

Ethnocentric Orientation of Polish and Romanian Consumers in the Light of CETSCALE Research

Elżbieta Wolanin-Jarosz

John Paul II Catholic University of Lublin

Abstract: *This article discusses the results of empirical research which determines the level of consumer ethnocentrism of Polish and Romanian citizens. The main source material has been obtained through direct interviews conducted in two cities: Rzeszów (Poland) and Oradea (Romania), on a sample of 800 respondents (of 400 people in each city), chosen in the quota way. The quotas were – gender, age and education. As a measuring instrument, international CETSCALE questionnaire translated into languages: Polish and Romanian has been used. In order to eliminate any inaccuracies in translation, which could cause lower effectiveness of a given measuring tool, the CETSCALE questionnaire was validated. The presented analyses show that Polish and Romanian consumers have ethnocentric tendencies. The obtained CETSCALE value is the proof – the respondents from Poland achieved 65,8 points, however, the Romanian ones were a little bit lower and had 60,5 points. The empirical studies also showed the influence of socio-economic factors on the level of consumer ethnocentrism among Polish and Romanian respondents. It turned out, that women from both countries tend to be more ethnocentric than men. Crucial differences have been noticed in the summary CETSCALE, in relation to three levels of Polish and Romanian consumers' education. The respondents with elementary and vocational education have much more negative attitude to imported products than the respondents who have secondary and higher education. It also results from the received data, that the elderly people in both questioned communities are characterized by stronger ethnocentric tendencies in relation to foreign products. Crucial dependencies have also been seen between income and the summary CETSCALE value.*

Keywords: consumer ethnocentrism; CETSCALE questionnaire; the empirical study of Poland and Romania.

Cuvinte-cheie: etnocentrismul consumatorului; chestionar CETSCALE; studiu empiric în Polonia și România.

Introduction

In the conditions of economy globalization, strong internationalist processes and growing competition, consumers' behaviour has been, so far, characterized by

unusual dynamics and changeability. Meaningful influence on the consumers' behaviour have attitudes, which are represented by the purchasers regarding certain countries or regions, and at the same time, towards the products, which

* Department of Theory of Economics, The John Paul II Catholic University of Lublin/Faculty of Legal and Economic Sciences in Tomaszów Lubelski, ul. Lwowska 80, 22-600 Tomaszów Lubelski, Poland. E-mail: wolaninjarosz@neostrada.pl.

come from these countries. In economic literature, three types of consumers' attitudes in relation to the country where the product is from, can be distinguished (Karcz and Kędzior, 1999, 26-39):

- internationalist, which is characterized by significant and conscious favouring (buying) foreign products, as better ones and prestigious in particular;
- cosmopolitan – which does not take into consideration, in the process of choosing products in the places where they come from, being focused only on objective factors of competitiveness of a given offer;
- ethnocentric, which occurs when a customer prefers domestic products instead of foreign ones, it manifests in seeing positive features of products which come from a customer's own country, omitting, in the process of choosing, negative features of these products at the same time he or she definitely rejects foreign products. It is also very important to stress the fact that the opinion of ethnocentric buyers is often harmful to economy (for example, to domestic industry or agriculture), in case of buying imported products. It can be said then, that the ethnocentric, by choosing products, take not only rational and economical aspects into consideration, but also patriotic and moral factors.

Identification of consumer ethnocentric attitudes is a very precious source of knowledge about the preferences of people who buy the products offered on the market, especially in the situation of economic crisis. These pieces of information allow to elaborate efficient strategies for enterprises, connected especially with marketing segmentation and communication.

The aim of the following article is to conduct a diagnosis of Polish and Romanian consumers' ethnocentric attitudes, taking into consideration the

nationality differences. A particular attention has been paid to defining the level of consumer ethnocentrism and showing the influence of the chosen socio-economic factors on ethnocentric orientation of the respondents of both researched nationalities. At this point, it is worth mentioning that this is the part of research done within the departmental grant, where consumers' ethnocentric behaviour is analysed in five regions which belong to Karpacki Euroregion.

In order to achieve the above mentioned aims, the first part of the article is dedicated to the discussion about theoretical aspects of consumer ethnocentrism and its determinants. The next part, however, presents methodological aspects, and the direct research results¹.

Consumer ethnocentrism – the basic concepts and definitions

The ethnocentrism concept appeared in the beginning of XX century in social sciences. The term was introduced by American ethnologist and sociologist William G. Sumner in 1906 (Khan and Rizvi, 2008). He presented ethnocentrism in the context of natural ways of a human's behaviour in a group. He described the group as a natural formation, which consists of smaller subgroups and is characterized by certain relationships, neighborhood, covenant or trade relations, which connect them together and at the same time, differentiate them from other groups (Khan and Rizvi, 2008). Sumner claimed that members of a given group live peacefully with each other, but relations with different groups (external ones) are usually based on conflict. He even claimed that hostile attitude towards external groups guarantees peaceful relations inside one's own group. The bigger the danger from the neighbours, the stronger internal

organization. Feelings and attitudes which appear in such circumstances is loyalty, courage, dedication to the group members, hatred and contempt for people from other groups. He also claimed that they are the source of social philosophy creation, consisting of relationships among groups and emotions which follow them.

On this theoretical basis, Sumner described the ethnocentrism term as “a way of perceiving, according to which one’s own group is the centre of everything and everything is judged and put at a certain place with reference to it” (Khan and Rizvi, 2008). People, their attitudes, behaviour, and things are valued and judged by the prism of one’s own environment. They praise their own culture, but at the same time, depreciate an outer group’s culture.

Referring to the concept of W. G. Sumner, K. Chinen, T. D. Nguyen, T. T. M. Nguyen and N. J. Barrett think that ethnocentrism is a universal group of attitudes and discriminating behaviour, strongly connected to a given territory (Chinen, 2010, 107-116). They stress the fact that ethnocentrism may manifest itself in hatred to certain nations, lack of trust to “strangers”, and in accusing them of failures and problems of their own group. This way of perceiving the world has been the cause of social conflicts many times (Nguyen et al., 2008, 88-100).

Several dozen years later M. J. Heraskovits also researched ethnocentrism. He described this social phenomenon as a specific, positive valuing, of the way of life of one’s own group as better than the others (Szromnik, 1998, 238-245).

Adorno, in his work, defines ethnocentrism as an attitude towards nationality, bond with those elements of culture which are considered to be absolutely the most important, and negative attitude towards everything what is unknown (Adorno et al., 1950, 37). He says that such attitude on the basis of stiff upbringing based on apparent interest in an individual. Ethnocentrism is

based, here, on internal beliefs of each person who often realizes their groundlessness (Mamzer, 2001, 33-34). To characteristic ethnocentric features belong: hostile treatment of external groups, judging them as morally dangerous, weak and not very valuable, identification only with one’s own group, not with humanity, belief that human nature is bad, belief that fight for power is unavoidable and the relations in a group should be but hierarchically (Adorno et al., 1950, 40).

However, according to a well-known French psychologist Norbert Sillamy (1995) ethnocentrism is “widely existing mental attitude, which means that all social phenomena are related to those, with which we meet the most often because they are actually in our social group” (Sillamy, 1995, 87). In the above mentioned definition, the target is a human – a characteristic unit for a given group, which is often an unaware point of relation, which allows to judge other people. That is why individuals whose behaviour is different from certain norms, were treated suspiciously (Sillamy, 1995, 87). Ethnocentrism is an attitude of a full acceptance of the members within one social group (family, nation), and disinclination to the members of another group.

Referring also to psychology, F. Ruch and P. Zimbardo similarly define this phenomenon, claiming that ethnocentrism is “a tendency to accept negative attitudes towards all other groups different from the one they are in (which is treated to be the best)” (Ruch and Zimbardo, 1996, 45-67) and K. B. MacDonald, who thinks that this term means “putting one’s own nation in the centre of interest and aggrandising it over the other nations” (MacDonald, 2004).

The above definitions define ethnocentrism as an attitude or tendency to accept attitudes. The subjects of these attitudes are: one’s own group and other

groups. Ethnocentric attitude in relation to a group or an individual always has a positive sign, however to other groups or individuals the sign is always negative.

As H. Tajfel presents in his work, ethnocentrism is based on a simple psychological mechanism which relies on preferring one's own group in relation to an external one (in-group favouritism) (Tajfel, 1978). He claims that ethnocentrism favours exaggerating differences between groups and contributes to the lack of cooperation with members of other groups (Tajfel, 1970, 96-102). In ethnocentric behaviour, one's own nation or a group is treated as superior in relation to other ones and one's own way of behaviour in different spheres of human activity as the proper one and even sometimes in situations unfavourable for a given group (Dimitrovic et al., 2009, 523-535).

The concept of the perceived risk, is also related to ethnocentrism, suggested by R. A. Bauer, who referred ethnocentric phenomenon to consumption. He presented making consumer decisions as a process. Its aim was to lower the risk connected to uncertainty which accompanies the purchase (Hancock, 1960, 389-398). The discussed concept assumes, that there are differences which occur between the perceived and real risk. Individuals, in the decision making process, do certain things as an effect of the risk perceived by them. The risk does not have to be the real one. Perceived risk, however, depends on two factors: the size of losses in case of appearance of unwanted situation, and the level of probability of unwanted situation (Cox and Rich, 1964). In the light of the above information, it can be assumed that ethnocentric attitudes are the effect of overestimation of the size of losses and of the probability of unwanted situation appearance. This situation can be, for example, economic danger caused by the presence of foreign products on the market,

which in the consumers' opinion can cause limit of the demand for local products, which in turn will cause the drop of local production, in consequence, unemployment.

American scholars T. A. Shimp and S. Sharma brought the concept of ethnocentrism to the ground of marketing relations at the international scale. They were the first to define the term 'consumer ethnocentrism' and conducted wider empirical research in the USA, starting the beginning to the more detailed studies of this phenomenon in different countries of the world (Shimp and Sharma, 1987, 280-289). According to these authors, consumer ethnocentrism is "a belief shared by consumers concerning obligation and morality of buying domestic products" (Shimp and Sharma, 1987, 280-289). Ethnocentric behavior of the customers concerns decisions connected to the choice, the purchase and the use of the domestic products. In practice, it expresses itself in consequent, and aware preferring domestic products (Szromnik, 1998, 239). Ethnocentrically oriented consumers, by purchasing products on the market, take economical (rational), emotional and moral factors into consideration. They definitely distinguish domestic products, by rejecting foreign ones at the same time (Szromnik, 1998, 240-245). They are convinced that buying and consuming the foreign products is immoral and wrong, and the consumers who purchase these products harm economy, weaken it, and indirectly destroy themselves.

However, non-ethnocentric consumers cannot see such feature of the product like the country of its origin. They usually make decisions rationally by buying the product which is the most profitable for them. This attitude expresses their orientation in favour of the product of its own, crucial to satisfy a certain need. It is defined as „consumptive cosmopolitanism” (Szromnik, 1998, 240-245). Consumers who

consciously and consequently prefer foreign products represent a different category of attitudes. They can be called "internationalist".

In their works S. Sharma, T. A. Shimp and J. Shin, stressed the fact that consumer ethnocentrism is the phenomenon which corresponds to economic patriotism in the sphere of consumption (Sharma et al., 1995). This tendency generally results from the feeling of national identity, care about the homeland and the fear of negative consequences of import for individuals, companies and the whole society.

The above quoted American professors from the University of South Carolina, claim that the attitude of consumers towards imported products depends on consumer ethnocentrism of an individual, corrected by the modifying sizes. To these factors belong:

- perceiving and feeling the needs of possessing or consuming a product by a consumer (mitigating factor of ethnocentric attitude), and
- perceiving and feeling economic threats from the side of foreign products coming from, for example, a decrease of demand for domestic products, domestic production restriction, unemployment, drop of living standards or decrease of social safety of a family strengthening factor, sharpening ethnocentric attitude (Szromnik, 1998, 30-34).

It results from this, that ethnocentric tendencies will be particularly strong in relations to the products which are not very essential. In addition, ethnocentrism will be stronger in relation to the products, which import is considered to cause danger to economy.

However, the direct influence on the level of consumer ethnocentrism have two groups of factors. Demographic and psycho-social factors belong to them (Anderson and Cunningham, 1972, 28).

The research carried out in many countries confirmed the statistically crucial influence of these characteristics on consumers' buying behaviour, as far as both domestic and foreign products are concerned (Moore, 1989).

Taking into consideration the group of psycho-social factors, it has been stated that negative correlation between consumer ethnocentrism and openness to foreign cultures has been found. Individual customers differ significantly in experiences in coping with other nations, their values, behaviour and culture. Possibility of familiarization with other behaviour standards usually causes reduction of prejudices connected to culture.

Patriotism, which means dedication to a country, is closely related to ethnocentrism, because it works as defensive mechanism for a given social group. C. M. Han confirmed that in 1988 (Han, 1989, 25-32). He demonstrated that patriotism has a very significant influence on expressing intentions of buying domestic and foreign products. He claimed that individuals who are characterized by higher level of patriotism also have stronger consumer ethnocentrism than the others. As far as conservatism is concerned, the situation is similar. Conservatism is understood as devotion and adoration of traditions, which survived the test of time and unwillingness to changes introduction. On the basis of the research carried out in 1972 by W. T. Anderson and W. H. Cunningham it has been also stated that in the case of patriotism and in conservatism as well, there is a positive correlation with consumer ethnocentrism intensity (Anderson and Cunningham, 1972, 29-34). It means that both characteristics are barriers to imported products sale and what comes after that for international trade.

One important psycho-social factor is also the collectivism/individualism. Attributes which characterize collectivist cultures are among others subjection of

one's own aims to the aims of a group, identification with a group and feeling of responsibility for its members. Collectivist individuals identify themselves with a group, they are more prone to its influence and have common aims (in a matter of economy too) than individualistic individuals, who are aimed at their own benefits. Positive correlation between collectivism and consumer ethnocentrism exists.

There is also significant correlation between ethnocentric attitudes of customers and their demographic features, to which gender, age, education or amount of salary are included. Strong influence of demographic conditions on consumer ethnocentrism level was proved by S. Sharma, T. A. Shimp, J. Shin (Sharma et al., 1995), S. P. Douglas and E. J. Nikssen's research (Douglas and Nijssen, 2002). They demonstrate, that as far as gender is concerned, women tend to be stronger ethnocentrically oriented than men. When it comes to age, older people are more ethnocentric than younger, mainly because they are more conservative and patriotic.

It is worth mentioning, at this point, that the strength of the degree of influence which demographic factors have on consumer ethnocentric attitudes clearly differs in cross-section of certain groups of countries. They are especially differentiated according to economy, culture and civilisation development level. The survey done in Russia by G. Imbert and others showed that age and gender are not strong factors which influence consumer ethnocentric attitudes (Imbert et al., 2003). Similar results were received from the research done in Southern Asia (India and Bangladesh) by S. Bandyopadhyay and M. Muhammad (Bandyopadhyay and Muhammad, 1999). It turned out that strong, positive correlations between age and level of ethnocentrism do not appear in any samples. In turn, K. Philip and L.

Brown, by analysing data gathered among inhabitants of big cities in Australia, said that gender criterion is strongly correlated with ethnocentric tendencies of the respondents (Philip and Brown, 2003, 24-43), like education and extraction (higher or lower socio-economic group).

Scientists in their research also proved that consumers with higher income and education show much weaker ethnocentric tendencies (Balabanis and Diamantopoulos, 2004, 80-95).

The most important research tool, which serves to measure ethnocentric attitudes, is elaborated by T. A. Shimp and S. Sharm's (Shimp and Sharma, 1987, 280-289) CETSCALE (Consumer Ethnocentric Tendencies Scale). This instrument consists of 17 questions to which answers are marked on seven point Likert's scale, where 7 means "I absolutely agree", however 1 "I absolutely disagree". In the first version, CETSCALE was meant exclusively for research done in 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.

Consumer ethnocentrism in the chosen European countries

In the beginning, the consumer ethnocentrism phenomenon was researched in developed economies in which a consumer usually positively assesses quality and image of the domestic products and ethnocentrism is mainly based on emotional and patriotic motives. The above mentioned CET scale designed by Shimp and Sharma at the first stage of the research served

exclusively to measure consumer ethnocentrism in America. Then, Netemayer, Durvasula and Lichtenstein, at the next stage, validated CETSCALE in Europe, for the first time in 1991, in Germany and France (Netemeyer et al., 1998, 320-327). This research initiated the beginning of deep analysis of this phenomenon on an international scale (Khan and Rizvi, 2008).

To the meaningful research concerning ethnocentrism, done in the area of European market belongs a direct research done by L. K. Good and P. Huddleston'a in 1995 year (Good and Huddleston, 1995, 35-48). These scientists claimed that the total CETSCALE value in relations to general population, in the analysed period for Russians, reached the result of 51.68 points, for Poles, however, 69.19 points (Table 1). In turn, two years later, similar research was done among students from Russia, by S. Durvasula, C. J. Andrews and R. G. Neteyemer (Durvasula et al., 1997, 73-93). They achieved the CET scale rating for Russians on the level of 32.02 points. The results confirm the thesis that the consumer ethnocentric level increases with age of respondents.

Steenkamp and Baumgartner's research from 1998 deserve some attention. It concerned the measurement of ethnocentrism among people from Belgium, Britain and Greece. The average

CETSCALE rating appropriate for all groups fluctuated around 30 points, which means that consumers of certain communities prefer imported products. Greeks changed their attitude in 2007, by getting the sum of points from individual questions in the questionnaire 65.49 (Chryssochoidis et al., 2007, 1518-1544).

It is also worth mentioning about the results of the direct interviews done by G. Balabannis in the Czech Republic and Turkey. He used a shorter version of the CETSCALE questionnaire (10 questions and 5 point Likert's scale) and received the following results: for the Czech respondents 25.92 points, and for Turkish ones 24.02 (Balabanis et al., 2001, 157-175).

As far as the research done by Polish scientists is concerned, the results of direct interviews should be mentioned at this point. They were done by A. Szromnik and A. Figiel in 2002 on an unrepresentative sample of 552 students from six countries (Belarus, the Czech Republic, Slovakia, Germany, Poland and Ukraine). It results from the data in Table 1 that the lowest level of ethnocentrism was observed among the Ukrainian students (32.2 points), the highest, however, among German respondents 68.6 points (Szromnik and Figiel, 2002, 581-590).

Table 1: *The CETSCALE research in the chosen countries of the Europe in years 1995-2012*

Person who did the research	The country where it was done	The respondents' characteristics	The CET scale rate	Standard deviation
Good and Huddleston (1995)	Poland Russia	General population General population	69.19 51.68	
Dursula and others. (1997r.)	Russia	Students	32.02	12.47
Caruana (1996)	Malta	General population	56.80	18.20
Hult and others.	Sweden	General population Students	38.40	19.30 17.30 18.50
Steenkamp and Baumgartner (1998)	Belgium Great Britain Greece	General population General population General population	28.70 30.29 37.84	9.21 9.47 7.39
*Balabanis and others. (2001)	The Czech Republic Turkey	General population General population	*25.92 *24.02	8.41 7.89
Szromnik, Figiel (2002)	Belarus The Czech Republic Slovakia Germany Poland Ukraine	Students Students Students Students Students Students	49.6 44.4 55.8 68.6 53.6 32.2	20.2 15.4 13.7 14.8 14.4 17.8
Chrysoschoidis (2007)	Greece	General population	65.45	1.05

Wolanin, Szromnik (2012)	Poland	General population General population General population General population General population	65.8 66.9 60.5 71.9 75.0	26.5 20.7 23.1 15.4 20.0
	Slovakia			
	Romania			
	Hungary			
	Ukraine			

* 10 questions survey and 5-points Likert scale were used in the following research

Source: P. Teo, O. Mohamad, T. Ramayah, Testing the dimensionality of Consumer Ethnocentrism CETSCALE among a young Malaysian consumer market segment, African Journal of Business Management 2011, April, Vol. 5(7), pp. 2805-2816, E. Wolanin-Jarosz, Ethnocentric tendencies of Polish, Hungarian and Ukrainian consumers – the comparative analysis on the basis of direct researches [w:] Studia Ekonomiczne. La societ  de l'information. Perspective europ enne et globale (red.) C. Martin, M. Jaciow, Zeszyty Naukowe Wydziałowe, Uniwersytet Ekonomiczny w Katowicach 2013, nr 151, pp. 13-24; A. Szromnik, E. Wolanin-Jarosz, Etnocentryzm konsumentki w świetle badań Cetscale studium por wnawcze Polska-Słowacja, Handel Wewnetrzny 2013, stycze  -luty, s. 82-95.

It is also worth mentioning the results of the research done by E. Wolanin-Jarosz and A. Szromnik in 2002 among the consumers living in the area which belongs to the component countries of Karpacki Euroregion (Szromnik and Wolanin-Jarosz, 2013, 82-95). It turns out that the highest CETSCALE values were among people from Ukraine with 75.0 points, a little lower were Hungarians (71.9 points), the respondents from Poland and Slovakia reached about 66, however the lowest values were received by Romanians 60.5 points (Wolanin-Jarosz, 2013, 13-24).

Ethnocentric attitudes of Polish and Romanian consumers – the empirical research results

Research methodology

In the following research, the main source material was received thanks to direct interviews conducted in two cities: Rzeszów (Poland) and Oradea (Romania) in the period: from 5 December 2011 to 28 January 2012. The research sample was 800 respondents² (400 people in each city) chosen in the quota way. Quotas were gender, age and education. As the measuring tool instrument, CETSCALE questionnaire was used. It was translated into Polish and Romanian languages³. The instrument consists of 17 questions. The answers are marked on the seven point Likert scale, where 7 means "I absolutely agree", however 1 "I absolutely disagree". Summed points from the particular questions are summed up and are from 17 to 119.

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 -Cronbacha factor (Brzeziński, 2011, 475). In the result of the calculations, which were carried out, it turned out that the discussed factor for the questionnaires in Polish and Romanian had values higher than 0.70. It means that all measuring instruments were correct – internally compliant.

The collected research material, after the previous reduction, was used to create a data base. The results of the questionnaire research 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.

The consumer ethnocentrism level research

The direct research conducted among Polish and Romanian respondents defined the average level of consumer ethnocentrism in both researched communities. In order to do the intended task, the above mentioned international CET scale was used. The results of the comparison analysis showed that the average ethnocentrism level of Polish consumers was 65.8 whereas for the Romanian consumers was lower 60.0 (Table 1). This data indicate that the respondents from both countries, in their marketing choices, show ethnocentric tendencies. Attention should also be paid to the CETSCALE middle values gained in the following research. They are similar to the average result, which means symmetry of the factor analysed in both groups.

The ANOVA variance analysis test has been used in the data analysis. It was used to the assessment of the relevance of differences in the average ethnocentrism level between the respondents from Poland and Romania (Table 2). It turned out that

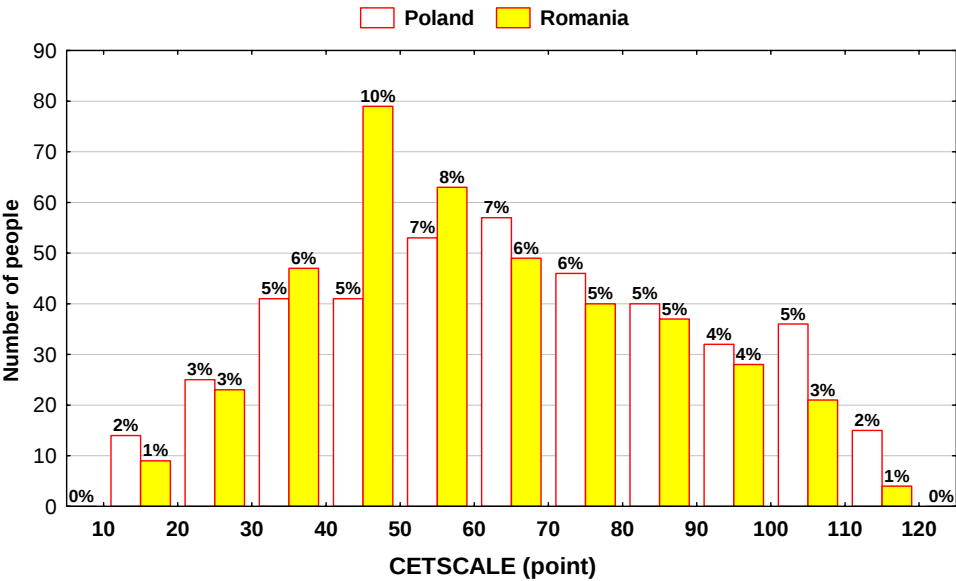
higher CETSCALE values in Polish community, in comparison to the Romanian respondents, are not accidental. The result of the test factor of the variance analysis proves this⁴: $p=0.0026^{**}$.

Table 2: *The average CETSCALE values for the respondents from Poland and Romania*

Country	CETSCALE						
	N (the number)	$\bar{x}$ (the average)	Me (the median)	s (standard deviation)	min	max	PU (the range of trust)
Poland	400	65.8	65.0	26.5	17	119	(63.2; 68.4)
Romania	400	60.5	57.0	23.1	17	113	(58.2; 62.8)
P_{ANOVA} (test factor p of variance analysis ANOVA)	0.0026**						

Source: own elaboration on the basis of the conducted research.

The values arrangement in the CETSCALE scale in the 10-points ranges has been presented on the histogram mentioned below (Figure 1).



Source: own elaboration on the basis of the conducted researches.

Figure 1: *The sample structure with reference to the achieved values of the CETSCALE*

The graphic presentation clearly illustrates that over 50% of the respondents (including 29% Romanian and 25% Polish respondents) achieved the sum of points from individual questions in the range from 40 to 70 (these are middle values). Only 8% of Oradea inhabitants and 11% Rzeszów citizens are characterized by a very high consumer ethnocentrism level over 90. The lowest CETSCALE values, however, (in the range from 17 to 40) were in groups of 10% of Polish and Romanian consumers.

During the research, the analysis of the acceptance degree of the respondents regarding individual questions in the questionnaire has been done. Table number 3 contains the information about the

average scale values (grades) given by the respondents to individual questions and the Kruskala-Wallis test⁵ result, by means of which the differences in the points arrangement of the answers for Poland and Romania have been researched.

It results from the data presented, that the highest number of points given by Polish and Romanian respondents were to the statements: "Polish (Romanian) products should be bought because they give employment to Poles (Romanians)" and "The whole import should be controlled". However, it should be stressed that 13 of the questions below were judged by the respondents of both communities in a different way.

Table 3: *The average values of the scale (assessment) assigned to particular questions by the respondents from Poland and Romania and the Kruskala-Wallis` test results*

Component CETSCALE questions	Country		P*
	Poland	Romania	
1. Buying products manufactured abroad is improper.	3.44	2.95	0.0001***
2. A real Pole should buy products made in Poland.	4.12	3.59	0.0009***
3. We should buy products manufactured in our country, not allow other countries to earn on us.	4.46	3.71	0.0000***
4. Polish people shouldn't buy products manufactured abroad because it hurts Polish business and causes unemployment.	4.26	3.59	0.0000***
5. Poles should always buy products made in Poland instead of imported ones.	3.87	3.38	0.0005***
6. Polish products above all!	3.81	3.63	0.1960
7. Polish people who buy products made abroad are responsible for unemployment in Poland.	3.03	2.66	0.0074**
8. Buying products made abroad is not Polish.	3.05	2.42	0.0000***
9. Only products unavailable in Poland should be imported.	4.16	3.75	0.0085**
10. In other countries we should only buy the products which cannot be produced in our countries.	4.09	4.06	0.9491
11. It is always better to buy Polish products.	4.53	3.83	0.0001***
12. Products manufactured abroad should be charged with high tax in order to limit their import to Poland.	3.44	3.36	0.3856
13. In longer time it may turn out to be more expensive, but I prefer to buy Slovakian products.	4.16	4.02	0.3707
14. Trade and buying products made abroad should be limited to necessary situations.	3.52	3.87	0.0097**
15. Whole import should be controlled.	4.39	5.03	0.0000***

Component CETSCALE questions	Country		P*
	Poland	Romania	
16. Other countries should be forbidden to introduce foreign products in Poland.	2.63	2.30	0.0309*
17. Slovakian products should be bought because they give Slovaks employment.	4.86	4.33	0.0004***

**p*- Kruskal-Wallis's test factor *p*

Source: own elaboration on the basis of the conducted research.

The most crucial differences, in particular, appear among the following statements: "Buying products made abroad is improper" – number 1, "We should by products manufactured in Poland (Romania),"not allow other counties to earn on us" - number 3, "Poles (Romanians) should not buy products manufactured abroad because it hurts Polish (Romanian) business and causes unemployment" – number 4, "Poles should always buy products made in Poland instead of imported ones" – number 5, "Buying products made abroad is not Polish (Romanian)" number 8, "It is always better to buy Polish (Romanian) products"– number 11, "Whole import should be controlled" – number 15 and "Polish (Romanian) products should be bought because they give Polish (Romanian) people employment" – number 17.

The research of the influence of the chosen socio-economic factors on the CETSCALE values

The empirical studies also concerned defining the influence of socio-economic features on the level of consumer ethnocentrism of the respondents in Poland and Romania. ANOVA variance analysis was used to this purpose. The data from the Table 4 indicate that there is a crucial statistical difference in the CETSCALE value among women and men in Poland. There are no dependencies between these two genders in Romanian community (even though the Romanian female respondents show bigger ethnocentric tendencies then men).

Table 4: Gender as a determinant of the CETSCALE value – the results of the ANOVA variance analysis

Gender	CETSCALE							
	COUNTRY							
	POLAND				ROMANIA			
	N	$\bar{x}$	Me	s	N	$\bar{x}$	Me	s
a woman	222	68.3	65.0	26.8	206	62.0	58.0	23.3
a man	174	62.6	62.5	26.0	194	58.9	57.0	22.9
<i>P</i> _{ANOVA} (test factor <i>p</i> of ANOVA variance analysis)	0.0308*				0.1782			

Source: own elaboration on the basis of the conducted research.

Dependencies between the level of education of the respondents and the values received in CET scale have also been analysed. The results of the analyses are in Table 5. They

very significantly show that there are very significant differences in the summary CETSCALE, in relations to three levels of Polish and Romanian consumers' education.

Table 5: Education as a determinant of the CETSCALE value the results of the variance ANOVA analysis

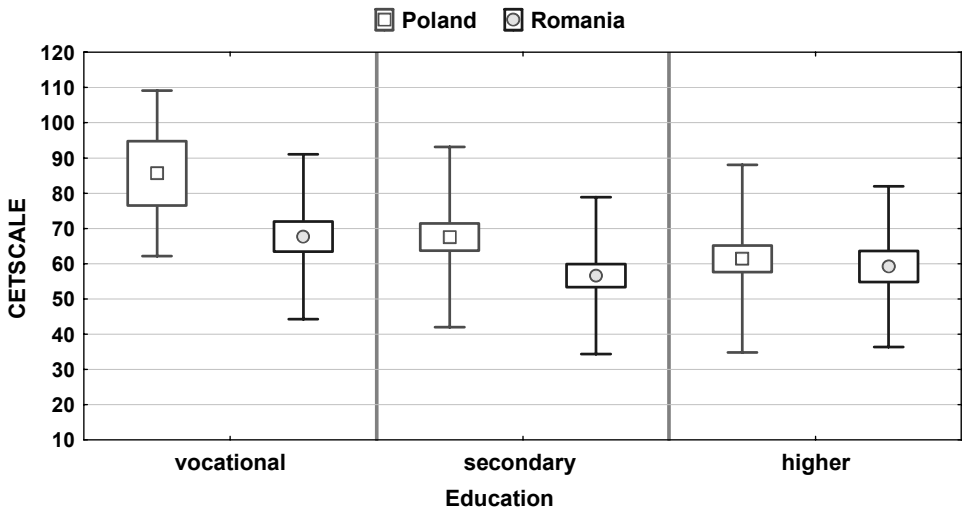
Education	CETSCALE							
	COUNTRY							
	POLAND				ROMANIA			
	<i>N</i>	$\bar{x}$	Me	<i>s</i>	<i>N</i>	$\bar{x}$	Me	<i>s</i>
elementary and vocational	28	85.6	92.0	23.5	116	67.7	67.5	23.4
secondary and post-matura exam	170	67.6	70.0	25.5	179	56.6	53.0	22.2
higher	196	61.4	60.5	26.6	104	59.2	53.5	22.8
<i>P</i> _{ANOVA} (test factor <i>p</i> of ANOVA variance analysis)	0.0000***				0.0002***			

Source: own elaboration on the basis of the conducted research.

The results present that the respondents with elementary and vocational education show much stronger ethnocentric tendencies than the people who have secondary and higher education (although crucial statistical differences also appear between these two groups).

In order to illustrate the above dependencies more fully, Figure 2 presents

different CETSCALE values in cross-section of individual levels (groups) of Polish and Romanian respondents' education. The average scale value has been included on the graph, trust range 95%, and a typical variability division for the presented results.



Source: own elaboration on the basis of the conducted research.

Figure 2: The average CET scale values depending on the level of education of Polish consumers

In the conducted analyses, correlations between the consumer ethnocentrism level of Polish and Romanian consumers and the respondents' income has also been defined. It turns out that in the Polish community income is a crucial factor, which conditions attitude of buyers towards foreign products

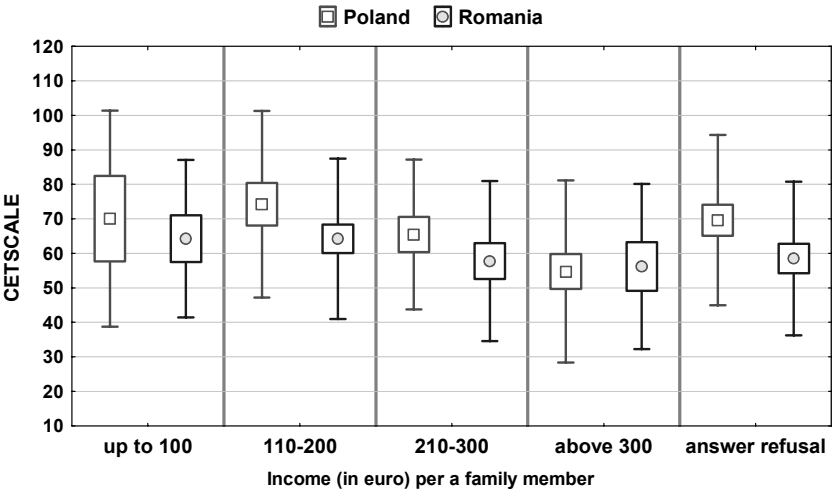
(Table 6). In particular, the lower the factor, the attitude towards products manufactured abroad is more negative. There is a similar tendency among Romanian consumers, however, it is not clear enough to take it into consideration in statistics.

Table 6: *The influence of customers` incomes on the CETSCALE values – the ANOVA variance analysis results*

Income (euro) per a family member	CETSCALE							
	COUNTRY							
	POLAND				ROMANIA			
	<i>N</i>	$\bar{x}$	Me	<i>s</i>	<i>N</i>	$\bar{x}$	Me	<i>s</i>
to 100	27	70.1	64.0	31.3	46	64.3	61.0	22.8
110-200	76	74.3	75.5	27.1	122	64.2	60.5	23.2
210-300	72	65.5	66.0	21.7	79	57.8	53.0	23.2
above 300	107	54.8	56.0	26.5	47	56.2	55.0	23.9
answer refusal	118	69.6	66.0	24.7	106	58.5	53.0	22.3
<i>P</i> _{ANOVA} (test factor <i>p</i> of ANOVA variance analysis)	0.0000***				0.0953			

Source: own elaboration on the basis of the conducted research.

Graphic presentation of dependencies values and the respondents` income has which appear between the CETSCALE been shown below (Figure 3).

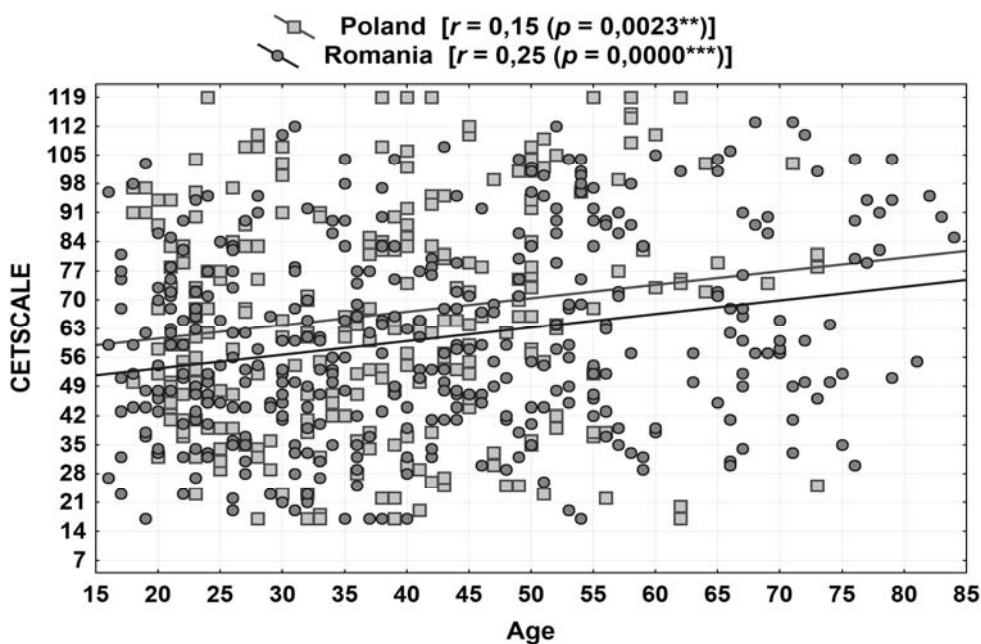


Source: own elaboration on the basis of the conducted research.

Figure 3: *The average values of CET scale depending on the Polish and Romanian consumers` income*

In the following section of the research, correlations which appear between the ethnocentrism level of Polish and Romanian consumers and their age has been established. In order to define the strength of connection between the researched features, line correlation analysis⁷ 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 have

been marked (Figure 4). On the basis of the data it can be stated that age is a factor which influences in a certain degree, not big, CETSCALE value growth. We can talk about a tendency of a bigger prejudice towards foreign products among relatively older people in Polish and Romanian populations. This dependency has a very weak strength – the CETSCALE level indicates that there is a very big differentiation, regardless of age.



Source: own elaboration on the basis of the conducted research.

Figure 4: Age as a determinant of CETSCALE value – the results of the linear correlation analysis

Conclusions

The presented research results allow to formulate some meaningful conclusions.

In general, Polish and Romanian consumers show ethnocentric tendencies, however, there are crucial, statistical differences between these groups. The CETSCALE value proves that Polish respondents received 65.8 points,

Romanians, however, were a little bit lower with 60.5 points.

In the presented research, the assessment of 17 questions, included in the CETSCALE questionnaire, has been done. The highest score was given by Polish and Romanian respondents to the following statements: “Polish (Romanian) products should be bought because they give Poles and Romanians employment” and “The

whole import should be controlled". It is worth mentioning, at this point, that crucial differences appeared between 13 statements assessed by both researched groups.

The empirical studies which have been done, also proved the influence of socio-economic factors on the level of consumer ethnocentrism of the respondents in Poland and Romania. It turned out that women in both countries show more ethnocentric tendencies than men (however, in the Romanian group they are not clear enough to put them in the statistics).

The results of analyses showed very clearly that there are crucial differences in the summary CETSCALE, in relation to three levels of Polish and Romanian consumers' education. Especially, the respondents with elementary and vocational education show much more negative attitude towards imported products than the respondents who have secondary and higher education.

In the research, correlations which appear between the ethnocentrism level of Polish and Romanian consumers and their age has been established. It results from the received data that older people show stronger ethnocentric tendencies in relation to foreign products.

Dependencies which appear between income and summary CETSCALE value have been noticed in the conducted analyses. Income significantly differentiates relation to domestic products among Polish respondents. However, in the Romanian community, no relations between income and the CET scale have been found.

Summing up, it should also be stressed that the results of the presented research have a crucial meaning for marketing practice. Established in the result of the analyses, CETSCALE values prove that there are ethnocentric tendencies in the communities which were researched. From the point of view of international trade and marketing consumers' ethnocentric attitudes can be a barrier to get competitive advantage over enterprises on the international markets. That is why taking consumers' ethnocentric tendencies and determining factors into consideration in the elaboration of the enterprises' strategies (especially segmentation) will allow to achieve strong position of certain products, as well as on the domestic as and foreign markets.

It is also worth mentioning that identification of ethnocentric consumers' attitude has a particular meaning in relation to the food sector. The food products market is characterised by a big richness of foreign products, as far as the number and assortment is concerned, often of well-known famous world brands. However, common acceptance for imported products observed in 1990s, gave place to disappointment because of foreign products low quality, dissatisfying taste values or the fear of extensive use of preservatives. Among consumers, there is a clear tendency to the return to domestic food products.

Complexity of the above problem (shows that creating life attitudes on the food market) requires empirical verification in future studies.

Notes

¹ The dissertation financed from the budgetary funds on education in the time period 2010-2014 as a research project (nr: NN 112203839).

² The size of the sample complies with the requirements of the representative nature. It has been calculated on the basis of the formula:

$$n = \frac{\Pi(1-\Pi)Z_{\alpha}^2}{E^2}; \text{ where } \Pi = \text{population}$$

proportion, E = permissible mistake, Z_{α}^2 = the number of standard deviations (Mynarski, 2000, 40).

³ In Rzeszów, diet interviews have been conducted by the authors of the article among the chosen respondents. However, in Oradea, the empirical material has been gathered by the team of employees and students of the Economy Department in University in Oradea conducted by Prof. dr. F. Ștefănescu.

⁴ The inconsistency 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 assumed, 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 , meet on the basis of the inconsistency 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 (Luszniewicz and Słaby, 2001, 225).

⁵ Test Kruskal-Wallis serves to compare the distribution of number feature (or, at least, measured on the number scale) in some groups. It is called a non-parametric test. Therefore, it does not have to fulfil restrictive requirements which appear in parametric tests of variance analysis. Low values of test p probability allow to say that the grouping factor differentiates the average level of considered number feature (Zeliaś, 2000, 112-15).

⁶ It should be stressed that, on the basis of an average sample, it can only be, to a certain trust, told the range, in which the average value for all population should be placed. 95% is a usual trust range for an average value. So 95% trust range defines the range which can be certainly considered to include the average value of the size in the whole population.

⁷ 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.

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