



## Data Article

## Ethnocentrism in Austria – Historical data

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## ARTICLE INFO

*Article history:*

Received 2 March 2023

Revised 13 June 2023

Accepted 14 June 2023

Available online 19 June 2023

Dataset link: [Ethnocentrism in Austria – Historical CETSCALE data \(Original data\)](#)*Keywords:*

Cetscale

Consumer behavior

Patriotism

Conservatism

Openness

Dogmatism

## ABSTRACT

This data article offers three inter-connected, historical datasets regarding consumer ethnocentrism in Austria. (1) The first dataset (cet-dev) was used for scale development. It replicates and extends the US-CETSCALE, developed by Shimp and Sharma [1]. It was drawn on a quota-sampling technique ( $n = 1105$ ), representative of the Austrian population in 1993 and examines perceptions regarding foreign-made products. (2) The second dataset (cet-val) was used for scale validation, again drawn from a representative sample of the Austrian population in 1993–1994 ( $n = 1069$ ), and (3) the third dataset (cet-xtrmgrp) drew on a snowball sample of members of the Austrian army ( $n = 105$ ) and members of export-oriented firms ( $n = 72$ ), thus providing an ‘extreme group’ validation opportunity for the Austrian CETSCALE. The data can be reused for factor analytic multivariate procedures, to test antecedents and consequences of consumer ethnocentrism in the Austrian context and provide historic value, if pooled and reused with contemporary data.

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## Specifications Table

Subject	Business, Management and decision sciences: Business and International Management, Marketing; Social Sciences: Sociology; Psychology
Specific subject area	Consumer ethnocentrism, consumer behavior, consumer psychology
Type of data	Table Figure
How the data were acquired	Data for Cetscale development (cet-dev) and Cetscale validation (cet-val) were collected through survey and subsequently processed in SPSS. To measure the constructs in the survey, well-established scales from the marketing and management fields were used. Data for the extreme-group comparison (cet-extrem) were collected using survey from members of the Austrian army (Bundesheer) and members of export-oriented firms.
Data format	Raw Analyzed
Description of data collection	All three datasets were acquired between 1993 and 1994 and published in book format, in 1999. To recruit participants for cet-dev and cet-val, a quota sampling design was devised. Quota criteria included age, gender and education, following consultation of the Austrian Statistical Handbook. For the cet-extrem, a convenience sampling design was devised..
Data source location	Austria For cet-dev and cet-val: Quota sampling covering all nine Austrian states (Wien, Niederösterreich, Burgenland, Oberösterreich, Salzburg, Kärnten, Steiermark, Tirol, Vorarlberg) For cet-xtrmgrp: Convenience sampling of members of the Austrian Army and managers/executives of export-oriented firms, primarily in Vienna and Lower-Austria.
Data accessibility	Repository name: Mendeley Sinkovics, Rudolf R. (2023), "Ethnocentrism in Austria – historical CETSCALE data," Mendeley Data, V1, <a href="https://doi.org/10.17632/fpfpxx5wjb.1">10.17632/fpfpxx5wjb.1</a>
Related research article	

## Value of the Data

- The datasets have temporal and historical value. The provision of these data may contribute to an understanding of changes regarding the underpinning constructs of consumer ethnocentrism and related construct, e.g., patriotism, conservatism, and other scales included in the dataset over time. The data were collected at a time when political and economic frames regarding globalisation were more positive. In recent years, populism and scepticism towards globalisation [2,3] have transformed the landscape. New contemporary data could complement this historic dataset and help to understand tendency changes over time.
- The datasets contain several control variables (e.g., age, gender, education and income) that may be used for measurement validation and partitioning the data and estimating group-specific effects. The datasets further include product related questions (e.g., perceived necessity of selected products and perceived economic threat), which may prove useful to test moderating effects of consumer ethnocentrism on attitudes towards imported products.
- The datasets may further prove useful as reference material in business research methods, international marketing and classes. The first dataset regarding consumer ethnocentric tendencies (cet-dev) can help to exhibit steps in undertaking scale-development procedures, drawing on the seminal original item-pool used by [1].
- The second dataset (cet-val) is useful to illuminate steps in testing antecedents and moderators. It allows for replicating and extending a seminal model on the antecedents and consequences of consumer ethnocentrism [4].
- The third dataset (cet-xtrmgrp) may be useful in illuminating group comparisons and behavioural trait differences. Used for 'extreme group validation' by [5], such data is usually difficult to obtain and thus may provide a useful pointer regarding consumer ethnocentrism in a historical context.

## 1. Objective

The data have been collected in 1993-1994 against the background of a widely practiced 'etic' approach [6] to the transfer and application of measurement instruments across cultures. Sinkovics [5] pursued an 'emic', i.e. a 'culture-sensitive' transfer of the consumer ethnocentric tendencies construct (CETSALE) to the Austrian context, (cet-a and cet-b). The Austrian CETSCALEs feature different facets of consumer ethnocentric tendencies, when compared with the US-CETSCALE [5].

A modified and reduced model is used for this data article, to show potential applications of the historic dataset (see Table 1 below). Dotted lines represent additional constructs and variables available in the dataset, which can be used for further testing. The dimensions boxed in with continuous lines, represent the model tested for this data article. Consumer ethnocentrism has been tested widely in countries across the world, including e.g., Germany, France and other European countries [see e.g., 7,8,9], but a dedicated Austrian dataset for this time period is not published. The dataset thus adds value from a country perspective, opening up previously published work to English-speaking communities [5], it also adds a historic pointer to a concept, which is likely to have changed in its temporal saliency.

## 2. Data Description

### 2.1. Sample Description

Tables 1–3.

**Table 1**

Sample characteristics for Cetscale development (cet-dev) part of the study.

	AT-Cetscale development sample (n=1105)	
	total	percent
<i>Gender:</i>		
Female	549	49.7 %
Male	556	50.3 %
<i>Age:</i>		
15-19 Years	118	10.8 %
20-29 Years	312	28.5 %
30-39 Years	205	18.7 %
40-49 Years	203	18.5 %
50-65 Years	258	23.5 %
Missing cases: 9		
<i>Marital status:</i>		
single	468	42.4 %
married	534	48.3 %
divorced	64	5.8 %
widowed	39	3.5 %
<i>Residence:</i>		
City	696	63.3 %
Countryside	404	36.7 %
Missing cases: 5		
<i>State:</i>		
Wien	465	42.1 %
Niederösterreich	354	32.1 %
Burgenland	69	6.3 %
Oberösterreich	69	6.3 %
Salzburg	32	2.9 %
Kärnten	64	5.8 %

(continued on next page)

**Table 1** (continued)

	AT-Cetscale development sample (n=1105)	
	total	percent
Steiermark	34	3.1 %
Tirol	3	0.3 %
Vorarlberg	14	1.3 %
Missing cases: 1		
<i>Education:</i>		
Pflichtschule (Volks-, Hauptschule)	312	28.3 %
Lehrausbildung (Lehre)	409	37.0 %
Berufsbildende mittlere Schule (z.B. Hasch)	116	10.5 %
Allgemeinbildende höhere Schule (AHS)	101	9.1 %
Berufsbildende höhere Schule (HTL, HAK)	85	7.7 %
Hochschule, Universität	81	7.3 %
Missing cases: 1		
<i>Job:</i>		
Selbständige(r)/freier Beruf	84	7.7 %
Angestellte(r)	426	38.9 %
Beamte(r)	81	7.4 %
Landwirt(in)	18	1.6 %
Arbeiter(in)/Facharbeiter(in)	131	12.0 %
Student(in)	77	7.0 %
Hausfrau	99	9.0 %
Pensionist(in)	78	7.1 %
Arbeitslose(r)	23	2.1 %
Schüler(in)	62	5.7 %
Lehrling	15	1.4 %
Missing cases: 11		
<i>Family income:</i>		
Less than ATS 100,000	113	11.1 %
ATS 100,000 to 149,999	130	12.8 %
ATS 150,000 to 199,999	118	11.6 %
ATS 200,000 to 299,999	182	17.9 %
ATS 300,000 to 399,999	136	13.4 %
ATS 400,000 to 499,999	125	12.3 %
ATS 500,000 to 599,999	69	6.8 %
ATS 600,000 to 699,999	37	3.6 %
ATS 700,000 to 799,999	21	2.1 %
ATS 800,000 and more	86	8.5 %
Missing cases: 88		

*Note:* Primary=Pflichtschule (Volks-, Hauptschule), Apprenticeship=Lehrausbildung (Lehre), Vocational middle=Berufsbildende mittlere Schule (z.B. Hasch), Senior/Grammar/higher=Allgemeinbildende höhere Schule (AHS), Vocational higher=Berufsbildende höhere Schule (HTL, HAK), College/University=Hochschule, Universität, Self employed=Selbständige(r)/freier Beruf, Employed=Angestellte(r), Public official=Beamte(r), Farmer=Landwirt(in), Arbeiter(in)/Facharbeiter(in)=(skilled) worker, Student=Student(in), House wife=Hausfrau, Retired=Pensionist(in), Unemployed=Arbeitslose(r), Pupil=Schüler(in), Apprentice=Lehrling

**Table 2**

Sample characteristics for Cetscale validation (cet-val) part of the study.

	Cetscale validation sample (n=1069)	
	total	percent
<i>Gender:</i>		
Male	541	50.7 %
Female	526	49.3 %
Missing cases: 2		
<i>Age:</i>		
15-19 Years	118	11.1 %
20-29 Years	287	27.0 %
30-39 Years	206	19.4 %
40-49 Years	212	19.9 %
50-65 Years	234	22.0 %
65 and more Years	6	0.6 %
Missing cases: 6		
<i>Marital status:</i>		
single	452	42.4 %
married	501	47.0 %
divorced	77	7.2 %
widowed	36	3.4 %
Missing cases: 3		
<i>Residence:</i>		
City	679	64.1 %
Countryside	380	35.9 %
Missing cases: 10		
<i>State:</i>		
Wien	479	45.1 %
Niederösterreich	306	28.8 %
Burgenland	60	5.6 %
Oberösterreich	59	5.6 %
Salzburg	25	2.4 %
Kärnten	57	5.4 %
Steiermark	36	3.4 %
Tirol	13	1.2 %
Vorarlberg	27	2.5 %
Missing cases: 7		
<i>Education:</i>		
Pflichtschule (Volks-. Hauptschule)	320	30.0 %
Lehrausbildung (Lehre)	399	37.4 %
Berufbildende mittlere Schule (z.B. Hasch)	107	10.0 %
8.1 %		
Allgemeinbildende höhere Schule (AHS)	86	
Berufsbildende höhere Schule (HTL. HAK)	86	8.1 %
Hochschule. Universität	96	6.5 %
Missing cases: 2		
<i>Number of foreign travels:</i>		
none	35	3.3 %
1-5	305	28.6 %
6-10	249	23.4 %
More than 10	476	44.7 %
Missing cases: 4		
<i>Monthly-net income:</i>		
Less than ATS 10,000	299	28.8 %
ATS 10,000 to 14,999	297	28.6 %
ATS 15,000 to 19,999	223	21.5 %
ATS 20,000 to 24,999	110	10.6 %
ATS 25,000 to 29,999	43	4.1 %
ATS 30,000 to 34,999	31	3.0 %
ATS 35,000 and more	34	2.9 %
Missing cases: 32		

Note: see legend for education above.

**Table 3**

Sample characteristics for extreme group comparison (cet-xtrmgrp) part of the study.

	AT Extreme group comparison (n=177)					
	Total		Bundesheer		Exportfirmen	
	absolut	%	absolut	%	absolut	%
<i>Extreme group:</i>						
Bundesheer (Army members)	105	59.3%	105		72	
Exportfirmen (export firms)	72	40.7%				
<i>Gender:</i>						
Male	134	75.7%	101	96.2%	33	45.8%
Female	43	24.3%	4	3.8%	39	54.2%
<i>Age:</i>						
15-19 Years	5	2.9%	3	2.9%	2	2.9%
20-29 Years	59	33.7%	31	29.5%	28	40.0%
30-39 Years	56	32.0%	36	34.3%	20	28.6%
40-49 Years	21	12.0%	10	9.5%	11	15.7%
50-65 Years	34	19.4%	25	23.8%	9	12.9%
Missing cases:	2					
<i>Marital status:</i>						
single	78	44.3%	42	40.4%	36	50.0%
married	89	50.6%	56	53.8%	33	45.8%
divorced	9	5.1%	6	5.8%	3	4.2%
Missing cases:	1		1			
<i>Residence:</i>						
City	113	64.6%	64	61.0%	49	70.0%
Countryside	62	35.4%	41	39.0%	21	30.0%
Missing cases:					2	
<i>State:</i>						
Wien	46	26.0%	17	16.2%	29	40.3%
Niederösterreich	93	52.5%	76	72.4%	17	23.6%
Burgenland	4	2.3%	4	3.8%	6	0.0%
Oberösterreich	9	5.1%	3	2.9%	7	8.3%
Salzburg	7	4.0%	0	0.0%	4	9.7%
Kärnten	5	2.8%	1	1.0%	3	5.6%
Steiermark	6	3.4%	3	2.9%	4	4.2%
Tirol	4	2.3%	0	0.0%	2	5.6%
Vorarlberg	3	1.7%	1	1.0%		2.8%
<i>Education:</i>						
Pflichtschule	10	5.7%	8	7.6%	2	2.8%
Lehrausbildung	61	34.7%	51	48.6%	10	13.9%
Berufbildende mittl. Schule	14	8.0%	7	6.7%	7	9.7%
AHS	36	20.5%	27	25.7%	9	12.5%
Berufsbildende höhere Schule	30	17.0%	7	6.7%	23	31.9%
Hochschule, Universität	25	14.2%	4	3.8%	21	29.2%
Missing cases:			1			
<i>Number of foreign travels:</i>						
none	4	2.3%	3	2.9%	1	1.4%
1-5	31	17.5%	24	22.9%	7	9.7%
6-10	47	26.6%	35	33.3%	12	16.7%
More than 10	95	53.7%	43	41.0%	52	72.2%
<i>Monthly net income:</i>						
Less than ATS 10,000	7	4.0%	5	4.8%	2	2.9%
ATS 10,000 to 14,999	57	32.9%	37	35.6%	20	29.0%
ATS 15,000 to 19,999	55	31.8%	42	40.4%	13	18.8%
ATS 20,000 to 24,999	25	14.5%	12	11.5%	13	18.8%
ATS 25,000 to 29,999	13	7.5%	5	4.8%	8	11.6%
ATS 30,000 to 34,999	4	2.3%	0	0.0%	4	5.8%
*ATS 35,000 and more	12	6.9%	3	2.9%	9	13.0%
Missing cases:	4		1		3	

Note: see legend for education above.

## 2.2. Variables used in the sample model

The data used in the sample model uses a subset of the available data in the cet-val dataset. Conceptually, the model is guided by Fig. 1 and includes four openness items, four patriotism/conservatism items, a reduced AT-CETSCALE (eight items) and five specific product items, which measure the construct attitudes towards imported products.

**Table 4**  
Items and descriptions in the sample DIB model.

Variable	Label (German)	Label (English)
OPEN1	Ich hätte gerne die Gelegenheit, Menschen aus anderen Ländern zu treffen. (OPEN)	I would like to have opportunities to meet people from other countries (OPEN)
OPEN5	Ich würde gerne Auslandsreisen machen. (OPEN)	I have a strong desire for overseas travel (OPEN)
OPEN6	Ich würde gerne mehr über fremde Kulturen und Gebräuche wissen. (OPEN)	I would like to know about foreign cultures and customs (OPEN)
OPEN7	Ich möchte gerne Menschen aus anderen Ländern treffen und mit diesen in Kontakt kommen. (OPEN)	I have a strong desire to meet and interact with people from foreign countries (OPEN)
PATCON02	Patriotismus und Loyalität gehören zu den wichtigsten Voraussetzungen für einen guten Staatsbürger. (PATCON)	Patriotism and loyalty are the first and most important requirements of a good citizen (PATCON)
PATCON08	Leute, die keinen Respekt vor der Flagge ihres Landes zeigen, sollten dafür bestraft werden. (PATCON)	People who show disrespect for their countrys flag should be punished for it (PATCON)
PATCON09	Wir sollten bereit sein, für unser Land zu kämpfen, ohne danach zu fragen, ob es richtig oder falsch ist. (PATCON)	We should be willing to fight for our country without questioning whether it is right or wrong (PATCON)
PATCON11	Wenn meine Interessen mit den Interessen meines Landes in Konflikt treten, werde ich gerne meine eigenen Interessen aufgeben. (PATCON)	If my interest conflicts with my countrys interest I will gladly forsake my own interest (PATCON)
CET05	Österreichische Produkte sind das einzig Richtige. (AT-CET A)	Austrian products first last and foremost (US-CET)
CET06	Der Kauf ausländischer Produkte ist "un-österreichisch". (AT-CET-A)	Purchasing foreign-made products is un-Austrian (US-CET)
CET07	Es ist nicht richtig ausländische Produkte zu kaufen, weil dadurch Österreicher ihre Arbeitsplätze verlieren. (AT-CET A)	It is not right to purchase foreign products because it puts Austrians out of jobs (US-CET)
CET08	Ein echter Österreicher kauft nur österreichische Produkte. (AT-CET A)	A real Austrian should always buy Austrian-made products (US-CET)
CET09	Wir sollten österreichische Produkte kaufen, anstatt es zuzulassen, daß andere Länder sich auf unsere Kosten bereichern. (AT-CET A)	We should purchase products manufactured in Austria instead of letting other countries get rich of us (US-CET)
CET10	Österreicher sollten sich immer für österreichische Produkte entscheiden, anstatt importierte Produkte zu kaufen. (AT-CET A)	It is always best to purchase Austrian products (US-CET)
CET17	Um die Einfuhr ausländischer Produkte nach Österreich zu reduzieren, sollten diese stark besteuert werden. (AT-CET A)	Foreign products should be taxed heavily to reduce their entry into Austria (US-CET)
CET18	Wir sollten vom Ausland nur jene Produkte kaufen, die wir im eigenen Land nicht bekommen. (AT-CET A)	We should buy from foreign countries only those products that we cannot obtain within our own country (US-CET)

Note: Further details, scale levels and descriptions can be found in the file "cet-items+translation.xlsx".

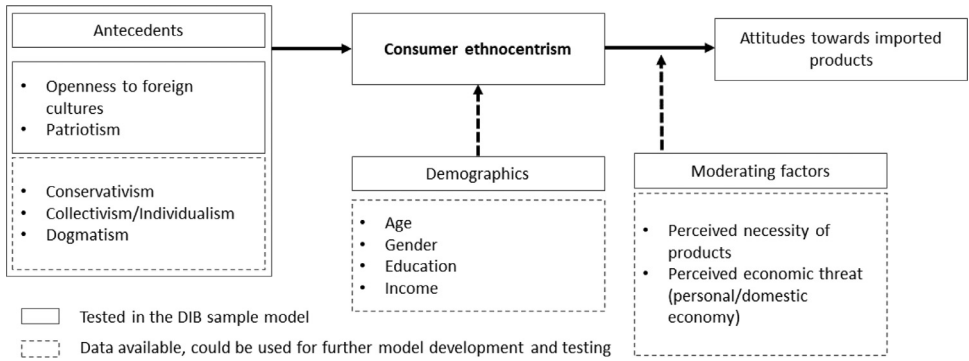


Fig. 1. Conceptual model of the CETSCALE testing (based on cet-val dataset).

### 2.3. Descriptives of the Sample Model Data

Table 5 shows the descriptive statistics for all of the items used in the reported model.

Table 5  
Descriptives.

	Mean	Range (min,max)	S.D.	Kurtosis	Skewness
cet05	3.122	1-7	1.996	-1.199	0.4
cet06	2.779	1-7	1.888	-0.797	0.675
cet07	3.601	1-7	2.036	-1.293	0.167
cet08	2.915	1-7	2.059	-1.01	0.635
cet09	3.78	1-7	2.06	-1.279	0.069
cet10	3.655	1-7	2.004	-1.291	0.089
cet17	3.191	1-7	1.997	-1.077	0.464
cet18	4.32	1-7	2.133	-1.339	-0.245
eelektro	3.596	1-5	1.101	-0.145	-0.595
ekosmeti	3.189	1-5	1.187	-0.566	-0.249
emoebel	2.943	1-5	1.235	-0.886	-0.082
esport	3.127	1-5	1.196	-0.674	-0.199
etennis	2.72	1-5	1.165	-0.652	0.055
open1	5.667	1-7	1.559	0.528	-1.141
open5	6.288	1-7	1.34	4.748	-2.239
open6	6.05	1-7	1.39	2.67	-1.731
open7	5.674	1-7	1.611	0.91	-1.271
patcon02	4.828	1-7	1.888	-0.72	-0.626
patcon08	2.36	1-7	1.843	-0.002	1.117
patcon10	1.775	1-7	1.492	2.908	1.951
patcon11	2.671	1-7	1.724	-0.55	0.732

### 2.4. PLS-SEM Model Reports

In the following, the results from the sample measurement model are provided. The results demonstrate that the measurement model meets the quality criteria quite well. Except for patcon, where two indicators are slightly underperforming in terms of their outer loadings, all loadings are beyond their desired threshold values of .70. Average variance extracted (AVE) is above 0.50 for all latent variables except patcon, but composite reliability and Cronbach alpha thresholds are all satisfactory [10,11]. For discriminant validity, we analyzed the Heterotrait-Monotrait (HTMT) ratio of the correlations [10,12]. We used the conservative 0.85 (i.e., HTMT.85) threshold



to establish that all results were below the critical value. We furthermore computed 95 % bias-corrected and accelerated confidence intervals from 5000 bootstrap samples to check whether the HTMT values were significantly different from 1. The results reported in Table 7 show that discriminant validity for the dimensions was established.

**Table 6**  
Results for reflective measurement model.

Latent variable	items	Loadings	AVE	Composite reliability	Cronbach
Attitude to importing products	eelektro	0.732	0.55	0.859	0.794
	ekosmeti	0.730			
	emoebel	0.732			
	esport	0.805			
	etennis	0.704			
cetscale	cet05	0.814	0.628	0.931	0.914
	cet06	0.785			
	cet07	0.768			
	cet08	0.853			
	cet09	0.807			
	cet10	0.855			
	cet17	0.712			
	cet18	0.732			
	open1	0.786			
Openness	open5	0.767	0.654	0.883	0.823
	open6	0.817			
	open7	0.861			
Patriotism/Conservativism	patcon02	0.696	0.494	0.796	0.662
	patcon08	0.716			
	patcon10	0.706			
	patcon11	0.694			

**Table 7**  
HTMT.

	attitude	cetscale	openness
cetscale	0.571 [0.513;0.625]		
openness	0.318 [0.243;0.388]	0.441 [0.378;0.5]	
patcon	0.405 [0.325;0.482]	0.757 [0.705;0.807]	0.386 [0.303;0.466]

The tables above and the measurement model depicted in Fig. 2, were generated with the SmartPLS 4 software package [13]. Alternative software packages which can be used with the dataset for PLS-SEM analysis (or composite-based analysis) include the commercial package Adanco [14] or open-source packages which plug into the R environment [15], such as cSEM and plspm [16,17]. Modern resources to learn about PLS-SEM include books focusing on either of these software packages [10,18–21], and journal articles which highlight when and how to use PLS-SEM in business and management [22,23], or, how to report results [24], including data articles [11].

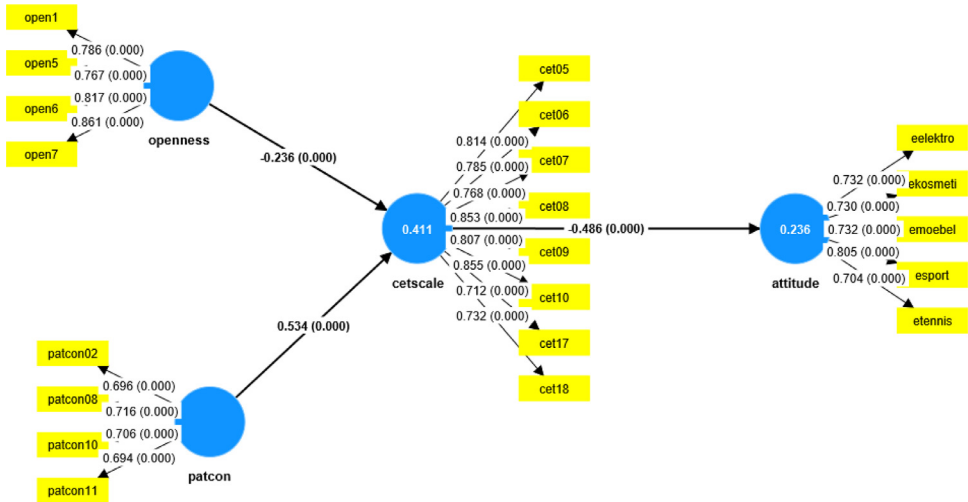


Fig. 2. Measurement model (path coefficients and p-values).

### 3. Experimental Design, Materials and Methods

The data (cet-dev and cet-val) were collected between 1993-1994 using a physical questionnaire format, through intermediary project collaborators, who identified individuals who matched the quota criteria (age, education and gender) in the nine Austrian states. Prior to launching the field phase, the survey items were translated using a back-translation technique [25]. The data for the extreme group sample (cet-xtrmgrp) was collected by engaging with members of the Austrian army and identifying employees at Austrian export-oriented firms. The process was arbitrary and followed a snowball procedure, 80% of cet-xtrmgrp was drawn from Vienna and Lower Austria.

#### 3.1. Scale Development Data (cet-dev)

Items for the cet-dev dataset were translated and adapted, following an item pool provided by Shimp [26] and Sharma, Shimp and Shin [4]. Items and translations are available in the “dib-cet-1-dev” subfolder of the data archive. The following files are included:

- cet-items+translation.xlsx ... includes the original US wording and the translated German items used in the questionnaire.
- cet-dev-codebook.xlsx ... gives insight into the orientation and coding structure of the Likert-type statements.
- cet-dev.csv ... RAW data
- cet-dev.sav ... native SPSS file with value/label/definitions applied
- cet-dev-syntax.sps ... captures the SPSS syntax file that provides the data values and definitions in SPSS syntax format.

#### 3.2. Validation Data (cet-val)

The “dib-cet-2-val” folder in the data archive provides the files relating to the validation study and includes antecedents and moderator variables. Next to CETSCALE items,

taken over from the development stage, additional 7-point Likert scales were included. Collectivism/Individualism from [27], Patriotism items were included from Adorno, Frenkel-Brunswick, Levinson and Sanford [28], conservatism items from [29], openness from Sharma, Shimp and Shin [4] and dogmatism, following Wehner and Durchholz. [30]. The file cet-items+translation.xlsx provides the exact wording and translations.

- cet-val.csv ... Raw data
- cet-val.xlsx ... Raw data in Excel format
- cet-val.sav ... native SPSS file with value/label/definitions applied
- cet-val.sps ... captures the SPSS syntax file that provides the data values and definitions in SPSS syntax format
- cet-val-codebook.xlsx ... gives insight into the orientation and coding structure of the Likert-type statements

### 3.3. Extreme Group Sample (cet-xtrmgrp)

The “dib-cet-3-xtrmgrp” folder in the data archive provides the files relating to the extreme group validation sample.

- cet-xtrmgrp.csv ... Raw data
- cet-xtrmgrp.xlsx ... Raw data in Excel format
- cet-xtrmgrp.sav ... native SPSS file with value/label/definitions applied
- cet-xtrmgrp.sps ... SPSS syntax file

dib-cet-4-SmartPLS

## Ethics Statement

The author declares that all respondents gave informed consent to participate. All respondents were thoroughly informed about the content and the scope of the study before participation. Informed consent from parents or legal guardians of minors was not required at the time of data collection. Participation was completely voluntary. No personal information that would allow identifying individuals was collected. An ethics approval from an Institutional Review Board (IRB) was not required.

## Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

## Data Availability

[Ethnocentrism in Austria – Historical CETSCALE data \(Original data\)](#) (Mendeley Data).

## CRedit Author Statement

**Rudolf R. Sinkovics:** Conceptualization, Methodology, Software, Data curation, Writing – original draft, Formal analysis.

## Acknowledgments

This research did not receive any specific grant from funding agencies in the public, commercial, or not-for-profit sectors.

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