

Andrzej Szromnik
Uniwersytet Ekonomiczny w Krakowie
Elżbieta Wolanin-Jarosz
Katolicki Uniwersytet Lubelski/WZNPiE w Tomaszowie Lubelskim

ETHNOCENTRIC ATTITUDES AND BUYING DECISIONS OF POLES AND HUNGARIANS – THE ESSENCE AND MEASUREMENT WITH THE USE OF CETSCALE¹ ANALYSIS

W niniejszym artykule omówiono wyniki badań empirycznych, których celem było określenie poziomu etnocentryzmu konsumenckiego mieszkańców Polski i Węgier. Główny materiał źródłowy pozyskano dzięki wywiadam bezpośrednim, przeprowadzonym w dwóch miastach: Rzeszowie (Polska) oraz Debreczynie (Węgry), na próbie 800 respondentów (po 400 osób w każdym mieście). Jako instrument pomiarowy wykorzystano międzynarodowy kwestionariusz CETSCALE. Przedstawione analizy wyraźnie wskazują, iż zarówno konsumenci polscy jak i węgierscy wykazują skłonności etnocentryczne, aczkolwiek znacznie większe wartości skali CET uzyskano wśród zbiorowości węgierskiej. Odnotowano również znaczący wpływ czynników demograficznych na poziom etnocentryzmu obydwu badanych grup.

Słowa kluczowe: *etnocentryzm konsumencki, kwestionariusz CETSCALE, badanie empiryczne Polska-Węgry*

Introduction

In the conditions of the market development, a consumer more and more actively participates in the process of buying and consuming goods and services. The behaviour of purchasers becomes more complex. Not only are the buyers under the influence of its individual features as: needs, attitudes, motives, personality, perception or experience which result mainly from the usage of products, they are also influenced by external factors which come directly from the environment like the existing value system, ruling customs, traditional forms of behaviour, information from the media transmissions as well as mechanisms and institutions which rule the contemporary economy.

Buyers, and in their market choices, pay attention to trends in consumption and more general phenomena, like for example consumption globalization or the opposing tendency- consumer ethnocentrism. Consumption globalization rests on “spreading identical or similar consumption models in supranational scale and creating global consumption culture”². These models generally come from the area of the countries of

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² Cz. Bywalec: *Konsumpcja a rozwój gospodarczy i społeczny (Consumption and social development)*. Wyd. C.H. Beck, Warszawa 2010, s. 207

Western Europe and the United States of America, called the heart of the modern world. In turn, consumer ethnocentrism is reaction on the globalization, which is proceeding very fast and means that are people are aware and consequently prefer domestic products in relation to foreign ones. When ethnocentric consumers want to choose something they take into consideration not only rational economic regards but also cultural, patriotic or moral factors.

In the following article, particular attention has been paid to the discussion of the consumer ethnocentrism nature and presenting the results of empirical researches conducted in this range among Polish and Hungarian consumers.

The ethnocentrism term was first described in the beginning of XX century by an American ethnologist and sociologist G.A. Sumner. This scholar published a thesis in 1906. He defined ethnocentrism as “the way of seeing the world, in which one’s own group is seen as the centre of the world and everything around is judged and classified in relation to it”³. Things, people and their behaviour are valuable and compared by the prism of one’s own environment, at the same time affirmation of one’s own culture and depreciation of the foreign one appears⁴. American scholars - T. A. Shimp and S. Sharma brought the concept of ethnocentrism to the ground of marketing relations to the international scale. They were the first to define the term ‘consumer ethnocentrism’ and conducted wider empirical research in the USA, giving the beginning to the more detailed researches of this phenomenon in different countries of the world⁵. According to these authors consumer ethnocentrism is “a belief shared by consumers concerning obligation and morality of buying domestic products”⁶. Ethnocentric behavior of the customers concerns decisions connected to the choice, the purchase and the use of the domestic products.

Consumer ethnocentrism has the following characteristics⁷. Firstly, it derives from the concern about one’s own country and for fear of losing control over economy, what may be caused by import. Secondly, it contains motives which incline to stop buying foreign products. For consumers who have high level of ethnocentrism, purchasing foreign products is not only a matter of economy, but it also creates moral problems. That is moral commitment which causes that consumers buy domestic products in extreme cases, even though their quality is much lower than imported products. Thirdly, it can be assumed that the consumer ethnocentrism level is the sum of individuals’ tendencies being part of a given social group. The consumer ethnocentrism consequence is thus: overestimation of domestic products, debasement of import

³ M.N., Khan, S.R. Rizvi: *Consumer Ethnocentrism: Relevance and Implications for Marketers*, *The Icfai Journal of Consumer Behaviour* 2008, Vol. III, No. 1

⁴ A. Szromnik: *Etnocentryzm konsumencki jako zjawisko społeczne i problem badawczy (Consumer ethnocentrism as a social phenomenon and a research problem)*. [w:] *Konsument. Przedsiębiorstwo. Przestrzeń*. Akademia Ekonomiczna, Katowice 1998, s. 238-245.

⁵ T. A. Shimp & S. Sharma: *Consumer ethnocentrism. Construction and validation of the CETSCALE*, *Journal of Marketing Research* 1987, 24(3), pp. 280-289.

⁶ *Ibidem*.

⁷ A. Szromnik A. Figiel: *Etnocentryzm konsumencki jako bariera rozwoju i wymiany towarowej (Consumer ethnocentrism as a barrier of goods trade and development barrier)*, [w:] *Wybrane problemy handlu międzynarodowego 1997, Materiały V ogólnopolskiej konferencji naukowej*; Akademia Ekonomiczna w Krakowie, Kraków 1997, s. 129-140

meaning and feeling of moral obligation to buy domestic products, what consequently creates barriers for development of international trade.

Speaking about the issues concerning consumer ethnocentrism, it should be mentioned that the phenomenon is the result of aware and purposeful marketing decisions. The choice of domestic products requires possession of certain socio-economic knowledge from the customers. It will allow clients to make decisions of buying a product in a well-considered way, consistent with their preferences and feelings⁸. It is impossible to consciously prefer domestic products without necessary knowledge of the marketing processes, connections between the market subjects, competition, marketing strategies of companies, common brands, etc. In ethnocentric attitudes, next to a cognitive element, which is knowledge (beliefs too) psychological elements (affective- feelings) are also very important. They are in strong correlation and harmony⁹. Emotional attitude to one's country's product origin and a tendency to a given way of behaving towards products from a given country belong to these elements.

The most important research tool, which serves to measure ethnocentric attitudes is elaborated by T.A. Shimp and S. Sharm's CETSCALE (Consumer Ethnocentric Tendencies Scale)¹⁰. In the first version CETSCALE was meant exclusively for researches done in the chosen regions of the USA (most questions referred only to America) where it proved to be very reliable. In order to adapt, the above mentioned scale, to the needs of other countries the questionnaire was translated into several foreign languages. Then, in order to eliminate all inaccuracies, the versions were translated into English again and tested on a chosen group of respondents.

1. The aim and research methodology

The results of empirical researches have been presented in the following article. Their main aim was the analysis of the attitudes of Polish and Hungarian ethnocentric consumers. A particular attention has been paid to defining the consumer ethnocentric level, its determinants and showing the differences or similarities appearing among the two researched communities.

The basic source material has been achieved thanks to direct interviews done in two cities which belong to Karpacki Euroregion: Rzeszów (Poland) and Debrecen (Hungary), from 5th December 2011 to 20 January 2012. The research sample was 800 respondents¹¹ (400 people in every city), chosen in a quota way. The quotas were-gender, age and education.

⁸M. Sajdakowska: Etnocentryzm konsumencki – czynnik wpływający na decyzje nabywcze konsumentów na rynku żywności (Consumer ethnocentrism- the factor influencing buying decisions of consumers on the food market), *Acta Scientiarum Polonorum, Technologia Alimentaria* 2003, 2, s. 177-184, www.food.actapol.net/tom2 (data odczytu: 10.09.2012r.)

⁹ K. Karcz, Z. Kędzior: Postawy konsumentów wobec produktów krajowych i zagranicznych (The consumers' attitudes towards foreign and domestic products). CBIe, AE w Katowicach, Katowice 1999, s. 26-39

¹⁰ T. A. Shimp, & S.Sharma : Consumer ethnocentrism: Construction and validation of the CETSCALE, op. cit.

¹¹ The size of the sample complies with the requirements of the representative nature. It has been calculated on the basis of the formula:

The CETSCALE questionnaire was used as a measurement instrument. It was translated into Polish and Hungarian¹². This instrument consisted of 17 questions to which answers were marked on seven point Likert's scale, where 7 meant "I absolutely agree", however 1 "I absolutely disagree". In order to eliminate all inaccuracies in translation, which could cause lowered effectiveness of a given measuring tool, the CETSCALE questionnaire was submitted to the process of validation. According to the fact that the measurement was done only once, the validation was done in the range of internal consistency. The most adequate measurement in this case was the use of α -Cronbacha¹³ factor. In the result of the calculations, which were carried out, it turned out that the discussed factor for the questionnaires in Polish and Hungarian had values higher than 0.70. It means that both measuring instruments were correct – internally correct. The process of data collection took place in two phases. The first stage was a pilotage research- 70 respondents. The second one included the correct researches, in the result of which the answers from 777 respondents were obtained. In this case the database was the collection of 777 cases and 19 variables.

The collected research material, after the previous reduction, was used to create a data base. The results of the questionnaire researches were elaborated with the use of STATISTICA 7.0. programme. It was used to tabulation and classification of the sets of data based mainly on the scaling process. The ANOVA variance analysis and the linear correlation analysis have also been used at work, especially to determine dependencies which occur between the objects and features researched. It should be stressed at this point that, in the following article, I concentrated mainly on the achieved results and their interpretation. Detailed methodological descriptions, conducted analyses, which are explained in detail in the literature in the range of statistics and econometrics, have been omitted.

3. Consumer ethnocentrism of Poles and Hungarians – the empirical research results

The direct research conducted among Polish and Hungarian respondents defined and average level of consumer ethnocentrism in both researched communities. In order to do the intended task, the above mentioned international CET scale was used. It consisted of 17 questions, to which the answers were marked on a seven point Likert scale. Summed points from the particular questions then, were between 17 to 119. The results of the comparison analysis showed that the CETSCALE value for Polish people was 65,8 pints whereas for Hungarians 71,9 (table 1). This data indicate that Hungarians,

$$n = \frac{\Pi(1 - \Pi)Z_{\alpha}^2}{E^2}; \text{ where } \Pi = \text{population proportion, } E = \text{permissible mistake, } Z_{\alpha}^2 = \text{the number of}$$

standard deviations

por. S. Mynarski: Praktyczne metody analizy danych rynkowych i marketingowych (Practical methods of marketing and market data analysis). Wyd. Zakamycze, Kraków 2000, s.40

¹² In Rzeszów direct interviews have been conducted by the authors of the article and the respondents chosen to this aim. However, in Debrecen, the empirical material has been gathered by a group of employees of the consulting group - "Tö-Vill Kft." (székhelye: H-4220, Hajdúböszörmény, Széchenyi u. 5).

¹³ J. Brzeziński: Metodologia badań psychologicznych (Methodology of psychological research). PWN, Warszawa 2011, s.475

in their marketing choices, show much bigger ethnocentric tendencies than Poles. This diversity is crucial statistically, which is confirmed by the testing factor result of ANOVA variance¹⁴- $p = 0,0000****$, with the use of which an average level of prejudices to foreign products was compared in both groups.

Table 1. The average CETSCALE values for the respondents from Poland and Hungary (Średnie wartości CETSCALE dla ankietowanych z Polski i Węgier)

Country (kraj)	CETSCALE			
	N (the number)	\bar{x} (the average)	Me (the median)	s (the standard deviation)
Poland	394	65,8	65,0	26,5
Hungary	383	71,9	72,0	15,4
P_{ANOVA} (test factor p of variance analysis ANOVA)	0,0000****			

The source: own elaboration on the basis of the conducted researches (opracowanie własne)

It is worth paying attention to the graphic presentation, illustrating the structure (distribution) of the researched sample in reference to the CET scale values achieved (figure 1). It turns out that 50% of the respondents (including 30% Hungarian and 20% Polish respondents) achieved the sum of points from individual questions in the range from 50 to 80 (these are middle values). 25% of Debrecen inhabitants were characterised by a very high level of consumer ethnocentrism – over 80 points and only 11% of Rzeszow inhabitants. However, the lowest CETSCALE values (in the range from 17 to 40) were in groups of 15% Polish consumers and only 3% in Hungarian ones. In the research the analysis of the acceptance grade by the respondents of individual questions which are in the questionnaire has been done. In the table number 2 the information about the average scale values (grades) given by the respondents to individual questions and the test Kruskal-Wallis¹⁵ result, by means of which the differences in the points arrangement of the answers for Poland and Hungary were

¹⁴ The variance analysis (ANOVA) is a statistical technique which serves to compare an average level of the numerical feature in a few populations. In this test zero hypothesis is put, according to which in all the compared groups the numerical feature, which is taken into consideration, has the same average level. On the basis of the value of the probability test p , appointed on the basis of the variancy analysis test, the hypothesis can be rejected (if p is adequately low), what in fact means the influence of the grouping factor on the numerical feature. Por. A. Luszczewicz, T. Słaby: Statystyka z pakietem komputerowym STATISTICA Teoria i zastosowania (Statistics with a computer set. Theory and the usage). Wydawnictwo C.H. Beck, Warszawa 2001, s. 225, A. Zeliaś: Metody statystyczne. PWE, Warszawa 2000, s. 112-157

¹⁵ The Kruskal-Wallis test serves to compare an arrangement of a numerical feature (or measured at least on the ordinal scale) in a few groups. It is so called nonparametric test, it doesn't require fulfilment of any restrictive establishments, which appear in parametric tests of variancy analysis. Low values of test p probability allow to claim that the grouping factor differentiates an average level of a numeric feature which is considered. Por. A. Zeliaś: Metody statystyczne. PWE, Warszawa 2000, s. 112-153

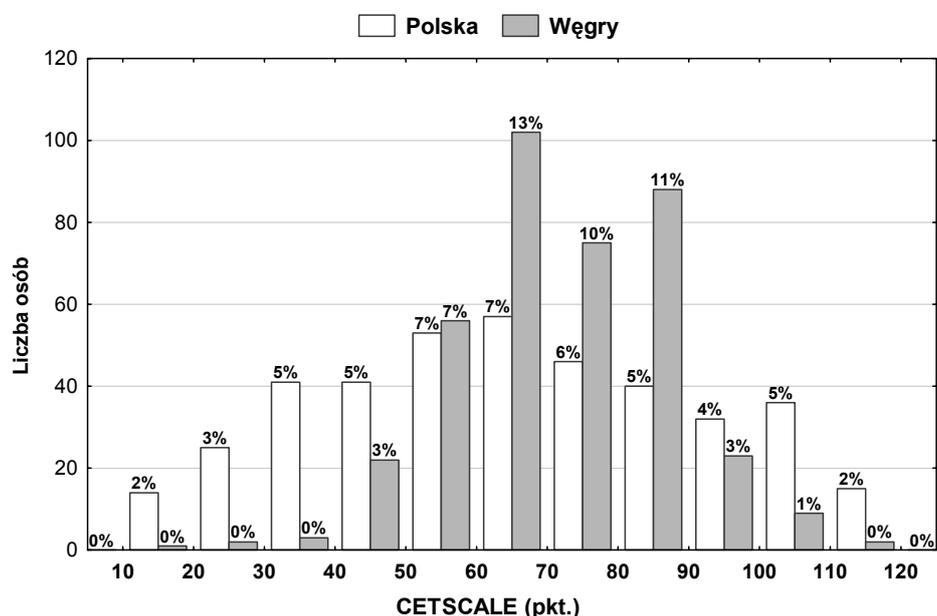


Figure 1. The sample structure with reference to the achieved values of the CET scale (Struktura próby w odniesieniu do uzyskanych wartości skali CET)

The source: own elaboration on the basis of the conducted researches (opracowanie własne)

researched. It results from the data presented, that the highest number of points given by Polish and Hungarian respondents were to the statements: “Polish (Hungarian) products should be bought because they give employment to Poles (Hungarians)”, “The whole import should be controlled” and “We should purchase products manufactured in Poland (Hungary) instead of letting other countries get rich off us”. However, it is worth stressing the fact that 13 from the sentences (questions) were judged by the respondents of both communities in a different way. Significantly higher level of acceptance of particular statements in the Hungarian group was observed. The most crucial differences, in particular, appear among 8 statements: “Poles (Hungarians), who buy foreign products are responsible for unemployment in Poland (Hungary)” – number 7, “Buying imported products is not Polish (not Hungarian)” – number 8, “It is always better to buy Polish (Hungarian) products” – number 11, “Foreign products should be taxed heavily to reduce their entry into Poland (Hungary)” – number 12, “It may cost me in the long run but I prefer to support Polish products”(13), “Trade and buying products made abroad should be limited to necessary situations” (14), “Whole import should be controlled” (15), “Foreigners should not be allowed to put their products on our markets” (16), and “Polish products should be bought because they give Polish (Hungarian) people employment” – number 17.

Table 2. The average values of the scale (assessment) assigned to particular questions by the respondents from Poland and Hungary and the Kruskal-Wallis (Średnie wartości skali (oceny) przypisane poszczególnym pytaniom przez respondentów z Polski i Węgier oraz wyniki testu Kruskala-Wallisa)

Component questions CETSCALE (pytania składowe CETSCALE)	Country (Kraj)		P*
	Poland (Polska)	Hungary (Węgry)	
1. Buying products manufactured abroad is wrong	3,44	3,79	0,0016**
2. Real Pole should buy products made in Poland	4,12	4,06	0,4109
3. We should purchase products manufactured in Poland instead of letting other countries get rich off us	4,46	4,24	0,0146*
4. Polish people shouldn't buy products manufactured abroad because it hurts Polish business and causes unemployment.	4,26	4,22	0,3670
5. Poles should always buy products made in Poland instead of imported ones	3,87	4,17	0,0248*
6. Polish products, first, last, and foremost !	3,81	4,20	0,0053**
7. Polish people who buy products made abroad are responsible for unemployment in Poland	3,03	3,89	0,0000**
8. Buying imported products is not Polish	3,05	2,42	0,0000***
9. Only those products that are unavailable in Poland should be imported.	4,16	4,31	0,3914
10. we should obtain from foreign countries only those products which cannot be obtained within our own country.	4,09	4,38	0,0999
11. It is always better to buy Polish products	4,53	4,08	0,0000***
12. Foreign products should be taxed heavily to reduce their entry to Poland.	3,45	4,19	0,0000***
13. It may cost me in the long run but I prefer to support Polish products.	4,16	3,83	0,0099**
14. Trade and buying products made abroad should be limited to necessary situations	3,52	4,28	0,0000***
15. Whole import should be controlled	4,39	5,03	0,0000***
16. Foreigners should not be allowed to put their products on our markets	2,63	4,44	0,0000***
17. Polish products should be bought because they give Polish people employment	4,86	4,55	0,0001***

**p*- test factor *p* Kruskala-Wallisa

The source: own elaboration based on the conducted research (opracowanie własne)

The conducted empirical research also concerned defining the influence of demographic factors on the consumer ethnocentric level of the Polish and Hungarian respondents. The above mentioned ANOVA variance was used to this purpose.

The data from the table number 3 indicate that there is a significant crucial difference in the CETSCALE value among women and men in Poland and Hungary as well. Female Polish respondents show stronger ethnocentric tendencies than men,

however in Hungary, a totally opposite tendency was observed – men are definitely more prejudiced against imported products.

Table 3. Gender as a determinant of the CETSCALE value- the results of the ANOVA variance analysis (Płeć jako determinanta wartości CETSCALE - wyniki analizy wariancji ANOVA)

Gender (Płeć)	CETSCALE							
	COUNTRY							
	POLAND				HUNGARY			
	<i>N</i>	\bar{x}	Me	<i>s</i>	<i>N</i>	\bar{x}	Me	<i>s</i>
Woman (kobieta)	222	68,3	65,0	26,8	199	68,9	68,0	13,5
Man (mężczyzna)	174	62,6	62,5	26,0	183	75,3	79,0	16,3
<i>P</i> _{ANOVA} (test factor <i>p</i> of ANOVA variance analysis)	0,0308*				0,1782			

The source: own elaboration on the basis of the conducted research (opracowanie własne)

In the research dependencies between level of education of the respondents and the values of CET scale received have been analysed. The results of the analyses in the table 4 very clearly indicate that there are crucial differences in summary CETSCALE, in the reference to three levels of education of Polish and Hungarian consumers. It turns out that, for Polish population, respondents with elementary and vocational education prove to be much more ethnocentric than the people who have secondary and higher education. However in the Hungarian group there is an opposite situation than among Poles – the consumers more educated the higher the level of consumer ethnocentrism.

Table 4. Education as determinant of the CETSCALE value - the results of the variance ANOVA analysis (Wykształcenie jako determinanta wartości CETSCALE - wyniki analizy wariancji ANOVA)

Education (wykształcenie)	CETSCALE						
	COUNTRY						
	POLAND			HUNGARY			
	\bar{x}	Me	<i>s</i>	\bar{x}	Me	<i>s</i>	
elementary and vocational (podstawowe i zawodowe)	85,6	92,0	23,5	70,0	69,5	14,1	
secondary and post-matura exam (średnie i pomaturalne)	67,6	70,0	25,5	71,5	73,5	14,9	
Higher (wyższe)	61,4	60,5	26,6	75,3	75,0	17,6	
<i>P</i> _{ANOVA} (test factor <i>p</i> of variancy ANOVA analysis)	0,0000***			0,0468*			

The source: my own elaboration on the basis of the conducted research (opracowanie własne)

In order to illustrate the above dependencies more clearly, in the figure 2 different CETSCALE values have been presented in sectional view of certain levels (groups) of Polish and Hungarian consumers' education.

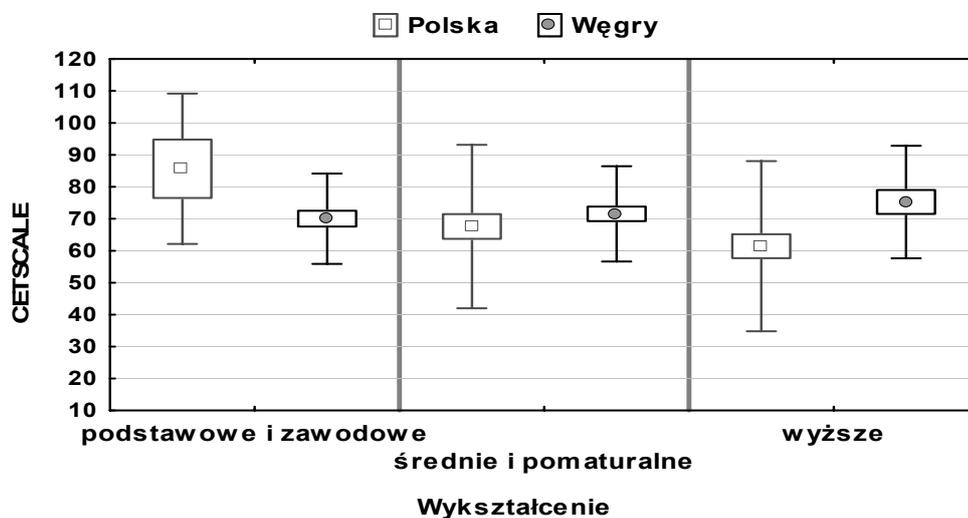


Figure 2. The average values of CET scale depending on the level of Polish and Hungarian consumers' education (Średnie wartości skali CET w zależności od poziomu wykształcenia konsumentów)
The source: my own elaboration on the basis of the conducted research (opracowanie własne)

In the research which was carried out, correlations between the level of Polish and Hungarian consumers' ethnocentrism and their age have been established (Figure 3). In order to define the strength of connection between the researched features, linear correlation analysis¹⁶ has been used. The results have been illustrated on the spread graph, where correlation R factor values along with the assessment of its statistical relevance. On the basis of the data it can be stated that age is a factor which influences certain, not big CETSCALE value growth in Polish population. It can be noticed that there is a tendency that older people show tendencies to higher level of prejudices against foreign products. This dependency has low strength however – CETSCALE value indicates that there is a big range, regardless of age. Such tendency hasn't been stated among the Hungarian respondents.

¹⁶ Correlation factor R is a rate which receives values in the range of -1 to 1. Absolute value of a factor gives evidence for the correlation strength and a sign of its direction. The results may and should be completed by the results of the relevance correlation factor (p): which would allow to assess if a dependency found in a sample is a reflection of a more general relation which is in the whole population, or is it a matter of coincidence.

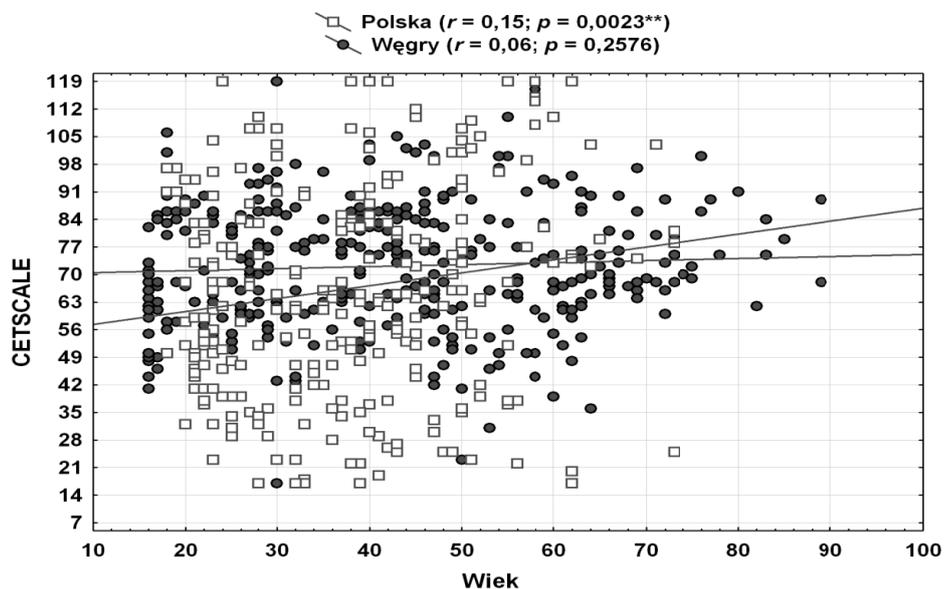


Figure 3. Age as a determinant of CETSCALE value – the results of the linear correlation analysis (Wiek jako determinanta wartości CETSCALE - wyniki analizy korelacji liniowej)
The source: my own elaboration on the basis of the conducted research (opracowanie własne)

Conclusion

The results of the researches presented in the following work allow to formulate a few meaningful conclusions.

It can be generally stated that as well as Polish and Hungarian consumers show ethnocentric tendencies, however there are crucial statistical differences between these two communities. The achieved CETSCALE value is the best evidence – Polish respondents received 65,8 points and Hungarians had much more points: 72,0. In order to compare, it is worth to mention the international research results conducted in this range. G.H. Brodowsky (1998) analysed the answers of a given – representative group in the United States. He defined the CETSCALE rate for them on the level of 61,68. G. Chryssochoidis, in turn, in 2007, showed that the sum of points from individual questionnaire questions for the citizens of Greece was 65,49¹⁷. However, C.Y. Wong in 2008 stated that Chinese people have average ethnocentric tendencies (56,25)¹⁸.

¹⁷ G. Chryssochoidis, A. Krystallis, P. Perreas. : Ethnocentric beliefs and country-of-origin (COO) effect: impact of country, product and product attributes on Greek consumers' evaluation of food products. Eur. J. Mark. 2007, No. 41(11/12), pp. 1518-1544.

¹⁸ C.Y. Wong, M.J. Polonsky, R. Garma R.: The impact of consumer ethnocentrism and country of origin sub-components for high involvement products on young Chinese consumers' product assessments. Asia Pac., J. Mark. Log. 2008, No. 20(4), pp. 455-478.

In the following research the assessment of 17 statements (questions), which are part of CETSCALE questionnaire, has been made. Polish and Hungarian respondents have given the biggest number of points to the statements: Polish (Hungarian) products should be bought because they give Polish (Hungarian) people employment” and “Whole import should be controlled”. It is worth stressing the fact that crucial differences appeared among 13 statements assessed by both groups. A significantly higher level of acceptance of certain statements have been observed in a Hungarian group.

The conducted empirical research also showed the influence of demographic factors on the consumer ethnocentric level of the Polish and Hungarian respondents. It turned out that there is a significant crucial difference in the CETSCALE value among women and men in Poland and Hungary as well. Female Polish respondents show stronger ethnocentric tendencies than men, however in Hungary, a totally opposite tendency was observed – men are definitely more prejudiced against imported products.

The analyses results very clearly showed crucial differences in summary CETSCALE, in reference to three levels of the education of Polish and Hungarian consumers. In particular, for Polish population the respondents with elementary and vocational education tend to be much more negative towards imported products than the respondents with secondary and higher education. However in the Hungarian group there is an opposite situation than among Poles – the consumers more educated the higher the level of consumer ethnocentrism.

In the following research, correlations between the level of Polish and Hungarian consumers' ethnocentrism and their age have been established. It results from the data received that in Poland older people show higher ethnocentric tendencies in relation to foreign products. This dependency has not been found among the Hungarian respondents.

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Summary

In the following article the results of empirical researches have been discussed. Their aim was to define the consumer ethnocentrism level of the inhabitants of Poland and Hungary. The main source material was acquired thanks to direct interviews, conducted in two towns: Rzeszów (Poland) and Debrecen (Hungary), in a chosen group of 800 respondents (400 people in each town). The international CETSCALE questionnaire has been used as a measuring instrument. The analyses presented, clearly indicate that, Polish as well as Hungarian consumers show ethnocentric tendencies. However significantly bigger CET scale values have been obtained in Hungarian community. It has also been noted that demographic factors have meaningful influence on the ethnocentric level of the both groups researched.

Key words: consumer ethnocentrism, CETSCALE questionnaire, Poland- Hungary empirical research

Informacja o autorach:

Prof. zw. dr hab. Andrzej Szromnik

Cracow University of Economics
The Cathedral of Trade and Market Institutions
ul. Rakowicka 27
31-510 Kraków
e-mail: szromnia@uek.krakow.pl

Dr inż. Elżbieta Wolanin-Jarosz

John Paul II Catholic University of Lublin/ Faculty of Legal and Economic Sciences in
Tomaszów Lubelski
The Cathedral of Economic Theory
ul. Lwowska 80
22-600 Tomaszów Lubelski
e-mail: wolaninjarosz@neostrada.pl