bargaining power of buyers is significant. I.e. the customers are the ones that buy products, which means that the customers can additionally *"dictate terms to their suppliers"* (Hooley et.al 2012, p. 71). Not only competitors should be assessed before entering a new market. There are other aspects that need to be identified, before making a successful entry, which this particular model suggests, and managers should have this model and especially the influence of buyer power in mind, when entering the Danish market. In order to do so, managers should explore the market, and keep in mind that the level of xenophobia can differ from town to town i.e. regarding people from the city being more xenophobic than people from the countryside. This means that segmenting will be wise, when entering the Danish market, because some products would result in a profit in the big cities, while some products would appeal more to consumers from the countryside.

These suggestions were made in addition to how managers can use this thesis as the foundation of understanding the Danish market field. Every market has its entry barriers and therefore academic studies, such as this particular thesis, can be used before making an entry into a new market, because academic studies can provide with nuanced and valid information that may be enlightening for managers that lack understanding of a culture that is fairly different.

Limitations

Limitations of an analysis are very common, because i.e. not all aspects of a subject can be analyzed in one thesis, because of comprehension, and sometimes the analyses that are made do not come to a result that was expected. In addition to this Master's thesis, the limitations are varied. One limitation of this thesis is the aspect that one hypothesis could not be verified 100%. Study one was made as the foundation for hypothesis development for study two, which shows that there is not a complete alignment between the two studies, because of the differentiation in results. However, this phenomenon can be claimed to be expected, because a qualitative study and a quantitative study method contain differences in validity and purpose, which significantly means that the data that the two methods result in can contain differences as well. The differentiation in results provide with the information that the inclusion of a quantitative study was important, in order to reach the right level of validity, because the data from study one was not valid enough to stand alone.

Furthermore, a limitation to this thesis is the aspect of the respondent's answers. Three questions were included in the questionnaire to analyze whether the respondents answered socially desirable or socially undesirable. The analysis provided with the information that the majority of the respondents answered socially desirable, which can question the validity of the respondent's answers. However, it was previously argued that the high level of socially desirable answers was due to the sensitivity of the topic Xenophobia, which means that it is assumed that any analysis regarding this topic, would provide with a high level of socially desirable answers, and not only in this Master's thesis. Furthermore, many studies are made that do not put a focus on validity among answers, which is considered a higher limitation, than incorporating the aspect, regardless of the outcome, because the analysis become more thorough when including such analysis.

Furthermore, not every aspect of the topic has been able to be analyzed, because an analysis that would regard every corner of the topic Xenophobia would entail more pages than, than the amount adjusted to a Master's thesis. However, some of the aspects that are not included in this thesis are identified and can be found during the next section on further research.

Further research

This thesis provided with the analysis on different aspects of xenophobia in a Danish consumer context. However, some aspects were considered to be relevant for further research and were not included in this master's thesis. One aspect that would be interesting to analyze more thoroughly is the revelation of the possibility that the theories of Hofstede, Inglehart & Baker are rather outdated. This thesis provided with this revelation, but did not analyze other dimensions regarding Danes than out-group trust. In order to conclude whether the theories are outdated or not, all aspects and dimensions should be re-analyzed. Furthermore, it can be analyzed further whether there is a link between the feeling of attachment and positive perceptions of a country. Study one provided with this link, which was the reason why the theory of Russel Belk was removed as a possible reason why people don't want to buy products from certain countries. In order to elaborate, it was assumed that people boycott products from certain countries, because they are afraid of identifying with the particular country, through products. However, this thesis provided with the information that people do not feel an attachment to countries that they have negative perceptions of, only COO's that they have positive perceptions of.

Another aspect that could be analyzed further is the aspect of the media. During study one, the media was mentioned several times, as an influencer on Danes' prejudices. Therefore, it is possible that the media can influence the level of xenophobia or even establish xenophobia. This analysis would be interesting, because it would provide with information on how powerful the media are regarding people's perceptions and the consequences of that particular aspect. Furthermore, it is possible that Danes are not only influenced in addition to xenophobia, but other biases as well. During study one, several examples were expressed on the informants being

driven by ethnocentrism and animosity. These two other biases could be the foundation for further research, in order to reveal which bias Danes are driven by the most.

Furthermore, it would be interesting to include the aspect of increased immigration, in order to investigate whether this aspect has caused negative perceptions against out-groups, because the discussion of study two revealed that there is a possibility that this link is present. Lastly, other aspects of Danish consumer behavior could be analyzed as well, because this thesis did not analyze every possible aspect of the topic. And it is assumed that there are other characteristics to the subject of Danish consumer behavior than the choice of buying culturally similar products.

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Attached USB: Qualitative interviews

Programs used for the quantitative survey-data:

- SurveyXact
- Excel
- SPSS

Appendix 1 – Questions for the in-depth interviews

- Do you think that people tend to be more positive towards countries that are culturally similar to their own, than a country that is culturally different? (Xenophobia p. 805)
- Do you think that Danes have many prejudices compared to people from other countries? (Inglehart - trust/hofstede - uncertainty avoidance)
- Do you think that Danes' prejudices are based on certain situations like war, or simply a lack of knowledge? (Animosity- xenophobia)
- Have you ever had prejudices against a foreign person, without having a particular reason?
- Do you prefer domestic products or foreign products? (Uncertainty avoidance)
- Do you think that prejudices about a certain country can affect the attitude towards products from that particular country? (COO)
- Do you feel an identification towards a country when you buy products from that country? (Belk)
- Have you ever refused to buy a product from a certain country, because you disliked it?
 - What was the reason for the negative perception?
- Do you think that prejudices are due to cultural differences?

(All interviews are incorporated in the attached USB)

Appendix 2 – Informant characteristics

Informant one

- Female
- In her sixties
- From the city

Informant two

- Male
- In his sixties
- From the city

Informant three

- Male
- In his twenties
- From the suburbs

Informant four

- Female
- In her fifties
- From the countryside

Informant five

- Female
- Teen
- From the suburbs

Informant six

- Female
- In her twenties
- From the city

Informant seven

- Male

- In his forties
- From the countryside

Informant eight

- Female
- In her thirties
- From the countryside

Informant nine

- Male
- In his twenties
- From the suburbs

Appendix 3 – Immigration rates 2012

Indvandrere og efterkommere - fordelt efter regioner. 2012

	Indvandrere			Efterkommere			I pct. af hele befolk- ningen
	Vestlige lande	Ikke- vestlige lande	I alt	Vestlige lande	Ikke- vestlige lande	I alt	
Hele landet	179 224	262 314	441 538	19 332	119 591	138 923	10,4
Region Hovedstaden	78 040	126 861	204 901	9 445	62 326	71 771	16,1
Region Sjælland	15 997	27 195	43 192	1 997	12 319	14 316	7,0
Region Syddanmark	35 888	45 048	80 936	3 614	19 054	22 668	8,6
Region Midtjylland	35 527	47 579	83 106	3 145	21 076	24 221	8,5
Region Nordjylland	13 772	15 631	29 403	1 131	4 816	5 947	6,1

(DST 2012, p. 12).

Appendix 4 – Crime rates 2011

Tabel 2.4. Sigtelser for mindre alvorlig kriminalitet for de 15-17årige beboere for de enkelte indsatsområder.

Boligområde	Gennemsnitligt antal 15-17årige 2006-2010	2006	2007	2008	2009	2010	Udvikling 2006-2010
Holmbladsgadekvarteret	80	5	6	7	10	6	20 %
Indre Nørrebro	218	45	23	32	16	26	-42 %
Gellerupparken	384	77	99	87	52	63	-18 %
Møllevangen	43	5	6	2	6	1	-80 %
Rundhøj	39	5	3	4	4	3	-40 %
Toveshøj	76	24	43	15	17	12	-50 %
Eskebjerggård/Måløvvang	22	2	3	0	0	1	-50 %
Kvaglund, Stengårdsvej og Østerbyen	236	56	23	17	17	5	-91 %
Påskeløkken	30	2	1	8	0	2	0 %
Sønderparken	51	5	19	7	7	2	-60 %
Aalborg Øst	173	32	24	5	29	18	-44 %

(CFBU Dec. 2011).

Appendix 5 – Survey questions

Xenophobia scale (Kock et. Al)

1. At interagere med indvandrere gør mig ubehageligt til mode

☐ Jeg er meget enig ☐ Jeg er enig ☒ Jeg er tilbøjelig til at være enig ☐ Jeg er hverken enig eller uenig ☐ Jeg er tilbøjelig til at være uenig ☐ Jeg er uenig ☐ Jeg er meget uenig

2. I forhold til øget immigration, så frygter jeg, at vores samfund ændrer sig til det værre

☐ Jeg er meget enig ☐ Jeg er enig ☐ Jeg er tilbøjelig til at være enig ☐ Jeg er hverken enig eller uenig ☐ Jeg er tilbøjelig til at være uenig ☐ Jeg er uenig ☐ Jeg er meget uenig

3. Jeg er bange for, at vores egen kultur vil gå tabt pga. øget immigration

☐ Jeg er meget enig ☐ Jeg er enig ☐ Jeg er tilbøjelig til at være enig ☐ Jeg er hverken enig eller uenig ☐ Jeg er tilbøjelig til at være uenig ☐ Jeg er uenig ☐ Jeg er meget uenig

4. Der er slet ikke kontrol over immigrationen, i dette land

☐ Jeg er meget enig ☐ Jeg er enig ☐ Jeg er tilbøjelig til at være enig ☐ Jeg er hverken enig eller uenig ☐ Jeg er tilbøjelig til at være uenig ☐ Jeg er uenig ☐ Jeg er meget uenig

5. Jeg tvivler på at indvandrere vil tilgodese dette lands værdier, frem for alt

☐ Jeg er meget enig ☐ Jeg er enig ☐ Jeg er tilbøjelig til at være enig ☐ Jeg er hverken enig eller uenig ☐ Jeg er tilbøjelig til at være uenig ☐ Jeg er uenig ☐ Jeg er meget uenig

6. Folk kommer ofte til danmark, for at udnytte vores velfærdssystem

☐ Jeg er meget enig ☐ Jeg er enig ☐ Jeg er tilbøjelig til at være enig ☐ Jeg er hverken enig

eller uenig ☐ Jeg er tilbøjelig til at være uenig ☐ Jeg er uenig ☐ Jeg er meget uenig ☐

7. Indvandrere tager mere fra Danmark, end de giver igen

☐ Jeg er meget enig ☐ Jeg er enig ☐ Jeg er tilbøjelig til at være enig ☐ Jeg er hverken enig eller uenig ☐ Jeg er tilbøjelig til at være uenig ☐ Jeg er uenig ☐ Jeg er meget uenig ☐

8. Danmark er værre stillet med immigration, end uden immigration

☐ Jeg er meget enig ☐ Jeg er enig ☐ Jeg er tilbøjelig til at være enig ☐ Jeg er hverken enig eller uenig ☐ Jeg er tilbøjelig til at være uenig ☐ Jeg er uenig ☐ Jeg er meget uenig ☐

9. Øget immigration medfører øget kriminalitet

☐ Jeg er meget enig ☐ Jeg er enig ☐ Jeg er tilbøjelig til at være enig ☐ Jeg er hverken enig eller uenig ☐ Jeg er tilbøjelig til at være uenig ☐ Jeg er uenig ☐ Jeg er meget uenig ☐

10. Dansk kultur forsvinder pga. øget immigration

☐ Jeg er meget enig ☐ Jeg er enig ☐ Jeg er tilbøjelig til at være enig ☐ Jeg er hverken enig eller uenig ☐ Jeg er tilbøjelig til at være uenig ☐ Jeg er uenig ☐ Jeg er meget uenig ☐

11. indvandring truer vores nationale sikkerhed

☐ Jeg er meget enig ☐ Jeg er enig ☐ Jeg er tilbøjelig til at være enig ☐ Jeg er hverken enig eller uenig ☐ Jeg er tilbøjelig til at være uenig ☐ Jeg er uenig ☐ Jeg er meget uenig ☐

12. Indvandrere er oftere indvolveret i kriminalitet, end danskere er

☐ Jeg er meget enig ☐ Jeg er enig ☐ Jeg er tilbøjelig til at være enig ☐ Jeg er hverken enig eller uenig ☐ Jeg er tilbøjelig til at være uenig ☐ Jeg er uenig ☐ Jeg er meget uenig ☐

13. Indvandrere søger ofte asyl, på baggrund af et uetisk grundlag

☐ Jeg er meget enig ☐ Jeg er enig ☐ Jeg er tilbøjelig til at være enig ☐ Jeg er hverken enig eller uenig ☐ Jeg er tilbøjelig til at være uenig ☐ Jeg er uenig ☐ Jeg er meget uenig

14. Vores værdier er truet af for meget immigration

☐ Jeg er meget enig ☐ Jeg er enig ☐ Jeg er tilbøjelig til at være enig ☐ Jeg er hverken enig eller uenig ☐ Jeg er tilbøjelig til at være uenig ☐ Jeg er uenig ☐ Jeg er meget uenig

15. Indvandrere vil ikke påtage sig den danske kultur

☐ Jeg er meget enig ☐ Jeg er enig ☐ Jeg er tilbøjelig til at være enig ☐ Jeg er hverken enig eller uenig ☐ Jeg er tilbøjelig til at være uenig ☐ Jeg er uenig ☐ Jeg er meget uenig

16. Indvandrere gør i mange tilfælde ikke ret meget, for at blive integreret

☐ Jeg er meget enig ☐ Jeg er enig ☐ Jeg er tilbøjelig til at være enig ☐ Jeg er hverken enig eller uenig ☐ Jeg er tilbøjelig til at være uenig ☐ Jeg er uenig ☐ Jeg er meget uenig

17. Indvandrere får ressourcer, der burde tilhøre danskere

☐ Jeg er meget enig ☐ Jeg er enig ☐ Jeg er tilbøjelig til at være enig ☐ Jeg er hverken enig eller uenig ☐ Jeg er tilbøjelig til at være uenig ☐ Jeg er uenig ☐ Jeg er meget uenig

18. Indvandrere nyder godt af velfærdssystemet, uden at de selv bidrager til samfundet

☐ Jeg er meget enig ☐ Jeg er enig ☐ Jeg er tilbøjelig til at være enig ☐ Jeg er hverken enig eller uenig ☐ Jeg er tilbøjelig til at være uenig ☐ Jeg er uenig ☐ Jeg er meget uenig

19. I det lange løb, taber Danmark på immigration

☐ Jeg er meget enig ☐ Jeg er enig ☐ Jeg er tilbøjelig til at være enig ☐ Jeg er hverken enig eller uenig ☐ Jeg er tilbøjelig til at være uenig ☐ Jeg er uenig ☐ Jeg er meget uenig

WTB scale (Oberecker & Diamantopoulos);

20. Jeg forventer stærkt, at jeg vil købe svenske sko, i fremtiden

☐ Jeg er meget enig ☐ Jeg er enig ☐ Jeg er tilbøjelig til at være enig ☐ Jeg er hverken enig eller uenig ☐ Jeg er tilbøjelig til at være uenig ☐ Jeg er uenig ☐ Jeg er meget uenig

21. Det er meget muligt, at jeg vil købe svenske sko, i fremtiden

☐ Jeg er meget enig ☐ Jeg er enig ☐ Jeg er tilbøjelig til at være enig ☐ Jeg er hverken enig eller uenig ☐ Jeg er tilbøjelig til at være uenig ☐ Jeg er uenig ☐ Jeg er meget uenig

22. Jeg kan godt lide ideen om at købe svenske sko

☐ Jeg er meget enig ☐ Jeg er enig ☐ Jeg er tilbøjelig til at være enig ☐ Jeg er hverken enig eller uenig ☐ Jeg er tilbøjelig til at være uenig ☐ Jeg er uenig ☐ Jeg er meget uenig

23. At købe svenske sko lyder meget positivt i mine ører

☐ Jeg er meget enig ☐ Jeg er enig ☐ Jeg er tilbøjelig til at være enig ☐ Jeg er hverken enig eller uenig ☐ Jeg er tilbøjelig til at være uenig ☐ Jeg er uenig ☐ Jeg er meget uenig

24. Hvilket land vil du helst købe produkter fra?

☐ Frankrig ☐ Kina ☐ Pakistan ☐ Sverige ☐ Polen

25. Hvor gammel er du?

26. Hvor bor du?

☐ I forstæderne ☐ På landet ☐ I en storby

Level of trust in out-groups (Delhey et. al);

27. Hvor meget stoler du på folk som du møder for første gang?

☐ Stoler meget på dem ☐ Stoler på dem ☐ Stoler lidt på dem ☐ Har hverken tillid eller mistillid til dem ☐ Stoler ikke specielt meget på dem ☐ Stoler ikke på dem ☐ Stoler slet ikke på dem

28. Hvor meget stoler du på folk som har en anden religion?

☐ Stoler meget på dem ☐ Stoler på dem ☐ Stoler lidt på dem ☐ Har hverken tillid eller mistillid til dem ☐ Stoler ikke specielt meget på dem ☐ Stoler ikke på dem ☐ Stoler slet ikke på dem

29. Hvor meget stoler du på folk, der kommer fra et andet land?

☐ Stoler meget på dem ☐ Stoler på dem ☐ Stoler lidt på dem ☐ Har hverken tillid eller mistillid til dem ☐ Stoler ikke specielt meget på dem ☐ Stoler ikke på dem ☐ Stoler slet ikke på dem

Til de næste tre spørgsmål skal man svare "sandt" eller "falsk", alt efter hvad der passer til ens personlighed.

Social desirability scale (Marlowe);

30. Jeg har aldrig hadet et andet menneske

☐ Sandt ☐ Falsk

31. Jeg har aldrig set ned på, at blive bedt om, at gengælde en tjeneste

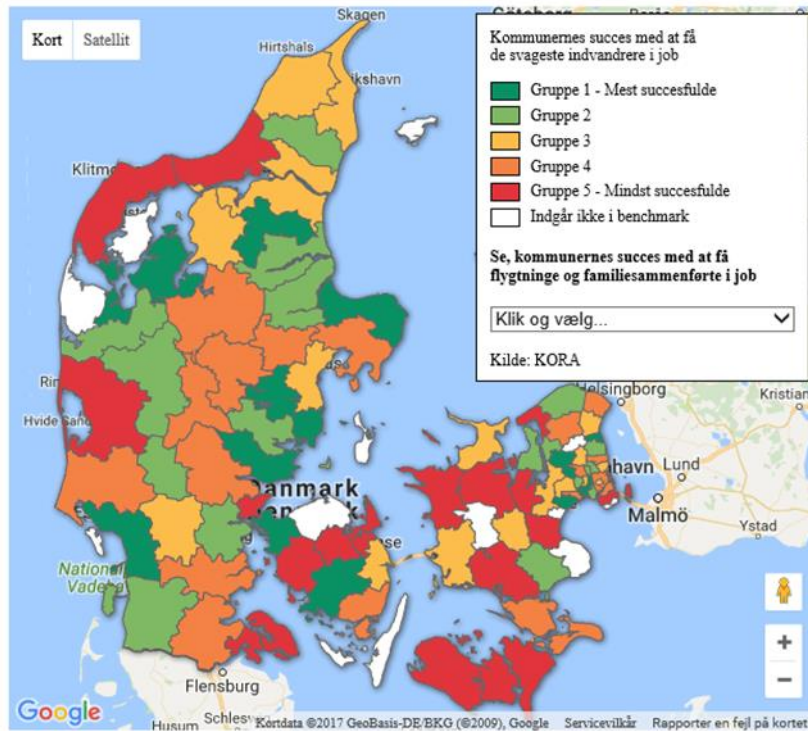
☐ Sandt ☐ Falsk

32. Jeg bliver nogle gange hadefuld, når jeg ikke får min vilje

☐ Sandt ☐ Falsk

(SurveyXact)

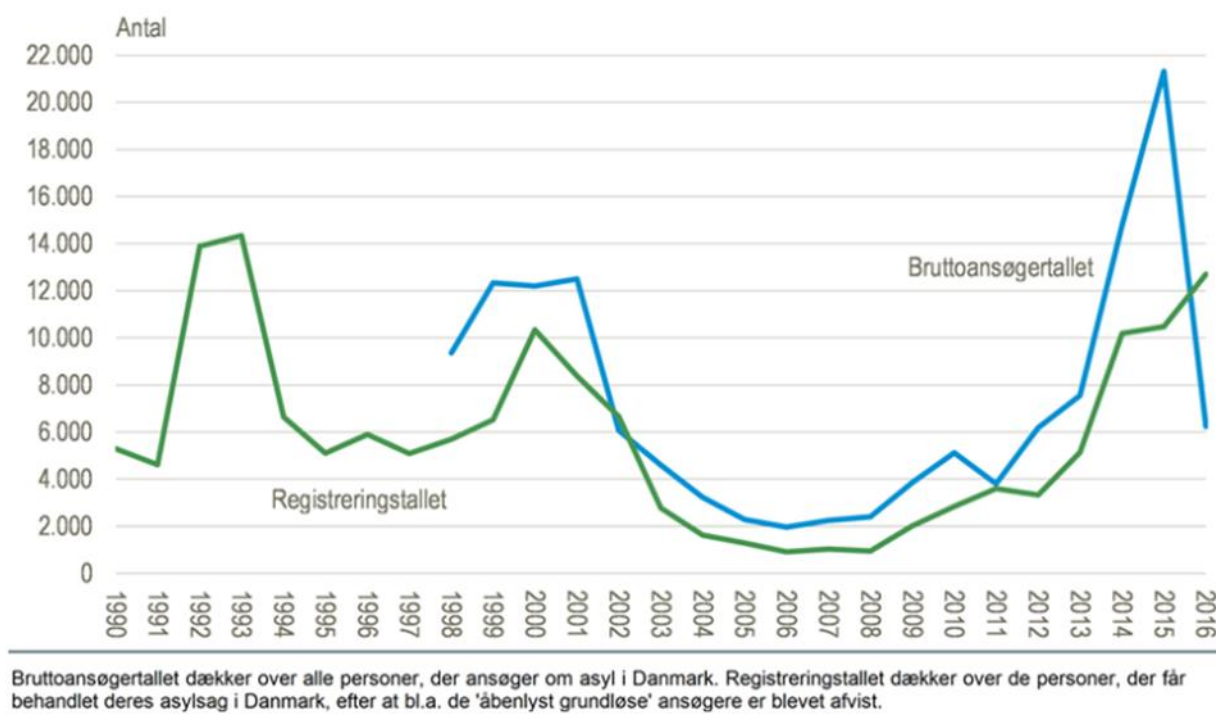
Appendix 6 – Success on integration among communities



(Kora.dk, May 2016)

Appendix 7 – Asylum seekers 2017

Asylansøgninger



(Danmarks Statistik 20/02-2017)