

CONSUMER ETHNOCENTRISM IN SLOVAKIA: A LITERATURE REVIEW

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Abstract: *The presented study deals with consumer ethnocentrism in Slovakia. The aim of the presented article is (1) presentation and systematization of available scientific works focused on consumer ethnocentrism in the conditions of Slovakia, as well as (2) examination of the degree of consumer ethnocentrism over time. The main method used in the article can be considered meta-analysis, which suggests working with secondary sources. We systematized the work chronologically and then analysed the trend. The results of the work suggest that in the studied studies dealing with consumer ethnocentrism in Slovakia, its level was at the average level without significant fluctuations. The results can be applied in both theoretical and practical level in several disciplines of economics.*

Keywords: Consumer ethnocentrism, Slovakia, metanalysis

1 INTRODUCTION

Consumer ethnocentrism is a concept that is thirty-five years old [18]. Consumer ethnocentrism deals with the idea of perceiving the home country in terms of its economic situation and the impact of this situation on its inhabitants. Shimp and Sharma (1987) defined consumer ethnocentrism as "American consumers' belief in the inadequacy and immorality of buying foreign products; from the point of view of ethnocentric consumers, buying imported products is wrong because it negatively affects the domestic economy, regulates jobs and is antipatriotic. Imported products are therefore unacceptable from the point of view of a highly ethnocentric consumer. [18].

A tool developed by Shimp and Sharma (1987) was used to measure the degree of consumer ethnocentrism. A tool in professional circles called CETSCALE has been modified and adapted for purpose of many studies. It should be noted that in practice it is used in Slovakia in several studies dealing with the issue of consumer ethnocentrism.

The aim of the presented article is (1) presentation and systematization of available scientific works focused on consumer ethnocentrism in the conditions of Slovakia, as well as (2) examination of the degree of consumer ethnocentrism over time.

VO1: What works focused on consumer ethnocentrism in the conditions of Slovakia have been published and what conclusions can be drawn from them?

VO2: How can the development of consumer ethnocentrism over time be characterized?

2 WORK METHODOLOGY

In the presented article we use general philosophical-scientific methods such as analysis, synthesis, scientific abstraction, generalization and others. We also use the method of meta-analysis.

Simply put, a meta-analysis is an analysis of multiple sources / studies that identify a trend or look for possible contexts.

From the point of view of scientific - research character, the article mainly draws data from secondary sources, mostly Slovak authors, given that we specialize in the conditions of Slovakia.

3 CONSUMER ETHNOCENTRISM IN SLOVAKIA: A LITERATURE REVIEW

In the conditions of Slovakia, several researches focused on consumer ethnocentrism were conducted. It should be noted that Slovakia is an interesting country in terms of the subject matter, as it represents the "heart of Europe", which presupposes a clash of different cultures and ethnicities.

Sedlakova et al. (2007) focused on the ethnocentric behaviour of young Slovaks as well as the effect of the country of origin in food evaluation. Based on the answers of group of 468 respondents (students) she concluded that the main mediator for the purchase of Slovak products is not the effect of consumer ethnocentrism, but the effect of the country of origin.

In 2010, Saffu et al. dealt with the issues of consumer ethnocentrism in the conditions of Slovakia. (Saffu et al., 2010), which focused mainly on the Banská Bystrica region. The authors, in a sample of 209 students from Matej Bel University in Banská Bystrica and 211 respondents interviewed in the Banská Bystrica shopping center, came to the conclusion that age and education represent an important factor influencing the level of consumer ethnocentrism. At the same time, it was shown that both samples had strong positive preferences for Slovakia as the country of origin (COO).

The study by Lieskovská et al. (2013) focused on examining the relationship between consumer

ethnocentrism and marketing communication in the context of domestic production, on a sample of 536 respondents.

Lesáková (2016) focused on examining the influence of descriptive factors on ethnocentric tendencies in consumer behavior, concluding that age, gender, income and level of education have a significant impact. At the same time, a connection between consumer ethnocentrism and the evaluation of dairy products was demonstrated on a sample of 265 respondents.

In 2017, Čvirik (2018a) examined the impact of ethnocentrism on consumer behaviour on a sample of 168 young (aged 15-26) respondents. Čvirik (2018b) pointed out the difference in the degree of consumer ethnocentrism in the generational context, while the older generations achieved a higher rate of consumer ethnocentrism on the basis of 205 respondents. Čvirik (2018c) in a sample of 204 respondents concluded that age, education, type of work (manual, mental) and residence (within the regions of Slovakia) have a significant impact on the level of consumer ethnocentrism, while gender appears to be an insignificant factor. It has also been shown that the degree of consumer ethnocentrism has a significant impact on tourism (choice of form, type, as a preference for domestic or foreign tourism) [2]. Čvirik (2018e) points out the influence of descriptive factors on the level of consumer ethnocentrism based on 812 respondents. It has also been shown [6] in an international survey (Slovakia, Spain, Hungary, Italy) that some cultural dimensions also have a significant effect on the degree of consumer ethnocentrism. At the same time, it was proved that Slovakia had the lowest average level of consumer ethnocentrism among the surveyed countries. Čvirik (2019b) examined the influence of selected demographic factors, as well as the influence of patriotism, worldmindedness and the state of the national economy. It has also been shown that young Slovaks from the point of view of consumer ethnocentrism have a strong perception in terms of the benefits of buying domestic products on employment, but at the same time a high interest in imported products [1]. Recent results suggest a strong influence of consumer ethnocentrism and patriotism on the evaluation of some product categories [2]. The results of studies [10] suggest that Slovaks have a lower rate of consumer ethnocentrism than Czechs. At the same time, it can be stated that the influence of demographic factors is significant, but in both countries it has a different impact.

3.1 Development of consumer ethnocentrism on the basis of researched studies

It should be noted that the assessment of development is very challenging, as each study uses a different number of CETSCALE items and a different degree of Likert scale. At the same time, it should be noted that some studies specialize in a particular target segment, which can cause significant bias. Given the above, we will take the results of the meta-analysis as

indicative.

The authors often use the original - seventeen-item version of CETSCALE to measure consumer ethnocentrism (Sedláková et al., 2007; Saffu et al., 2010; Liesková et al., 2013; Čvirik 2018a, 2021a, c) or an abbreviated ten-item version (Čvirik, 2018b, d, e, 2019a). However, there are studies that adjust the number of items based on reliability estimates, for example, to seven (Lesáková, 2016) or nine [7], [9].

Determining the scale of the Likert scale is also important. As a rule, a seven-level scale (Saffu et al., 2010; Lieskovská et al., 2013; Čvirik, 2018a, e) or a five-level Likert scale [11], [2], [4], [6], [7], [8], [9], [10], [14] uses a six-point Likert scale, thus eliminating the neutral response of the respondent.

We converted the results of individual studies into percentage ratings and recorded them in Figure 1.

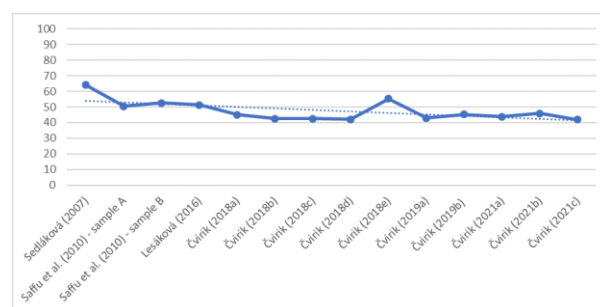


Figure 1 Percentage rate of consumer ethnocentrism in individual available studies chronologically. Source: own calculations

Based on Figure 1, it can be stated that the results are roughly at the average level. The trend line indicates a slight decline in the context of time. Based on this, it can be assumed that the level of consumer ethnocentrism in Slovakia is declining, which may be associated with the impact of cosmopolitanism, globalization, as well as the growth of cultural openness.

4 CONCLUSION

Based on the use of various methods, we managed to fulfill the formulated goal based on answering research questions. The results indicate the need for constant research of consumer ethnocentrism. However, it is not just the measurement that is important, but also the possible effects on the level of consumer ethnocentrism. The results suggest that over the last 10 years, average consumer ethnocentrism has been stagnating. It is important to note that however, different sample characteristics were used in each study, but many surveys have shown the reliability of the research tool. The results indicate a declining trend in the average measured value of consumer ethnocentrism.

Consumer ethnocentrism research is an important element of scientific research in terms of preference, perception and evaluation of domestic and foreign products. The importance of consumer

ethnocentrism can therefore be observed in marketing research (for the purposes of creating communication campaigns, in the creation and design of product and packaging, in pricing, and also in distribution policy), in the context of international trade, in the conditions of national economy (domestic product support) and many other areas.

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