

Ethnocentrism, patriotism and animosity impact on freedom of competition and business activity

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Abstract: - The study seeks to analyse ethnocentric factors impact on the freedom of competition and business activity. Xenophobia, morality and rationality patriotism and nationalism, economic and war animosity influence one way or another, Greek students' opinions towards freedom of competition in the era of a vast fiscal crisis in Greece.

Key-Words: - Implicative statistical analysis, freedom of competition low, consumer, ethnocentrism, patriotism, nationalism

1 Introduction

According to Greek law competition and business activity is protected and regulated especially by Law 3959/2011 on the protection of free competition which, among other things forbids the abusive exploitation of a dominant market position, the agreements and concerted practices among businesses which can cause obstruction, adulteration or restriction of competition [1]. Moreover, the protection of the business and the non-adulteration

of competition is accomplished by application of the rules of Law 146/14, (as it is in power today) which defines and prohibits unfair acts of competition. More specifically, competition acts are divided into acts of unfair competition prohibited by article 1 of law 146/14, and acts of "prohibited" or "illegal" competition.

The Law of unfair competition presupposes ability to compete which is analysed into accessibility to the market and ability for free business action without restrictions deriving from

structural alterations in the market. These alterations can stem either from state intervention or from non-state behaviour: namely from collaboration with third businesses aiming at restricting competition, mergers which harm or even diminish competitors or abusive exploitation of a dominant market position. These negative effects are treated by the Law on the protection of free competition. Consequently, it is evident that free competition law precedes unfair competition law.

Unfair competition law does not presuppose complete freedom of competition nor its legal or constitutional protection and this is due to the fact that even restricted freedom can be used unfairly [2].

Basic difference of the two systems is that unfair competition law aims at establishing rules at competition whereas the competition restriction law protects its subsistence. In another wording law 146/14 pertains to excessive competition, and its field of application begins where the field of the other law ends. Thereby, both pieces of legislation, law 146/14 and law 3959/11, have independent and autonomous implementation conditions so that the same incidence does not fall under both [3].

The inclusion of a form of agreement in the prohibition rule of article 1 of law 3959/11 must concern or result in the limitation, obstruction or adulteration of competition in the Greek market in an observable manner.

What is considered as competition is the effective competition, meaning that kind of competition, which motivates businesses and regulates economy. However, there is no notional specification of "competition" [4]. The application, thus, of the competition rules, is based on that form of competition which would exist without the anti-competitive behavior (namely the unadulterated competition, which requires the existence of an effective competition (functional competition), so that the fundamental principles and targets of the Treaty and of the single market operation are respected.

If a behavior (agreement, ruling or concerted practice) aims at obstructing, restricting or adulterating competition, it falls under the prohibition rule of article 1 of law 3959/11. It suffices, namely, that the parts pursue the specific effect, even if the latter, that is the restrictive consequences of the competition, does not occur. It is irrelevant whether these consequences were pursued or not. In addition, the form of collaboration must be in the causation of that specific effect [5].

- a) There is obstruction of competition when the existence of collaboration obstructs in an absolute manner the competition of products, collaborators or relations with third parties.
- b) There is restriction when freedom of activity and economic decisions is restricted. This means that decisions of those taking part in the agreement or the concerted behavior, directly or indirectly, with contractual or non-contractual commitments, result in the restriction or modification of the third party's ability to choose.
- c) Adulteration means the transformation of transaction conditions resulting from the market structure. The prohibition rule includes in a concise manner every modification of the competition conditions that would apply without the particular agreement, ruling or concerted practice. Therefore, according to the prevailing view, the overlying notion among the three is the adulteration of competition.

2 Purpose of the study

The study examines the real dimension of factors having influence on the freedom of competition and business activity. Factors as xenophobia, morality and rationality in respect of ethnocentrism, patriotism and nationalism and economic and war animosity seem to have enormous impact on students' opinions and consumption punching behaviour in relation to freedom of competition. The study tries to analyse in detail their dimension, their validity and reliability.

For this reason the seven following hypotheses are examined:

Ho₁. All items relate with each other, influencing the response of the students toward CETSCALE scale in the same way (Table 1) and constitute a unique factor.

Ho_{1a}. Items Xe1, Xe2, Xe3, Xe4, Xe5, Xe6 (Table 1) are related only with each other, influencing in the same way students' response and constitute a unique factor, named Xenophobia (F1).

Ho_{1b}. Items Mo1, Mo2, Mo3, Mo4, Mo5, Mo6 (Table 1) are related only with each other, affecting the students' response in the same way, forming a unique factor, named Morality (F2).

Ho_{1c}. Items Ra1, Ra2, Ra3, Ra4 and Ra5 (Table 1) are related only with each other affecting the students' response in the same way, forming a unique factor, named Rationality (F3).

Ho₂. All items relate with each other, influencing the response of the students toward Patriotism and Nationalism scale in the same way (Table 1) and constitute a unique factor.

Ho_{2a}. Items Na1, Na2, Na3, Na4, Na5, Na6 (Table 1) are related only with each other, influencing in the same way students' response and constitute a unique factor named Nationalism (F4).

Ho_{2b}. Items Pa1 Pa2, Pa3, Pa4 and Pa5 (Table 1) are related only with each other, influencing in the same way students' response and constitute a unique factor, named Patriotism (F5).

Ho₃. All items relate with each other, influencing the response of the students toward Animosity Scale in the same way (Table 1) and constitute a unique factor.

Ho_{3a}. Items EA9, EA5, EA6, EA7 EA8 (Table 1) are related only with each other, influencing in the same way students; response and constitute a unique factor named Economic Animosity (F6).

Ho_{3b}. Items WA1, WA2, WA3, WA4 (Table 1) are related only with each other, influencing in the same way students; response and constitute a unique factor named War Animosity (F7).

Ho₄. Xenophobia factor (F1) has a strong correlation with Freedom of Completions factor (F8).

Ho₅. Morality factor (F2) has a strong correlation with Freedom of Completions factor (F8).

Ho₆. Rationality factor (F3) has a strong correlation with Freedom of Completions factor (F8).

Ho₇. Nationalism factor (F4) has a strong correlation with Freedom of Completions factor (F8).

Ho₈. Patriotism factor (F5) has a strong correlation with Freedom of Completions factor (F8).

Ho₉. Economic animosity factor (F6) has a strong correlation with Freedom of Completions factor (F8).

Ho₁₀. War animosity factor (F7) has a strong correlation with Freedom of Completions factor (F8).

3 Method

3.1 Participants

The sample was 200 students from the department of Nursery Education of the University of Western Macedonia. 8 (4%) were males and 192 (96%) females. As regards the year of studies, 142 (71%) were first year students, 29 (14.5%) second year, 5

(2.5%) third year, 40 (10%) fourth years students and finally 4 (2%) were before graduation.

3.2 Instruments

The instrument CETSCALE: Shimp and Sharma developed a 17-item scale to evaluate consumers' ethnocentric tendencies and called it CETSCALE (Consumer Ethnocentric Tendencies Scale) [6]. The scale seeks to clarify emotional dimension of purchasing imported goods regarding the implication to economic animosity, rationality and morality. More specifically, CETSCALE evaluates the degree to which consumers feel that the purchase of foreign products is unpatriotic and immoral because it threatens the domestic economy and cause the loss of jobs. The 17 items of CETSCALE items were of a likert type and extended from 1 for total disagreement to 5 for absolute agreement (e.g. Greek people should always buy Greece-made products instead of imports; only those products that are unavailable in Greece should be imported).

The instrument of Patriotism and Nationalism: Kosterman and Feshbach's [7] developed a 12-item scale to evaluate levels of patriotism (Patriotism and Nationalism Scale). All of the items made statements about patriotism in regards to feelings about the flag, country pledge of allegiance or countrymen. The 12 items of Patriotism and Nationalism Scale were of a likert type extended from 1 for total disagreement to 5 for absolute agreement (e.g. I love my country; I am proud to be a Greek).

The instruments of Animosity Scale: Klein et al. developed a 9-item scale to evaluate levels of animosity [8]. All of the items made statements about animosity in regards to feelings about the general dislike for a country, the war animosity and the economic animosity. The 9 items of Animosity Scale were of a likert type extended from 1 for total disagreement to 5 for absolute agreement (e.g. I dislike the Germans; I feel angry towards the Germans). At this point it must be clarified that Germany was chosen because of its role of EU in relation to economic crisis in Greece and its role in Second World War.

In addition, a main question/ item was included in order students attitudes in relation to freedom of completion and business activity (e.g. In Greece there is freedom of completion) (Factor 8).

4 Results

The questionnaires used in this study were adopted from previous study. Five point Likert scales are

used ranging from strongly disagree to strongly agree. The questionnaires consist of seven components [9]. The first three, Xenophobia (F1), Morality (F2), and Rationality (F3) resulted from Implicative statistical analysis of the CETSCALE constructed by (Shimp and Sharma, 1987). The next two, Patriotism (F4), Nationalism (F5) resulted from Implicative statistical analysis of the Patriotism and Nationalism Scale [7]. Finally the last two Economic Animosity (F6) and War Animosity (F7) resulted from Implicative statistical analysis of the Animosity Scale: [8]. These components and their items are presented analytically in table 1 (Table 1).

Table 1: Items

	ITEMS
CETSCALE	Xenophobia (F1)
	Xe1: Purchasing foreign-made products is un-Creek.
	Xe2: It is not right to purchase foreign products, because it puts Greeks out of jobs.
	Xe3: A real Greek should always buy Greek-made products.
	Xe4: Greeks should not buy foreign products, because this hurts Greek business and causes unemployment.
	Xe5: Foreigners should not be allowed to put their products on our markets
	Xe6: Greek consumers who purchase products made in other countries are responsible for putting their fellow Greeks out of work.
	Morality (F2)
	Mo1: Greek people should always buy Greece-made products instead of imports.
	Mo2: Only those products that are unavailable in Greece should be imported.
	Mo3: Greek products, first, last, and foremost.
	Mo4: We should purchase products manufactured in Greece instead of letting other countries get rich off us.
	Mo5: It is always best to purchase Greek products.
	Mo6: There should be very little trading or purchasing of goods from other countries unless out of necessity.
	Rationality (F3)

Ra1: Buy Greek-made products. Keeps Greece working?
 Ra2: Curbs should be put on all imports
 Ra3: It may cost me in the long-run but I prefer to support Greek products.
 Ra4: Foreign products should be taxed heavily to reduce their entry into Greece.
 Ra5: We should buy from foreign countries only those products that we cannot obtain within our own country

Nationalism and Patriotism scale

Nationalism (F4)
 Na1: It is that important for me serve my country.
 Na2: The fact that I am Greek is an important part of my identity.
 Na3: It is constructive for one to develop an emotional attachment to his/her country.
 Na4: In general, I have a lot of respect for the Greek people.
 Na5: It bothers me to see children made to pledge allegiance to the flag or sing the national anthem or otherwise induced to adopt such strong patriotic attitudes.
 Na6: The Greece is not really just an institution, big and powerful yes, but not just an institution

Patriotism (F5)

Pa1: I love my country.
 Pa2: I am proud to be a Greek.
 Pa3: In a sense, I am emotionally attached to my country and affected by its actions.
 Pa4: Although at times I may not agree with the government, my commitment to the Greece always remains strong.
 Pa5: I feel great pride in that land that is our Greece
 Pa6: When I see the Greek flag flying I feel great

Animosity Scale

Economic Animosity (F6)

EA1: Germany is not a reliable trading partner.
 EA2: Germany wants to gain economic power over my country.
 EA3: Germany is taking advantage of my country.
 EA4: Germany has too much

economic influence in my country.

EA5: Germany is doing business unfairly with my country.

War Animosity (F7)

WA1: I dislike the Germans.

WA2: I feel angry towards the Germans.

WA3: I will never forgive Germany for its massacres in the Second World War.

WA4: Germany should pay for what it did to Greeks during the occupation.

Cronbach’s alpha was equal to 0.818, 0.768, 0.709, 0.819, 0.845, 0.876, and 0.821 for the F1, F2, F3, F4, F5, F6 and F7 respectively.

Implicative statistical analysis of the CETSCALE scale

Observations in the Similarity diagram. In the similarity (Diagram 1: Similarity Diagram) the items groupings are presented based on the students’ answers, concerning the instrument CETSCALE (Shimp and Sharma). The similarities are significant in a level of 99%.

Based on the specific diagram we can make the following observations: In the similarity diagram (Diagram 1: Similarity diagram) three distinct similarity subgroups are distinguished (Subgroup A, Subgroup B, Subgroup C).

The first subgroup A refers relations among the variables (((Xe1 Xe2) (Xe3 Xe6)) (Xe4 Xe5)) (Subgroup A), which concern factor (F1). In particular, the stronger similarity in this subgroup is between items Xe1 and Xe2 (Classification au niveau: (Xe1 Xe2) similarite : 0.804532).

There is a close similarity among variables Xe1, Xe2, Xe3 and Xe6 (Classification au niveau : 12 : ((Xe1 Xe2) (Xe3 Xe6)) similarite: 0.768529).

Equally, the similarity o the whole A, subgroup is significant. (Classification au niveau : (((Xe1 Xe2) (Xe3 Xe6)) (Xe4 Xe5)) similarite: 0.7505978).

The second similarity subgroup refers to similarity relations between items (((Mo2) Mo3) (Mo4 (Mo5 Mo6))) (Subgroup B), which refers to Morality factor (F2).

The same similarity of the variables of the second group shows that students deal with items Xe1, Xe2, Xe3, Xe4, Xe5 and Xe6 in the same way. More specifically, the most significant similarity in this subgroup is among items Xe1, Xe2 and Xe3 (Classification au niveau : 9 : ((Mo1 Mo2) Mo3) similarite : 0.72875).

Of a medium significance is the similarity of the whole group (Classification au niveau: (((Mo1 Mo2) Mo3) (Mo4 (Mo5 Mo6))) similarite: 0.668116).

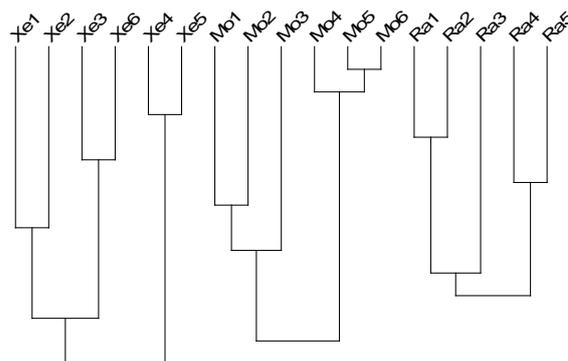
From the similarity diagram it is evident that all items Mo1, Mo2, Mo3, Mo4, Mo5 and Mo6 relate with each other not only within the subgroups.

The third similarity subgroup refers to similarity relations among items Ra1, Ra2, Ra3, Ra4 and Ra5 (Subgroup C), which concern factor (F3).

The same similarity of the variables of the third group shows that the students deal in the same way with the questions Ra1, Ra2, Ra3, Ra4 and Ra5. The particular similarity in this subgroup among items Ra1, Ra2 and Ra3 is significant (Classification au niveau: ((Ra1 Ra2) Ra3) similarite : 0.672131).

O a medium importance is the similarity of the whole group (Classification au niveau : (((Ra1 Ra2) Ra3) (Ra4 Ra5)) similarite : 0.617683).

From the similarity diagram we derive that all items Ra1, Ra2, Ra3, Ra4 and Ra5 relate with with each other, not only within subgroups.



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Diagram 1: Similarity Diagram

From this similarity diagram it is obvious that all the items Xe1, Xe2, Xe3, Xe4, Xe5, Xe6, Mo1 Mo2, Mo3, Mo4, Mo5, Mo6, Ra1, Ra2, Ra3, Ra4 and Ra5 of the scale are not related with each other, but only in subgroups.

Consequently the null hypothesis Ho₁, which claims that all the items are related with each other affecting in the same way the students’ responses in the CETSCALE scale and constitute a sole and unique factor, is not verified.

The null hypothesis Ho_{1a}, which supports that the items Xe1, Xe2, Xe3, Xe4, Xe5, Xe6 relate only with each other affecting in the same way the students; response and constituting one unique factor, named Xenophobia (F1) is verified.

The null hypothesis Ho_{1b}, which supports that items Mo1 Mo2, Mo3, Mo4, Mo5, Mo6 relate only with each other, affecting in the same way the students’

response and constituting one unique factor, named Morality (F2) is verified.

The null hypothesis H_{0c} , which supports that items Ra1, Ra2, Ra3, Ra4 and Ra5 are related only with each other, affecting in the same way the students' response and constituting one unique factor, named Rationality (F3), is verified.

Implicative statistical analysis of the Patriotism and Nationalism scale

Observations in the Similarity diagram. In the similarity diagram (Diagram 2: Similarity Diagram) we see the item grouping based on the answers of the students, concerning the Patriotism and Nationalism scale: Kosterman and Feshbach's [7]. The similarities are significant in a level of 99%.

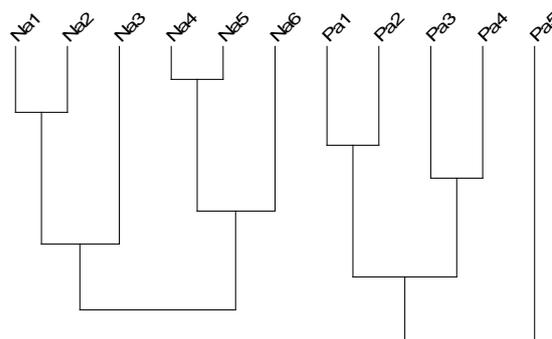
Based on the particular diagram we can make the following observations: In the similarity diagram (Diagram 2: Similarity Diagram) two particular subgroups are distinguished (Subgroup A, Subgroup B). The first subgroup A refers to similarity relations among variables (((Na1 Na2) Na3) ((Na4 Na5) Na6)) (Υποομάδα A), (Subgroup A), which concern Nationalism factor (F4). More specifically, the stronger similarity in this subgroup is between items Na4 and Na5 (Classification au niveau: (Na4 Na5) similarite : 0.929151), (almost 1). More specifically, the stronger similarity in this subgroup among items Na4 Na5 and Na6 is significant (Classification au niveau ((Na4 Na5) Na6) similarite : 0.798043.

Particularly high if the similarity of items Na1 and Na2 (Classification au niveau : (Na1 Na2) similarite : 0.893125). Furthermore, the similarity in this subgroup among items Na1 Na2 and Na3 (Classification au niveau : ((Na1 Na2) Na3) similarite : 0.70979) is significant. Of an equal significance is the similarity of items Na1, Na2, Na3, Na4, Na5 and Na6 (Classification au niveau : (((Na1 Na2) Na3) ((Na4 Na5) Na6)) similarite : 0.301726).

The second similarity subgroup refers to similarity relations among items (((Pa1 Pa2) (Pa3 Pa4)) Pa5) (Subgroup B), which concern Patriotism factor (F5). This similarity of the second group variables shows that students deal with items Pa1 Pa2, Pa3, Pa4 and Pa5 in the same way. More specifically, the stronger similarity in this subgroup is between items Pa1 and Pa2 (Classification au niveau: (Pa1 Pa2) similarite : 0.873469). Equally important is the similarity of items Pa3 and Pa4 (Classification au niveau : 4 : (Pa3 Pa4) similarite : 0.831675).

Moderate is the similarity items (Classification au niveau : ((Pa1 Pa2) (Pa3 Pa4)) similarite : 0.631077). Finally, moderate is the similarity of items Pa1, Pa2, Pa3, Pa4 and Pa5 which constitute

the entire subgroups B (Classification au niveau: (((Pa1 Pa2) (Pa3 Pa4)) Pa5) similarite : 0.240978).



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Diagram 2 : Similarity Diagram

From the similarity diagram (Diagram 2) it becomes obvious that all the items Na1, Na2, Na3, Na4, Na5, Na6, Pa1 Pa2, Pa3, Pa4 and Pa5 της Patriotism and Nationalism scale are not related with each other except only within subgroups.

Consequently, the null hypothesis H_{02} , which claims that all items are correlated affecting similarly the response of the students examined in the Patriotism and Nationalism scale and form one unique factor is not verified.

The null hypothesis H_{02a} , which affirms that items Na1, Na2, Na3, Na4, Na5, Na6 correlate only with each other affecting in the same way the response of the students and forming a sole and unique factor, named Nationalism (F4) is verified. The null hypothesis H_{02b} , which claims the items Pa1 Pa2, Pa3, Pa4 and Pa5 correlate only with each other affecting in the same way the response of the students and constituting a sole and unique factor, named Patriotism (F5) is verified.

Implicative statistical analysis of the Animosity scale

Observations in the similarity diagram: in the similarity diagram (Diagram 3: Similarity Diagram) we are presented with item grouping based on the answers of the students, concerning the Animosity Scale: Klein et al. [8].

The similarities are significant at a level of 99% If we inspect the specific diagram we can make the following observations: In the similarity diagram (Diagram 3: Similarity Diagram) two distinct similarity subgroups are distinguished (Subgroup A, Subgroup B).

In the first subgroup refers to similarity relations among items (((EA9 EA5) EA6) (EA7 EA8)) (Subgroup A), which concerns Economic Animosity

factor (F6). More specifically, the strongest similarity in this subgroup is between items EA9 AND and EA5 (Classification au niveau: (EA9 EA5) similarite : 0,799245).

The similarity among items EA9, EA5 and EA6 is considerable: (Classification au niveau: ((EA9 EA5) EA6) similarite : 0.7).

Equally important is the similarity between items EA7 and EA8 (Classification au niveau : (EA7 EA8) similarite : 0.774112).

Of medium significance is the similarity of the whole subgroup A which refers to the Economic Animosity factor (F6) (Classification au niveau : (((EA9 EA5) EA6) (EA7 EA8)) similarite : 0.649555).

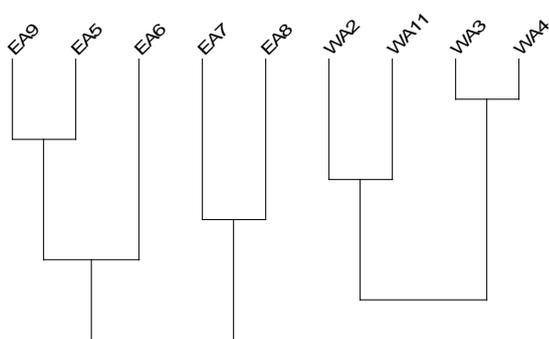
The second similarity subgroup refers to similarity relations among items ((WA2 WA1) (WA3 WA4) (Υπομάδα B), which have to do with the War Animosity factor (F7).

More specifically the strongest similarity in this group is between items WA3 and WA4 (Classification au niveau : (WA3 WA4) similarite : 0.804532).

Significant is the similarity between items WA2 and WA1 (Classification au niveau : (WA2 WA1) similarite : 0.777019).

Finally moderate is the similarity of the whole of group B, which refers to

War Animosity factor (F7), Classification au niveau: ((WA2 WA1) (WA3 WA4)) similarite : 0.414363.



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Diagram 3: Similarity Diagram

From the similarity diagram (Diagram 3) it becomes obvious that all the items EA9, EA5, EA6, EA7, EA8, WA1, WA2, WA3, WA4 of the Animosity Scale are not related with each other but only within the subgroups.

Consequently, the null hypothesis Ho₃, which affirms that all the items are correlated with each other affecting similarly the response of the students

in the Animosity scale and constituting one unique factor, is not verified.

The null hypothesis Ho_{3a}, which claims that items EA9, EA5, EA6, EA7, EA8 correlate only with each other influencing in the same way the response of the students examined and form a sole and unique factor, is verified

The null hypothesis Ho_{3b}, which claims that items WA1, WA2, WA3, WA4 correlate only with each other influencing in the same way the response of the students examined and form a sole and unique factor, is verified

Table 2: Correlations

	F1	F2	F3	F4	F5	F6	F7
F8	0.65*	0.54*	0.48*	0.22*	0.24*	0.58*	0.12*

*p<0.05

Hypothesis Ho₄ is supported since Pearson correlation coefficient between Xenophobia factor (F1) and Freedom of Competition factor (F8) is significant (r=0.65, p<0.05).

Hypothesis Ho₅ is supported since Pearson correlation coefficient between Morality factor (F2) and Freedom of Competition factor (F8) is significant (r=0.54, p<0.05).

Hypothesis Ho₆ is supported since Pearson correlation coefficient between Rationality factor (F3) and Freedom of Competition factor (F8) is significant (r=0.48, p<0.05).

Hypothesis Ho₇ is supported since Pearson correlation coefficient between Nationalism factor (F4) and Freedom of Competition factor (F8) which is significant but at a moderate level (r=0.22, p<0.05).

Hypothesis Ho₈ is also supported since Patriotism factor (F5) and Freedom of Competition factor (F8) which is significant but at a moderate level (r=0.24, p<0.05).

Hypothesis Ho₉ is also supported since Economic Animosity factor (F6) and Freedom of Competition factor (F8) which is (r=0.58, p<0.05).

Hypothesis Ho₉ is supported since War Animosity factor (F7) and Freedom of Competition factor (F8) which is significant but at a very low level (r=0.12, p<0.05).

5 Conclusion

In this study explores ethnocentric factors' role in relation to freedom of competition. Basically the study explores Greeks students' opinions and consumption punching behaviour in relation to freedom of competition and factors affecting it

which are Xenophobia, Morality and Rationality in respect of ethnocentrism, Patriotism and Nationalism and Economic and War Animosity.

The results of Implicative statistical analysis of the data shows analytically that Xenophobia, Morality and Rationality in respect of ethnocentrism in the CETSCALE scale [6], Patriotism and Nationalism in the Patriotism and Nationalism scale [7] and Economic and War Animosity in the Animosity Scale [8] constitute separate factors that are not related with each other. It extracts that CETSCALE scale [6] is a three dimensional scale, Nationalism in the Patriotism and Nationalism scale [7] is a two dimensional and finally, Animosity Scale [8] is also a two dimensional scale. These results are in a line with Anastasiadou et al. (2012, 2013) [9], [10] studies.

Then the research examined the relation between the above seven factors with freedom of completion and business activity factor. The correlation ranges from insignificant to significant.

More specifically Xenophobia has a strong correlation with Freedom of Competition factor and morality and nationality factors have similar correlation with Freedom of Competition as well. Patriotism factor and Nationalism factor have a moderate correlation with Freedom of Competition. In addition Economic Animosity has a strong correlation with Freedom of Competition factor. Finally, War Animosity factor has low correlation with Freedom of Competition.

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