

Ethical Perceptions of Foreign Product Purchases Among Generation Z: The Impact of Patriotism, Ethnocentrism, and Worldmindedness

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Abstract

Background: Understanding consumer levels of ethnocentrism, patriotism, and worldmindedness is crucial for marketers, as these factors influence consumer preferences, purchasing decisions, brand loyalty, and ultimately the domestic economy. **Objectives:** This paper aims to examine patriotic and ethnocentric tendencies, assess worldmindedness, and explore the interrelations among these constructs within Generation Z in Slovakia. **Methods/Approach:** Primary data were collected via a structured questionnaire among 301 Slovak Generation Z respondents. Data analysis included descriptive statistics, Pearson's correlation with confidence intervals, and network analysis of 50 items across three validated instruments (CETSCALE, pseudopatriotism scale, and the Worldmindedness Scale). Reliability was assessed using McDonald's ω , Cronbach's α , and item-rest correlation. **Results:** The findings reveal low levels of ethnocentrism and patriotism, but relatively high worldmindedness within the cohort. **Conclusions:** These results suggest a growing openness of Generation Z to global values and foreign products, posing a challenge for domestic producers but creating potential for foreign exporters. As this cohort becomes a key economic force, businesses and policymakers must adapt to their global outlook when designing marketing and economic strategies.

Keywords: patriotism; ethnocentrism; worldmindedness; home country; Generation Z

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Introduction

Consumers' moral and ethical considerations when purchasing can serve as a defensive mechanism for the home country and its citizens during economic crises or recessions (Lupuleac et al., 2012). Supporting domestic or local production can help mitigate economic crises (Matarazzo et al., 2023). Many governments recognise the importance of stimulating demand for domestic products. To achieve this, they launch campaigns – often sponsored by governments or interest groups – that aim to limit imports and boost domestic demand. Slovakia provides one such example (Čvirik, 2021b).

Understanding and identifying the degree of consumer ethnocentrism, patriotism, and worldmindedness is crucial for marketers because it can affect consumer preferences, purchasing decisions, brand loyalty, and, ultimately, the home country's economic situation. Measuring these effects and tendencies is crucial for several reasons: these attitudes strongly influence consumer behaviour and can shape marketing strategies. Understanding the links between consumer ethnocentrism and consumer patriotism can provide valuable insights into consumer preferences and motivations, allowing businesses and governments to adjust their approaches accordingly to promote domestic production. Examining both ethnocentrism and patriotism can reveal how these tendencies and motivations intersect in consumer behaviour. Some individuals may exhibit both ethnocentric and patriotic tendencies, while others may prefer one over the other (Camacho et al., 2021). Understanding these connections provides a nuanced view of consumer preferences.

From this perspective, it is necessary to investigate Generation Z, which is often overlooked in studies of moral and ethical effects. However, it is also necessary to realise that this is a generation that will soon represent the country's main workforce (Benítez-Márquez et al., 2022) and thus the economically active population. At the same time, this cohort represents a significant share of the world's population, and understanding its behavioural preferences and values is necessary to effectively work with this consumer base (Thangavel et al., 2022; Krowicki & Maciejewski, 2024). Generation Z research provides insight into their expectations and preferences, helping to develop innovative products that resonate with this generation and ensure continued market relevance. It is characteristic of Generation Z that only brands and products that suit their values are acceptable to them (Ismail et al., 2021). By investing in Generation Z research, businesses can test future concepts and strategies, thereby adapting to changing market dynamics and remaining relevant in the long term (Munsch, 2021; Thangavel et al., 2022).

The aim of the article is fourfold: 1. to investigate the current level of patriotic tendencies in the selected cohort; 2. to investigate the ethnocentric tendencies of consumers in the selected cohort; 3. to investigate the current level of worldmindedness; and 4. to investigate the connections between the examined concepts. It must be noted that the degree of the investigated effects of the morality and ethics of purchases can change over time, and therefore their continuous measurement and investigation of possible connections is necessary, as these are the effects of reactions to multiple factors (Acikdilli et al., 2018; Guo & Lin, 2017; Hanus et al., 2022; Lumb & Kuperman, 2012; Wagner et al., 2012). This study examines the ethics and morals of purchasing foreign products among Generation Z, focusing on how patriotism, ethnocentrism, and worldmindedness influence their purchasing decisions. It contributes to understanding the interplay between personal values and the economic prosperity of the home country, offering insights into consumer behaviour within a globalised market. The findings have important implications for businesses and policymakers seeking to balance national economic interests with the evolving values

of younger consumers. The results will provide a deeper understanding of Generation Z's consumer behaviour in the context of three key concepts of purchase morality related to domestic products. Both retail entities and managers can leverage these insights when shaping their strategic objectives (Kita & Čvirik, 2024).

The paper adheres to established standards of good scientific practice. The first section provides a comprehensive literature review, focusing on the analysis and systematisation of key areas that serve as the basis for formulating research questions warranting further investigation. This is followed by a methodology section that details the study's sample, data collection method (a primary survey), research design, and data analysis approach. The results section addresses the formulated research questions through the findings of the primary survey. These findings are further explored in the discussion section, which examines their broader implications. Finally, the conclusion summarises the paper's key findings and contributions, highlights its implications for management, discusses its limitations, and suggests directions for future research.

Literature review

Patriotism is a complex concept that can be understood from several perspectives and contexts, with its core idea being love for one's country (Sharma et al., 1995). Consumers who exhibit patriotic tendencies are interested in domestic production as part of their moral and ethical obligation to their home country (Han, 1988). Spielmann et al. (2020) state that in the era of globalisation, it is crucial to understand patriotic tendencies, which can act as barriers to globalisation and, on the other hand, as dynamic elements in the development of national identity and support for domestic production. Patriotism emphasises national identity, which can represent a significant competitive advantage for domestic firms (Puncheva-Michelotti et al., 2014). It is possible to argue that patriotism is closely tied to a specific geographic area, often defined as a state. Yoo and Lee (2016) state that marketing tools, especially marketing communication, can influence patriotic tendencies. The modified pseudopatriotism scale can be used to measure patriotism; the adjective "pseudo" indicates that the scale focuses only on external manifestations and respondents' self-reflection (Čvirik, 2021b). The first research question can be formulated as follows:

- RQ1: How can the level of patriotism in the studied cohort be characterised?

Ethnocentric tendencies in consumer behaviour are referred to as consumer ethnocentrism, a term first introduced by Shimp and Sharma in the 1980s. Consumer ethnocentrism was defined as "the beliefs held by American consumers about the appropriateness, indeed morality, of purchasing foreign-made products." (Shimp & Sharma, 1987, p. 280). The result of this perception is that ethnocentric consumers reject foreign products due to concerns about the economic situation in their home country (Čvirik, 2021b; Čvirik & Dotong, 2023). Consumer ethnocentrism is an important concept in the field of marketing and consumer behaviour that refers to the predisposition of consumers to prefer domestic products to foreign ones in the context of their national or cultural pride and the belief that products from one's own country should be purchased in order to promote prosperity in the home country, which suggests its importance in consumer behaviour (Abdul-Latif & Abdul-Talib, 2022; Danilwan et al., 2020; Lee et al., 2020). Shimp and Sharma (1987) realised the need to evaluate and measure this phenomenon, so they developed an instrument for measuring consumer ethnocentrism called CETSCALE (Consumer Ethnocentrism Tendency Scale), which appears to be unidimensional with a high degree of realism and validity (Bandyopadhyay, 2012; Kucukerimoglu et al., 2007; Nadiri & Trümer, 2010;

Supphellen & Grønhaug, 2003). Based on the above, the research question can be formulated:

- RQ2: How can the level of consumer ethnocentrism in the studied cohort be characterised?

Worldmindedness represents "a situation where people understand all of humanity as one group without national affiliation" (Rawwas et al., 1996). Sampson and Smith (1957) developed the Worldmindedness Scale, a tool for measuring worldmindedness, and statistically verified its reliability and validity. The tool consists of 32 statements, with respondents rating each on a Likert scale. The tool was also used to research the degree of worldmindedness and its influence on willingness to buy foreign products (Crawford & Lamb, 1982). Rawwas et al. (1996) demonstrated a negative relationship between worldmindedness and consumer ethnocentrism. Algharabat and Ahmad Zamil (2013) showed a positive correlation between worldmindedness and cultural openness. Worldmindedness affects consumer purchasing behaviour (Cleveland et al., 2009). The research question can be formulated:

- RQ3: How can the level of worldmindedness in the studied cohort be characterised?

In our paper, we focus on three effects of the morality and ethics of purchasing, namely patriotism, ethnocentrism, and worldmindedness. The levels of imagined effects of morality and ethics are key to measure, while they are significant for decisions on expansion into foreign markets (Cavusgil & Knight, 2015; Leonard et al., 2019), decisions on selected elements of strategic management (Adina et al., 2015; Alden et al., 2013; Andorfer & Liebe, 2015; Guo & Lin, 2017; Martinez & Jaeger, 2016) and consumer decision-making (Hassan et al., 2021; Kim et al., 2022); Lee & Robb, 2022; Olson et al., 2016; Rodriguez-Rad & Ramos-Hidalgo, 2018; Thomas et al., 2020; Topçu & Kaplan, 2015; Vitell et al., 2016). Understanding how they are connected will help influence and act on these effects to create the desired state, while certain connections can be expected from the nature of these effects (Prince et al., 2019). There is a discrepancy in the results of many studies examining the moral and ethical effects on consumer behaviour in the context of purchasing products by country of origin (Rybina et al., 2010). In light of the above, ongoing research is necessary. The research question can be formulated:

- RQ4: How can the relationship between the degree of patriotism, the degree of consumer ethnocentrism, and the degree of worldmindedness be characterised?

Methodology

In the article, we use both secondary and primary research. For secondary data processing, we use generic scientific methods, which include analysis, synthesis, deduction, induction, and scientific abstraction (Barton & Haslett, 2007). We also use these methods to a certain extent when processing the primary survey. We also employ several mathematical and statistical methods to analyse the primary survey data. It goes without saying that the reliability of research tools is assessed using McDonald's ω , Cronbach's α , and the item-rest correlation method. It is necessary to point out that Cronbach's α has been heavily criticised in recent years, and it is currently recommended to use other metrics to estimate reliability, namely McDonald's ω (Hayes & Coutts, 2020; Malkewitz et al., 2023), but also item-rest correlation for a better understanding of the internal context of the tool (Zijlmans et al., 2018).

The reason for choosing several indicators is their advantages and limitations, which together provide a more comprehensive overview of reliability estimation. General recommendations for Cronbach's α and McDonald's ω suggest that their size should be greater than 0.700 (Jafari et al., 2021; Mokhtaryan-Gilani et al., 2021). For item-rest correlation, a minimum of 0.3 is recommended (Norusis, 1994; Nijsten et al., 2006).

Firstly, when processing data, we use descriptive statistics to summarise the sample under investigation. The use of inductive statistics to assess the applicability of generalisations to the population is also standard practice. Due to considerable criticism of the use of the p-value, we also use confidence intervals as an alternative, or rather, a supplement (Lee, 2016). To examine relationships, we use network analysis, which examines the relationships between selected entities (Kumar & Deo, 2012).

In our case, it concerns variables, i.e., individual statements for the three tools under investigation. We also examine the relationships between the measured effects using correlation coefficients, which we verify using inductive statistics to identify trends in the populations. We supplement the results with graphical visualisations (violin graphs, heat maps, network analysis maps, and others), as well as tables. The results are processed in R, specifically version 4.0.4 (we utilise several packages), and also in the RStudio extension (version 3.06.2 Build 561).

Primary survey sample

Data collection was carried out through inquiries (online and offline) using a research tool – a questionnaire – which primarily employed CAPI (Computer-Assisted Personal Interviewing) and CAWI (Computer-Assisted Web Interviewing) methodologies to leverage the benefits of both. The integration of both methods offers advantages in terms of research speed, quality, and cost-effectiveness. The survey was conducted from Q3/2023 to Q4/2023. All respondents participated voluntarily and anonymously.

The statistical population was defined as "consumers of Generation Z with Slovak nationality." Based on the given definition, two key criteria can be established in the selection of the sample, namely 1) belonging to the generation Z cohort and 2) Slovak nationality. In this article, Generation Z is understood as a cohort born between 1995 and 2009 (McDonald, 2015), and thus it can be concluded that it is a segment of young consumers whose consumer behaviour is still being shaped (Starecek et al., 2019; Nguyen Ngoc et al., 2022).

At the same time, it is worth noting that this cohort will soon represent the primary purchasing power, and therefore, a thorough study of it is necessary (Šesar et al., 2023). The second criterion is oriented towards national characteristics (Kita et al., 2021), while from the perspective of consumer ethnocentrism (and its measurement), this characteristic is crucial. After data cleaning, 301 respondents who met the above criteria participated in the survey.

The average age of the respondents was 22 years. In terms of gender, the sample had quotas similar to those of the population but not identical. At the same time, the sample included representation from every region of Slovakia. Based on the presented criteria and the representativeness index, the sample is considered to have an acceptable degree of representativeness (Bertino, 2006). Given the basic population and sample sizes, the 95% confidence margin of error is approximately 5.61%.

Research design

In the article, we focus on three effects in the context of the ethicality of buying foreign products and the prosperity of the home country: patriotism, ethnocentrism, and

worldmindedness. In addition to measuring these effects in the Generation Z cohort, we examine their associations.

As part of the investigation into the degree of patriotic tendencies, we utilised the pseudopatriotism by Čvirik (2021b). The modified and updated scale reflects the current situation (it does not contain post-war statements) and contains only nine statements (the original scale contained fourteen), to which the respondent responds on a five-point Likert scale. The modified scale achieved an acceptable level of reliability, as indicated by Cronbach's alpha ($\alpha = 0.721$) and demonstrated good internal consistency of the statements (Čvirik, 2021b). We also verified the reliability estimate using several metrics (McDonald's ω , Cronbach's α , and item-rest correlations) to obtain the best possible estimate. We also used the if item deleted method (sometimes referred to as the if item dropped method), which examines the reliability of the estimate when the statement is omitted. We marked the results as "first solution" and recorded them in the first part of Table 1.

Table 1
Examination of the degree of reliability estimation of the pseudopatriotism scale using the if item deleted method

Item	First solution model			Final solution model		
	ω	α	Item-rest correlation	ω	α	Item-rest correlation
Patriotism_1	0.677	0.67	0.507	0.678	0.673	0.493
Patriotism_2	0.708	0.703	0.359	0.707	0.705	0.37
Patriotism_3	0.722	0.719	0.226	x	x	x
Patriotism_4	0.690	0.68	0.485	0.690	0.683	0.467
Patriotism_5	0.702	0.695	0.379	0.699	0.695	0.394
Patriotism_6	0.702	0.692	0.402	0.704	0.699	0.373
Patriotism_7	0.693	0.687	0.423	0.690	0.686	0.435
Patriotism_8	0.695	0.688	0.424	0.690	0.685	0.442
Patriotism_9	0.704	0.699	0.369	0.704	0.703	0.356
Overall	0.722	0.717	-	0.722	0.719	-

Note: ω = McDonald's ω ; α = Cronbach's α .

Source: Authors' processing in R.

The first results (first solution) in Table 1 indicate an acceptable level of reliability for the tool. From the point of view of the individual statements, the statement "Under our judicial system, the punishment awarded to those who disobey the law of the land is very light." (Patriotism_3) appears as not suitable for inclusion in the tool, which confirms the reliability estimate based on Cronbach's α , as well as a very low level of item-rest correlation. For this reason, we recalculated, excluding the mentioned statement (marked as the final solution in Table 1), thereby improving the reliability estimate and increasing internal consistency. Based on the above, we will work with a modified version of the tool that contains eight items.

We used the CETSCALE (Shimp & Sharma, 1987) to measure consumers' ethnocentrism. The original version of the tool contains 17 statements, each of which the respondent responds to on a five-point Likert scale. We also used the same procedure to verify the reliability of the tool, as with patriotism, using the CETSCALE tool. We see the original solution in the first part of Table 2.

Table 2

Examination of the CETSCALE reliability estimation rate using the if item deleted method

Item	First solution model			Final solution model		
	ω	α	Item-rest correlation	ω	α	Item-rest correlation
CET_1	0.849	0.845	0.528	0.865	0.860	0.501
CET_2	0.846	0.843	0.572	0.861	0.857	0.560
CET_3	0.861	0.859	0.223	*	*	*
CET_4	0.860	0.854	0.346	*	*	*
CET_5	0.855	0.852	0.386	0.869	0.865	0.385
CET_6	0.849	0.845	0.555	0.861	0.856	0.581
CET_7	0.852	0.848	0.497	0.865	0.861	0.480
CET_8	0.848	0.845	0.545	0.861	0.856	0.559
CET_9	0.853	0.849	0.461	0.869	0.865	0.419
CET_10	0.842	0.840	0.649	0.854	0.850	0.668
CET_11	0.849	0.844	0.566	0.859	0.853	0.627
CET_12	0.852	0.848	0.472	0.865	0.860	0.503
CET_13	0.866	0.861	0.221	*	*	*
CET_14	0.857	0.854	0.340	0.869	0.866	0.365
CET_15	0.849	0.844	0.557	0.861	0.856	0.581
CET_16	0.841	0.840	0.626	0.856	0.852	0.628
CET_17	0.854	0.849	0.452	0.865	0.860	0.491
Overall	0.860	0.856	-	0.872	0.867	-

Note: ω = McDonald's ω ; α = Cronbach's α ; * item was removed

Source: Authors' processing in R.

Based on Table 2 and general recommendations, it can be concluded that the tool achieves an acceptable level of reliability estimation in the initial solution. However, it is worth noting that, with the 'if item deleted' method, we identified certain deficiencies in some statements. In the second step of the calculation, we therefore removed the statement "It may cost me in the long run, but I prefer to support Slovak products" (CET_13) and recalculated the entire tool using the if-item-deleted method. Because the tool still contained shortcomings, we subsequently also removed the statements "Buy Slovak-made products, keep the Slovak Republic working" (CET_3) and "Slovak products, first, last, and foremost" (CET_4). The final solution model presents a tool that achieves an acceptable degree of reliability estimation and good internal consistency.

To measure worldmindedness, we use the Worldmindedness Scale (Sampson & Smith, 1957), which, in its original version, comprises 32 statements to which respondents respond on a 5-point Likert scale. As it is a foreign instrument, we verified its reliability using the reliability coefficients Cronbach's α and McDonald's ω . The initial result indicated certain imperfections in the tool. At the same time, statements W_4 (All prices for exported food and manufactured goods should be set by an international trade committee), W_9 (Foreigners are particularly obnoxious because of their religious beliefs), W_23 (Our schools should teach the history of the whole world rather than of our own country), and W_30 (It would be a good idea if all the races were to intermarry until there was only one race in the world) were negatively correlated with the scale. For the stated reason, the statements were removed. The final tool for measuring worldmindedness demonstrated acceptable reliability, as estimated by Cronbach's α (0.784) and McDonald's ω (0.753). As part of the investigation using the if item dropped method, we can conclude that all statements reach the level of frequentist individual item reliability in the reliability interval (Cronbach's α 95%CI = <0.713-0.793>; McDonald's ω 95%CI = <0.746-0.817>), and at

the same time, perhaps state that even the 95% CI lower bound is above the recommended level of reliability estimation, and therefore the tool can be considered reliable.

Results

Due to the complexity of the goal, the results will be presented in the context of the research question RQ1, which examines how the level of patriotism in the studied cohort can be characterised.

Patriotic tendencies were measured using a modified pseudopatriotism scale comprising eight statements. We recorded the basic elements of descriptive statistics for individual statements in Table 3.

Table 3
Descriptive Overview for Individual Items of the Pseudopatriotism Scale (n = 301)

Item	Median	Mean	SD	Min	Max
Patriotism_1	3	2.68	1.05	1	5
Patriotism_2	3	2.91	1.24	1	5
Patriotism_4	1	1.53	0.83	1	5
Patriotism_5	2	2.36	1.04	1	5
Patriotism_6	2	1.79	0.84	1	5
Patriotism_7	2	2.15	1.04	1	5
Patriotism_8	2	2.42	1.19	1	5
Patriotism_9	1	1.43	0.72	1	5

Note: A five-point Likert scale was used, ranging from 1 (strongly disagree) to 5 (strongly agree). Source: Authors' processing in R.

As shown in Table 3, all respondents responded to all statements on the modified pseudopatriotism scale. We can also observe that the full range of their answers (1-5) was used. It is clear from the median values that they least agreed with the statements "When international matches are played in Slovakia, the audience should not be allowed to wave flags of other countries" (Patriotism_9) and "Czech can never advance to the level of India due mainly to the innate laziness, lack of ambition, and general backwardness of the Czech" (Patriotism_4), which is also indicated by the average values, which, however, are only indicative in the case of ordinal data. The statement Patriotism_9 is oriented towards sporting events, while the low acceptance rate indicates that this sector is more cosmopolitan. At the same time, the statement Patriotism_4 represents a comparative statement about a neighbouring country, indicating acceptance of it and even a particular perception of it as superior.

Given that this is an instrument whose goal is to determine the degree of patriotism, it is appropriate to conclude the entire instrument. The scale instrument contains eight statements, to which respondents responded on a five-point Likert scale (coded 1 to 5), indicating a possible range of 8 to 40 points for measures of patriotism. It can be concluded that the measured values ranged from 8 to 31 points. The minimum measured value represents the lower bound of the interval. The median was at 17 points. The average level of patriotism was 17.28 points (roughly 29%) with a standard deviation of 4.69. Overall, a low level of patriotic sentiment is evident. Research question RQ2 has been examined to investigate how one can characterise the level of consumer ethnocentrism in the studied cohort.

Consumer ethnocentrism was measured using the modified CETSCALE. The modified version of the tool contains fourteen statements to which respondents

responded using a Likert scale. We recorded the basic elements of descriptive statistics for individual statements in Table 4.

Table 4
Descriptive Overview for Individual CETSCALE Items (n = 301)

Item	Median	Mean	SD	Min	Max
CET_1	2	2.79	1.14	1	5
CET_2	4	3.14	1.15	1	5
CET_5	1	1.56	0.77	1	4
CET_6	2	2.15	0.87	1	5
CET_7	2	1.74	0.80	1	5
CET_8	3	3.06	1.06	1	5
CET_9	3	2.89	1.07	1	5
CET_10	2	2.63	1.00	1	5
CET_11	2	2.31	0.92	1	5
CET_12	2	2.38	1.07	1	5
CET_14	1	1.48	0.71	1	5
CET_15	2	1.99	0.93	1	5
CET_16	3	2.78	1.16	1	5
CET_17	2	1.99	0.81	1	5

Note: A five-point Likert scale was used (1 = strongly disagree; 5 = strongly agree). All negatively worded items were reverse-coded prior to scoring.
Source: Authors' processing in R.

As shown in Table 4, all respondents responded to all CETSCALE statements. The results show a relatively low level of agreement with individual statements, which indicates low ethnocentric tendencies. As we can see, the statements "Purchasing foreign-made products is un-Slovakian" (CET_5) and "Foreigners should not be allowed to put their products on our markets" (CET_14) have a median of 1, indicating considerable disagreement with both. For statement CET_5, none of the respondents selected the full agreement option. The statement in CET_5 focuses on patriotism. Low values for the statement CET_14 indicate a reluctance to limit the import of foreign products into the domestic market. The significant deviation in statement number 2, "Only those products that are unavailable in the Slovak Republic should be imported" (CET_2), with a median value of level 4, is also noteworthy. Average ratings and standard deviations are only indicative due to the nature of the variables and are intended to indicate the average score.

As part of the overall measurement of consumer ethnocentrism tendencies, we used the modified CETSCALE. The tool contains 14 statements, to which respondents responded on a five-point Likert scale (1 = strongly disagree; 5 = strongly agree), yielding a possible range of 14 to 70 points. The median value is at the 33-point level. The minimum measured value was at the minimum possible level (14 points). The maximum value was 60 points. The average value is 32.89 points (roughly 33.73%), with a standard deviation of 8.25 points. Overall, we rate consumer ethnocentrism as low. The third research question (RQ3) was investigated on how the level of worldmindedness can be characterised in the studied cohort.

In the article, we use the Worldmindedness scale to measure the degree, which consists of 28 statements to which respondents responded on a five-point Likert scale. Given the nature of the data, we examined the median, minimum, and maximum values and presented them in Table 5.

Table 5
Results for the Individual Worldmindedness Scale ($n = 301$)

Item	Median	Mean	SD	Min	Max
W_1*	5	4.46	0.91	1	5
W_2*	5	4.28	0.99	1	5
W_3*	4	4.04	0.96	1	5
W_5	4	3.73	0.98	1	5
W_6*	5	4.30	0.89	1	5
W_7*	5	4.53	0.70	1	5
W_8*	4	3.51	1.27	1	5
W_10	3	2.80	1.11	1	5
W_11	3	2.64	1.09	1	5
W_12*	4	4.12	0.87	2	5
W_13	2	2.39	1.06	1	5
W_14	5	4.31	0.90	1	5
W_15	3	3.04	1.14	1	5
W_16*	3	3.19	0.86	1	5
W_17*	3	3.23	0.98	1	5
W_18	5	4.43	0.84	1	5
W_19*	2	2.48	1.16	1	5
W_20	2	2.45	0.99	1	5
W_21*	3	2.52	0.89	1	5
W_22*	3	3.36	0.87	1	5
W_24	2	2.56	1.12	1	5
W_25*	4	3.52	1.17	1	5
W_26	3	2.92	1.00	1	5
W_27	2	1.93	0.93	1	5
W_28*	3	3.20	1.01	1	5
W_29*	4	4.23	0.82	1	5
W_31	4	3.51	0.98	1	5
W_32	4	3.87	1.07	1	5

Note: Items marked * were reverse-coded prior to scoring (1 = strongly agree; 5 = strongly disagree)

*Items marked have a reverse-coded prior to scoring (1-strong agreement; 5-strong disagreement).

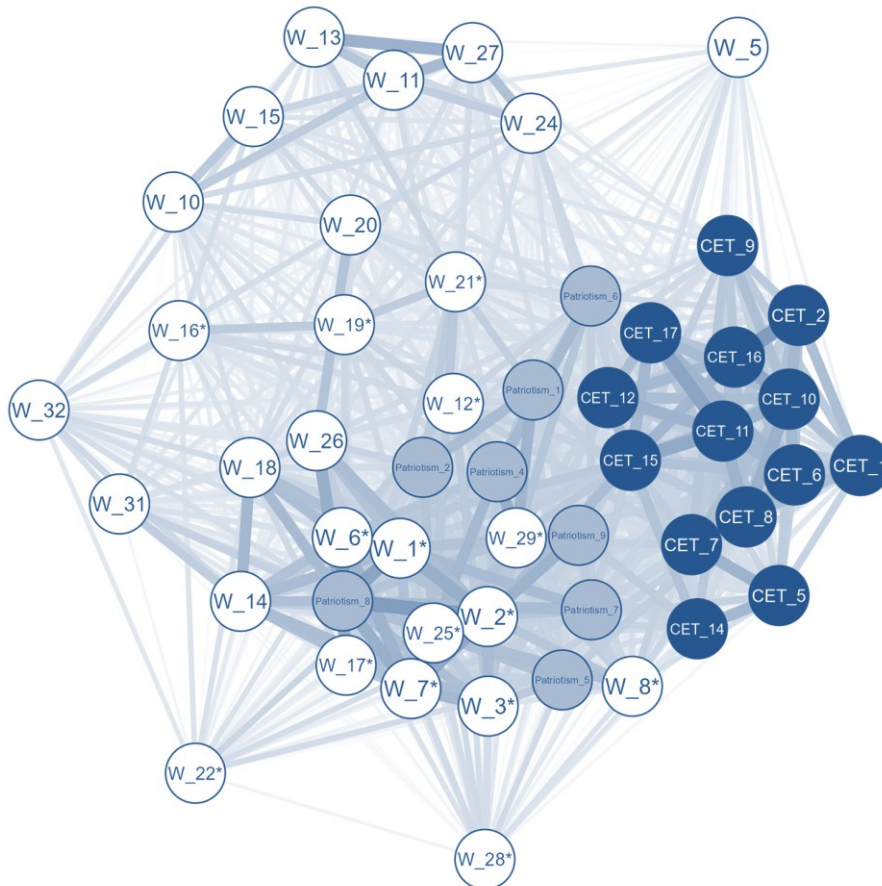
Source: Author's processing in R.

The results from Table 5 show that the lowest level of agreement is associated with the statement W_27 (All national governments ought to be abolished and replaced by one central world government), which may indicate a particular interest in preserving the state establishment. Many statements (W_1, W_2, W_6, W_7, W_14, and W_18) reach the median value at the scale maximum level. Of course, since it is a tool for measuring the degree of worldmindedness, it is appropriate to conclude this whole concept. Given that the tool contains 28 statements, and a five-point Likert scale was used, the resulting values for the worldmindedness measure will range from 28 to 140. The median value was 95 points. The average value was 95.52 points, with a standard deviation of 10.6 points. The overall level of worldmindedness is roughly 60%. The minimum measured value was 61 points, and the maximum was 129. Therefore, one can expect an average-to-slightly above-average level of worldmindedness in the studied cohort. We examine how the relationships among the degrees of patriotism, consumer ethnocentrism, and worldmindedness can be characterised, to shed light on research question RQ4.

To examine the connections among the researched concepts, we first examined those among the individual items. Given the fact that we used a total of 50 statements

(14 for consumer ethnocentrism, 8 for patriotism, and 28 for worldmindedness), there are 1225 pairwise correlations. In this context, clarity could also be lost in a correlation matrix. We therefore used network analysis to visualise relationships (correlations) between individual statements (Figure 1), using correlation as an estimator. For clarity, we also defined three groups: consumer ethnocentrism (CE), patriotism, and worldmindedness. At the same time, this is only a visual aid for better orientation (it did not affect the calculation).

Figure 1
Network analysis



Note: Dark blue = consumer ethnocentrism; pale blue = patriotism; white = worldmindedness.
Source: Author's processing in R.

As shown in Figure 1, we can identify different intensities and directions of correlation. The clear separation of CETSCALE statements is interesting, suggesting both strong internal consistency and the tool's quality. We can see certain connections between the elements of worldmindedness and patriotism. The reason may also be that the Worldmindedness Scale also contains statements oriented towards patriotism (Sampson & Smith, 1957). We can see the connection to patriotism in the statement W_29, which reads, "Patriotism should be a primary aim of education so our children will believe our country is the best in the world," which clearly points to patriotic tendencies (of course, in the sense of worldmindedness, this is an anti-worldmindedness statement; therefore, it was evaluated by reverse coding). It is therefore possible to find a particular connection in the context of meanings and semantics.

Subsequently, we examined the pairwise correlations among the composite measures of consumer ethnocentrism (CE), worldmindedness, and patriotism using Pearson's r . Given the continuous nature of the variables, Pearson's correlation coefficient was deemed appropriate. The results revealed that CE and worldmindedness were weakly and negatively correlated ($r = -0.241$, 95% CI $[-0.344, -0.131]$, $p < 0.001$), suggesting that higher ethnocentrism is associated with lower worldmindedness. CE correlated moderately and positively with patriotism ($r = .454$, 95% CI $[0.359, 0.539]$, $p < 0.001$), indicating that individuals with stronger ethnocentric tendencies also tend to display stronger patriotic attitudes. Finally, patriotism and worldmindedness were strongly and negatively correlated ($r = -0.556$, 95% CI $[-0.629, -0.472]$, $p < 0.001$). The confidence intervals for all three correlations confirm that these associations are reliably different from zero in the population.

Discussion

Managers, traders, and marketers often have to consider consumers' ethical and moral perceptions when developing and formulating business and marketing strategies. Given a known degree of morality and ethics, it is appropriate to develop strategies that emphasise the product's local or national aspects and resonate well with ethnocentric and patriotic consumers. Advertising campaigns that highlight a product's origin or emphasise its contribution to the local economy may be more effective in appealing to ethnocentric consumers. However, research in this area does not provide sufficient evidence on the significance of the effects of consumer ethnocentrism, patriotism, and worldmindedness.

In the first step, we verified the reliability of the instruments used, and based on the estimated reliability, we adapted the research instruments. Although Čvirík (2021b) notes an acceptable degree of reliability for the instrument, he also identifies potential shortcomings in individual statements, and the sample he uses is not explicitly focused on young Slovaks. In the case of patriotism, the statement "Under our judicial system, the punishment awarded to those who disobey the law of the land is very light" appeared internally inconsistent. It can be assumed that the statement measures perceptions of the country's legal system rather than its patriotic tendencies. As Hopton (2012) states, patriotism is primarily oriented towards the state, but this concern is only indirectly related to the law. This mechanism may also suggest that patriotism is based on moral rather than legal values (Axinn, 2008). We also made modifications to the CETSCALE, eliminating three statements with low internal consistency. It should be noted that these statements were price-oriented, yet Slovak consumers are highly price-sensitive (Grzybowski et al., 2014; Pokrivcak & Rajcaniova, 2014), which could lead to specific distortions. Several studies (Čvirík, 2021a; Čvirík et al., 2023) indicate that, considering the adaptation of the CETSCALE tool for Slovaks, it is appropriate to eliminate these statements. The adaptation of the Worldmindedness scale, with an emphasis on reliability estimation, was again found to be price-sensitive (W_4). At the same time, certain tendencies oriented towards protecting the home country can be observed, which may stem from the migration crisis that affected Europe as a whole (Crowley, 2016; Cantat et al., 2023).

Consumer ethnocentrism is below the scale's average, but certain tendencies emerge within individual statements. Several studies indicate that younger consumers are less ethnocentric (Čvirík et al., 2023). As part of the research, we identified the statement "Only those products that are unavailable in the Slovak Republic should be imported" as a key statement of ethnocentric tendencies. This statement clearly points to ethnocentric tendencies as an additional factor influencing purchase motives, serving a protective function. In other words, the young cohort would accept some

restrictions on exports. In this context, it can also be about determining the country of origin effect (Čvirik, 2021b), when consumers will prefer domestic products that are characteristic of domestic production in the sense of the history and nature of the home country (Witek-Hajduk & Grudecka, 2019; Čvirik & Dotong, 2023) as well as the stereotypical image (Herz & Diamantopoulos, 2013). The survey results indicate a low degree of patriotism among Generation Z in Slovakia, suggesting that patriotism is not the primary motivating factor for this cohort. The results of the Adams and Gay (2019) study indicate significant differences in generational membership regarding patriotism, suggesting that younger generations are less patriotic; however, Generation Z is not the subject of this research. In the framework of the research, the respondents responded with approval, especially to the statement oriented to basic military training, which may represent a reflection on the ongoing battles in Ukraine as well as the Israel-Hamas war, but in this context, it may be more about fear and concern than an expression of patriotism (Kurapov et al., 2023; Samuel, 2023). The results indicate a significant degree of world-mindedness within Generation Z in Slovakia. This result points to the effects of globalisation (Han et al., 2023), while the segment showing worldmindedness tendencies holds different attitudes and preferences (Riefler et al., 2012), which ultimately affect consumer behaviour.

In terms of connections between the investigated effects, a significant association can be established in the studied cohort, while within consumer ethnocentrism and patriotism, it is a positive relationship, as confirmed by other studies (Shankarmahesh, 2006; Čvirik, 2021b). Regarding the connection between patriotism and worldmindedness, the relationship is strong and negative, as indicated by other studies (McLeod, 2019), while network analysis suggests that some statements are directly correlated and intermingled. In the case of the connection between worldmindedness and consumer ethnocentrism, a negative relationship exists, which is also a result of the theoretical base's context (Shankarmahesh, 2006; Dasgupta & Chandra, 2016; Güngördü Belbağ, 2023). However, a proper study did not provide such evidence.

Based on the evidence presented on ethnocentrism, patriotism, and worldmindedness, businesses can make informed decisions about product offerings, market expansion, and promotional activities (Klopotan et al., 2020). This strategic alignment is crucial for achieving long-term success in an increasingly globalised and competitive market (Bilić et al., 2023). Likewise, in the government market, it is crucial to understand its residents and adapt campaigns to support the purchase of domestic products, thereby strengthening the domestic economy. The measurement helps to identify segments of the population with strong ethnocentric tendencies. Firms can then tailor marketing strategies to specifically appeal to this group (Ademi & Zeqiri, 2024), emphasising local or national aspects of the products. In this context, it is appropriate to focus primarily on the effects of worldmindedness in creating business and marketing strategies, with an emphasis on culture, openness to thinking, globalisation, and interest in world products.

Conclusion

In response to the accelerating rate of digitisation, as an element of globalisation, there is also an increasing importance of examining the perception of the ethics and morality of purchasing products in light of their origin. In this context, we present three generic effects worth investigating: the patriotism effect, the consumer ethnocentrism effect, and the worldmindedness effect. In our paper, we focus on identifying the most appropriate and reliable tools for measuring the extent of these effects among the Generation Z cohort in Slovakia. The results indicate a low level of patriotic and

ethnocentric tendencies in the studied cohort. On the contrary, the concept of worldmindedness has a significant effect. The results show a significant association between these effects, with patriotic tendencies positively related to ethnocentric tendencies. However, both concepts have a negative connection with the worldmindedness effect.

The results can be used in the creation of products as well as in communication with consumers and customers, which is an important strategic area of marketing management (Silva et al., 2024). For domestic producers, the results represent a certain barrier that must be addressed. On the contrary, there seems to be an opportunity for exporters. It seems that this segment, which will soon represent significant purchasing power, is significantly influenced by openness to worldmindedness and, therefore, to foreign products. The effects of ethnocentrism and patriotism suggest that these factors do not significantly influence this cohort. Of course, certain tendencies can be observed there. However, it may be more about the effect of the country of origin (the home country) when the properties of these products are considered, rather than the economic impact on the home country. Of course, from the home country's perspective, consumer ethnocentrism should increase, thereby enhancing its economic prosperity. The results suggest that this can also be achieved by increasing patriotic tendencies. In this spirit, it is necessary to remind ourselves that the effect of worldmindedness is the opposite: it reduces this rate, which, in the end, can also hurt the home country.

The article's benefits, at the theoretical level, can be identified through the systematisation of the literature review and the indication of the importance of the investigated effects. Identifying the most appropriate tools for measuring the effects of consumer ethnocentrism, patriotism, and world citizenship is also a contribution. Similar adjustments will likely be needed in Central European countries, which share a similar culture, history, and standard of living. Pointing to the current rate in the studied cohort can be immediately applied in practice to create marketing strategies, as well as in international trade, the national economy, and related fields. Demonstrating the connections among the investigated effects leads to a better understanding of the effects and the possibilities for responding to and influencing them.

The findings provide managers with actionable insights into how Generation Z's ethical and moral perspectives influence their purchasing decisions, enabling them to design marketing strategies that align with values such as patriotism and global awareness. Businesses can leverage this knowledge to enhance brand positioning by emphasising local economic contributions or global responsibility. This approach can improve customer engagement and loyalty while balancing national and global market priorities.

The presented article contains certain limitations. Above all, it examines only one generation and thus fails to highlight the significance of generational differences. The used sample tip also has significant limitations, which we partially address through research and statistical methods. The size of the sample determines its error rate; in this spirit, we must consider an acceptable error rate. In the future, it would be appropriate to examine potential mediators of these measures, such as respondents' descriptive factors. At the same time, it is necessary to note that the research design employs inquiry, which is directly related to self-reflection and may introduce some distortion. Likewise, it is more of a cognitive and affective investigation than pointing to a clear behavioural intention to buy or not to buy a domestic or foreign product.

In future research, it would be appropriate to supplement the results with qualitative data to clarify certain tendencies. It would also be appropriate to explore differences across generations more deeply. It would also be appropriate to search for dimensions

that would be major and minor with the help of, for example, exploratory factor analysis. These results could further explain which dimensions have effects and manifestations and which do not.

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