

Measurement of Consumer Ethnocentrism of Slovak Consumers

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ABSTRACT: The conceptualization of consumer ethnocentrism is inferred from the general concept of ethnocentrism which assumes that ethnocentrism starts with the culture into which an individual is born. Over time, the individual will accept the values and behaviour of this particular culture as a norm. However, when the individual becomes aware of other cultures with different values and behaviours, there develops the need of belonging and identification with own culture rather than that of others. When analysing the consumer ethnocentrism, it is also essential to examine whether consumer ethnocentrism operates uniformly across all consumers or there exist some specific factors moderating their ethnocentric tendencies. A lot of studies researching these issues can be found in various cultural contexts, however in Slovakia we found certain gap since there is just a few of them. The aim of the paper is to investigate the level of consumer ethnocentricity of Slovak consumers in general and with the respect to chosen variables – age and gender. The results can serve as an information base for decision-making process of marketing managers focusing especially on local production of domestic products.

Keywords: consumer ethnocentrism; CETSCALE; marketing

JEL Classifications: M31

1. Introduction

In 1906, William Graham Sumner was the first to introduce a sociological concept of ethnocentrism and investigate this type of behaviour. In his publication *Folkways*, he distinguished between “in-groups”, with which an individual identifies and “out groups”, which are considered as unethical to the “in-group” (Sumner, 1906). According to Booth (1979), the concept of ethnocentrism represents the universal tendency of people to view their group as the centre of universe and to accept persons who are culturally like themselves and to reject persons who are culturally dissimilar. Similarly, Erdogan and Uz Kurt (2010, p. 395) contributes that “ethnocentrism refers to the tendency of individuals to see their cultural group as proving the norms for acceptable behaviours and preferences.” According to Levine and Campbell (1972), the symbols and values of one's own ethnic or national group are perceived as a source of pride and attachment, while the symbols and values of other groups may become a source of contempt. Thereupon, the ethnocentrism is usually associated with national identity and patriotism towards the home country. Unsurprisingly, there emerged huge interest to analyse the ethnocentrism and consumer behaviour together and find out how high-ethnocentric consumers act in the marketplace. The results of research studies investigating this issue led to defining the 'consumer ethnocentrism'.

1.1. Consumer Ethnocentrism

The concept of ethnocentrism has expanded into the context of business and the first reference of the application of ethnocentrism on consumer behaviour can be found in the studies of Markin

(1974) and Berkman and Gilson (1978). However, Shimp and Sharma (1987, p. 280), were the first to formulate the marketing concept of consumer ethnocentrism, defined as “the beliefs held by American consumers about the appropriateness, indeed morality, of purchasing foreign-made products.” Although the construct was first developed from an American perspective, its cross-cultural validity has been proved in numerous studies. According to Kaynak and Kara (2002), the concept of consumer ethnocentrism expresses the effects of buying intentions with regard to products from the home country and from countries that are perceived to resemble or differ from it. The concept of consumer ethnocentrism indicates which buying behaviour is acceptable or unacceptable within a group to which consumer belongs. The focal point of this concept is the idea that consumers express identification with their ethnic or national group through the products that they buy. Most of the studies examining the consumer ethnocentrism confirmed that the higher the ethnocentric tendency, the more negative attitudes towards foreign or imported products, and thus the more positive attitudes towards domestic products. For instance, Luque-Martinez et al. (2000) found that highly ethnocentric individuals tend to be intolerant and have bias against cultures different from their own and tend to evaluate foreign products as inferior. Similarly, McIntyre and Meric (1994) came to the conclusion that highly ethnocentric consumers found the place of manufacture of goods to be very important in the evaluations of products and as a consequence, they preferred local products. Moreover, Kasper (1999) found that consumers who tended to evaluate domestic products more favourably, perceived the quality of domestic products to be higher than the quality of foreign equivalents.

Vida and Reardon (2008) summarized the findings and identified three major components of consumer ethnocentrism: (a) Cognitive component, whereby a consumer typically perceives products from one country as being superior to products from other countries; (b) Affective component which comprises consumers' love of their country and their sense of belonging and emotional attachment to it. This element can be based on both personal and impersonal relationship with the country. Personal relationship refers to the country where the individuals were born and feel a sense of belonging toward this country. Conversely, impersonal relationship can result from consumers' interests; (c) Normative component which occurs when consumer feels a sense or moral obligation towards the purchase of products originating from their home country rather than from competing countries. Shimp and Sharma (1987) explained this in more details by stating that the purchase of imported goods is improper because it would potentially hurt national economy, result into loss of jobs and in addition, it would be simply unpatriotic.

1.2 Measurement of consumer ethnocentrism - CETSCALE

Adorno et al. (1950) developed a classic measure of ethnocentrism, called “California ethnocentrism scale”. Later, Chang and Ritter (1976), Warr, Faust and Harrison (1976) developed other ethnocentrism scales but all these measures had little relevance to the study of consumer behaviour. As a consequence, Shimp and Sharma (1987) developed a CETSCALE as a rigorous scale for measuring the concept of consumer ethnocentrism related to purchasing foreign versus American-made products. The respondents of their open-ended survey were requested to express their opinions of whether it was right and appropriate for American consumers to purchase products manufactured in foreign countries. Authors created an initial scale consisting of 225 items based on the common answers from an open-ended survey of over 800 consumers and after thorough examination of items by academics and reducing redundant items, the initial pool was reduced to 180 items. Afterwards, two purification studies and confirmatory factor analysis were conducted in order to reduce redundant items. The final form of the scale was developed, consisting of 17 items reflecting the ethnocentrism dimension and ranging from strongly agree = 7, to strongly disagree = 1. Item scores were summed to form an overall score ranging from 17 to 119.

Four separate studies in the four geographic areas in the United States were conducted by Shim and Sharma to assess the reliability and validity of the 17-item CETSCALE, i.e. “four-areas study”, the “Carolinas study”, the “national consumer good study” and the “crafted-with-pride study”. Shimp and Sharma predicted that scores on the CETSCALE should have been strongly negatively correlated with consumers' beliefs, attitudes and purchase intentions toward foreign-made products, as well as with the consumers' foreign product behaviour. However the correlations with the consumers' foreign product behaviour shouldn't have been as strong as the correlations with behavioural antecedents, because Americans base their decisions also on other factors, e.g. price, product availability. In addition, Shimp and Sharma assumed that high ethnocentric tendencies were especially

prominent among individuals whose quality of life and economic situation were threatened by foreign competition. According to results (Shimp and Sharma, 1987), the scale scores negatively correlated with varying measures on consumers' beliefs, attitudes, and willingness towards the purchase of foreign-made products. They found that consumer ethnocentrism is positively correlated with patriotic and conservative attitudes of consumers but negatively correlated with cultural openness. In addition, it was revealed that the country of manufacturer was more important for high ethnocentric consumers and they were biased in favour of American products and in opposition of European and Asian products.

With respect to the demographic variables concerning age, economic situation and quality of life, the higher ethnocentric tendencies appeared in case of individuals coming from lower social classes and feeling threatened by foreign competition. Several research studies aimed to prove the validity of the CETSCALE, as listed in Table 1, and confirmed the validity of the CETSCALE across different countries.

Table 1. Overview of studies on consumer ethnocentrism scale

Author	Year	Focus of the study
Shimp and Sharma	1987	Construction and validation of the CETSCALE
Netemeyer, Durvasula and Lichtenstein	1991	Cross-national assessment of the reliability and validity of CETSCALE
Herche	1992	Review of the validity of the CETSCALE
Sinkovics	1999	Construction and validation of a consumer ethnocentrism scale, tested in the Austrian context
Balabanis, Diamantopoulos, Mueller and Melewar	2001	Evaluation of the impact of patriotism, nationalism, internationalism as factors influencing ethnocentrism
Balabanis and Diamantopoulos	2004	Examination of the country-of-origin effects, consumer ethnocentrism and domestic country on buying domestic versus foreign product choice

Source: Own elaboration.

1.3 Moderating factors

The influence of demographic factors, such as age, gender, marital status and education level, also have been thoroughly analysed in several consumer ethnocentrism studies (Shimp and Sharma, 1987; McLain and Sternquist, 1991; Herche; 1992; Caruna and Magri; 1996; Good and Huddleston, 1995; Watson and Wright, 2000). These studies aimed to find out the relationship between demographic variables and consumer ethnocentrism and found significant differences among them. Based on the empirical results, consumer ethnocentrism correlates with age positively, but with education level negatively. According to outcomes, an elderly woman with low income is more likely to manifest high ethnocentric tendencies. Watson and Wright (2000) found that high-ethnocentric consumers were more likely to be female, older, less educated, and less wealthy, than low-ethnocentric consumers. Shimp and Sharma (1987) assumed in their study that certain population segments, whose quality of life and status of economic activity are threatened by foreign competition, would be likely to express higher ethnocentric tendencies. These segments represent for instance residents from lower social classes or those coming from geographic area where the competition is particularly strong. The assumption of these authors had been proved indicating that older working individuals expressed higher ethnocentric tendencies, because they were threatened by the eventuality of losing jobs due to increasing global competition. In addition, Luque-Martinez et al. (2000) contributed by stating that psychological factors, such as beliefs, attitudes and cognizance may also determine the intensity of ethnocentric tendencies of consumers. Even though, there are also some contradictions among findings. For instance, some researchers showed that men's ethnocentrism is higher than women's (Hult &

Keillor, 1999 and Banniester and Saunders, 1978) or some implied that there was no significant difference between men and women in this regard (Caruana, 1996, In: Ranjbarian et al, 2011).

1.4 Consumer ethnocentrism in Slovakia

Nowadays, when Slovak consumers have a huge access to foreign goods and Slovak producers face increasing competition from foreign producers, the necessity of examining the consumer ethnocentrism of Slovak consumers has become even more obvious and catches attention of researchers. Unfortunately, there is still very little research on this subject and the findings are often not measured on like-to-like basis. Despite these shortcomings, we would like to present a short overview of some recent studies on consumer ethnocentrism in Slovak environment. Sedláková (et al., 2007) examined the consumer ethnocentrism among young Slovak consumers – students who represent the new generation of Slovak consumers after the political changes in the 90's. There were 468 respondents surveyed in total, whereas the average age of respondents was 21.26 years. Female respondents represented bigger part of respondents (69.7%) than their male counterparts (30.3%). The average score of the CETSCALE accounted for 64.47 points which means that the surveyed sample expressed average ethnocentric tendencies towards the purchase of foreign products and the mean value of answers achieved 3.97 indicating slightly higher ethnocentric tendencies of the surveyed sample of respondents. Gajdoš and Dziváková (2010) carried out a survey of 195 Slovak consumers with the aim to investigate the ethnocentric tendencies towards the purchase of foreign products. They employed 17-item CETSCALE adapted to Slovak language. The sample was used by intent, mostly of respondents living in the East region of Slovak Republic. The total CETSCALE score accounted for 54.60 points which was 13.40 points less than the average of the CETSCALE score. As a result, a surveyed group of Slovak consumers showed below average ethnocentric tendencies. The mean value of answers achieved 3.2106 indicating lower ethnocentric tendencies of the surveyed group of Slovak consumers compared to the average mean value of the CETSCALE equal 3.5. Kleinová (2009) examined the CETSCALE score focused on consumer behaviour on the market of selected foodstuffs in Slovakia. Author conducted a primary research using 17-item CETSCALE on a sample of 1,017 randomly selected respondents whereas the sample is representative according to the age and gender variables. Based on the research results, the average CETSCALE score accounted for 68.49 points out of 117 and the mean value of answers equalled to 4.03 (out of 7) indicating ethnocentric tendencies of the surveyed sample of respondents being slightly above the average. Author confirmed that consumer ethnocentrism correlated with age positively, but with education level and income level negatively.

2. Research Methodology and Results

The main aim of the study was to measure the consumer ethnocentrism using the established 17-item CETSCALE and examine whether it operates uniformly across all Slovak consumers or if its extent is influenced by age and gender of Slovak consumers. We assumed Slovak consumers to show average ethnocentric tendencies, based on the similar research results conducted in Slovak environment. Simultaneously, we assumed the consumer ethnocentrism not to operate uniformly across all Slovak consumers, but to vary across gender and across selected age categories. Based on these assumptions, we formulated the following hypotheses:

H1: Majority of Slovak consumers show average ethnocentric tendencies.

H2: There exists a significant difference between the average CETSCALE scores across the observed four age categories of Slovak consumers.

H3: Slovak consumers aged 18-35 show lower ethnocentric tendencies than consumers aged 36 years and above.

H4: Slovak male consumers show lower ethnocentric tendencies than Slovak female consumers.

2.1 Sample Structure, Data Collection and Measurement Scales

In order to measure the level of consumer ethnocentrism, we used the established scale from previous research, i.e. the original CETSCALE developed by Shimp and Sharma (1987), translated for Slovak context, which consisted of 17 items on 7-point Likert scale ranging from 1 = absolutely disagree to 7 = absolutely agree. As mentioned in the literature review, several research studies have confirmed the validity and reliability of the scale since its inception by Shimp and Sharma in 1987.

The object of the research represents a sample of Slovak consumers aged 18 years and above which was divided according to specific socio-demographic factors, such as gender, place of

residence, education level attained, occupation and personal net income into categories. The questionnaire was created via SurveyGizmo, an online survey tool, and the generated web link was distributed via e-mails, social networks, and various Slovak discussion forums. When distributing the survey web link via internet, we asked the existing respondents to recruit future subjects from among their acquaintances, in order to elicit snow ball effect. Considering the fact that youth population engages in social networks and discussion forums primarily, a printed version of the questionnaire was also created and distributed face-to-face at public places, such as shopping centres and squares, in order to gather more random responses, mainly from elderly consumers. In total, 200 printed copies of the questionnaire were distributed, out of which 67 (33.5%) were successfully completed. In total, 246 responses were submitted (online & printed versions), however only 118 responses (48%) were usable after data screening. The rest of 128 responses were partial and filled incorrectly. Since in this paper we present just chosen results of more complex research¹ and considering the extent of the research and number of partial objectives, many consumers found the questionnaire to be either too long or too much sophisticated, especially the elderly consumers or those from lower social classes, and failed to fill out the questionnaire.

The data gathered from 118 surveys were entered into an Statistical Package for Social Sciences (SPSS) file and MS Excel file and empirically evaluated through a series of analyses. Descriptive statistics, such as frequency, mean, and standard deviations were calculated in SPSS. Chi-Square tests were calculated to determine the representativeness of our sample. One sample t-test was used for testing the H1 hypothesis suggesting that Slovak consumers show ethnocentric tendencies above the average CETSCALE score. The independent samples t-test and analysis of variance (ANOVA) were employed to test the impact of demographic variables on consumer ethnocentrism (H2, H3 and H4).

Out of the total number of 118 respondents, 51.7% were female respondents and 48.3% were male respondents. According to the Statistical office of Slovak Republic, there lived 4,405,673 inhabitants aged 18 years and above in Slovak Republic to date 31st December 2010, out of which 2,114,811 were men (48%) and 2,290,862 (52%) were women. Chi-square test was used to measure whether there is a significant difference between the observed and the expected frequencies of gender variable, in order to confirm or disprove the representativeness of our sample. The calculated value of Chi-Square (χ^2) = 0.004, our predetermined alpha (α) level of significance = 0.05 (5%), and our degrees of freedom (df) = 1. In order to evaluate the results, we need to compare p-value (statistical significance) with the predetermined significance level (α). In general, we reject the null hypotheses when the p-value is less than the predetermined significance level (α). In our case, the calculated p-value equals 0.947, i.e. p-value (0.947) is not less than α (0.05). As a result, we accept the null hypothesis and confirm that our sample is representative in terms of gender and matches the gender structure of Slovak population.

In regard to the age variable, we divided the respondents into four groups: 18-25 years old, 26-35 years old, 36-50 years old and 50 years old and above. Out of 118 respondents, 15.3% of respondents were aged 18-25, 21.2% of them were aged 26-35, 26.3% were aged 36-50, and 37.3% were 50 years old and above. According to the Statistical office of Slovak Republic, there lived 650,256 inhabitants aged 18-25 (15%), 926,113 aged 26-35 (21%), 1,154,636 aged 36-50 (26%) and 1,674,668 of inhabitants aged 50 and above (38%) in Slovakia to date 31st December 2010. Similarly, we used Chi-Square test and formulated null hypothesis to determine whether the age structure of our sample matches the age structure of the Slovak population. The calculated value of Chi-Square (χ^2) equals 0.026, our predetermined alpha (α) level of significance is 0.05 (5%), and our degrees of freedom (df) = 3, and p-value is 0.999. Based on the results, p-value (0.999) is not less than α (0.05) and we accept the null hypothesis and confirm that our sample is representative and matches the structure of selected age categories of Slovak population

2.2 Research Results

Firstly, we assumed that Slovak consumers manifest average ethnocentric tendencies of the CETSCALE (68 on a 17 - 119 scale) and we test the hypothesis H1, as follows:

¹ The article presents results of the research financed by the grant of Ministry of Education in Slovakia VEGA 1/1351/12, Exploitation of consumer ethnocentrism effects by the support of purchase and consumption of domestic production under globalisation influences

H0: Slovak consumers manifest average ethnocentric tendencies ($\mu=68$)

H1: Slovak consumers show lower ethnocentric tendencies ($\mu<68$)

The one sample t-test, which examines whether the unknown population mean μ differs from a hypothesized value μ_0 , was computed in SPSS using the formula for t-statistics. The t-statistics follows Student's t probability distribution with n-1 degrees of freedom (df = 117 in our case). The mean CETSCALE score of Slovak consumers and standard deviation of the 188 observations are 70.99 and 20.195, respectively. The computed t-statistics is 1.609, p-value is 0.110, and the predetermined significance level (α) = 0.05. We reject the null hypotheses when the p-value is less than α . In our case, p-value is not less than α . Consequently, we accept the null hypothesis and confirm that Slovak consumers manifest average ethnocentric tendencies towards the purchase of foreign products. Descriptive statistics are depicted in Table 2.

One-sample T-test:

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
q1_average	118	70.99	20.195	1.859

One-Sample Test

	Test Value = 68					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
q1_average	1.609	117	.110	2.992	-.69	6.67

Source: Own elaboration.

Secondly, we assumed consumer ethnocentrism not to operate uniformly across all consumers, but to vary across selected demographic variables - gender and age. We assumed the following statement:

H0: Consumer ethnocentrism performs uniformly across the observed four age categories of Slovak consumers.

H2: There exists a significant difference between the average CETSCALE scores across the observed four age categories of Slovak consumers.

There are four age groups of respondents in our questionnaire: aged 18–25, 26–35, 36–50 and aged 50 years and above. We assumed that Slovak consumers in these age categories show different average scores of consumer ethnocentrism. We used the one way analysis of variance (abbreviated one-way ANOVA) which is used to compare means of two or more samples using the F distribution. We calculated the F statistic which equals 8.878 and the corresponding p-value is 0.000. As a result, p-value (0.000) is less than the predetermined significance level α (0.05), so we reject the null hypothesis and accept the H_2 hypothesis that the demographic variable of age has an impact on consumer ethnocentrism.

One-way analysis of variance:

ANOVA

q1_average					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9036.589	3	3012.196	8.878	.000
Within Groups	38680.402	114	339.302		
Total	47716.992	117			

Source: Own elaboration.

Table 2. Descriptive statistics of responses of Slovak consumers to the CETSCALE

Statement	Low 1-2	Medium 3-4-5	High 6-7	Mean	Std. Dev.
Slovak people should always buy Slovak-made products instead of imports.	13 11.0%	53 44.9%	52 44.1%	4.98	1.601
Only those products that are unavailable in Slovakia should be imported.	18 15.2%	47 39.8%	53 44.9%	4.82	1.924
Buy Slovak-made products. Keep Slovaks working.	1 0.8%	30 25.4%	87 73.7%	6.11	1.182
Slovak products, first, last, and foremost.	10 8.4%	61 51.7%	47 39.8%	4.80	1.577
Purchasing foreign-made products is un-Slovak.	22 18.7%	66 55.9%	30 25.4%	4.14	1.803
It is not right to purchase foreign products.	20 17%	67 56.7%	31 26.3%	4.20	1.767
A real Slovak should buy Slovak-made products.	23 19.5%	64 54.3%	31 26.3%	4.22	1.750
We should purchase products manufactured in Slovakia instead of letting other countries get rich off us.	17 14.4%	54 45.8%	47 39.9%	4.76	1.738
It is always best to purchase Slovak products.	40 33.9%	63 53.4%	15 12.7%	3.48	1.708
There should be very little trading or purchasing of goods from other countries unless out of necessity.	27 22.9%	61 51.6%	30 25.4%	4.14	1.807
Slovaks should not buy foreign products, because this hurts Slovak business and causes unemployment.	29 24.6%	59 49.9%	30 25.4%	4.11	1.748
Curbs should be put on all imports.	37 31.4%	68 57.6%	13 11%	3.79	1.611
It may cost me in the long-run but I prefer to support Slovak products.	39 33%	68 57.7%	11 9.3%	3.42	1.640
Foreigners should not be allowed to put their products on our markets.	60 50.9%	49 41.5%	9 7.6%	2.81	1.674
Foreign products should be taxed heavily to reduce their entry into the Slovakia.	45 38.1%	58 49.1%	15 12.7%	3.32	1.709
We should buy from foreign countries only those products that we cannot obtain within our own country.	28 23.7%	44 37.3%	46 39%	4.40	1.935
Slovak consumers who purchase products made in other countries are responsible for putting their fellow Slovaks out of work.	43 36.5%	60 50.9%	15 12.7%	3.47	1.838

Notes: Responses range from 1 = absolutely disagree, 2 = disagree, 3 = slightly disagree, 4 = neither agree, nor disagree, 5 = slightly agree, 6 = agree, 7 = absolutely agree

N (number of valid responses) = 118 per each item.

Source: Own processing.

Thirdly, we assumed that younger Slovak consumers aged 18-35 manifest lower ethnocentric tendencies than the consumers aged 36 and above and we tested 3rd hypothesis.

H₀: Slovak consumers aged 18-35 express the same ethnocentric tendencies than consumers aged 36 years and above.

H₃: Slovak consumers aged 18-35 show lower ethnocentric tendencies than consumers aged 36 years and above.

We used an independent samples t-test which compares the means between two unrelated groups on the same continuous, dependent variable. The calculated p-value for the F-statistic is 0.372, which is higher than the predetermined significance level α , and thus we reject the null hypothesis suggesting that both age groups manifest the same ethnocentric tendencies and accept assumption that you people aged 18-35 manifest significantly lower ethnocentric tendencies towards the purchase of foreign products (Table 3).

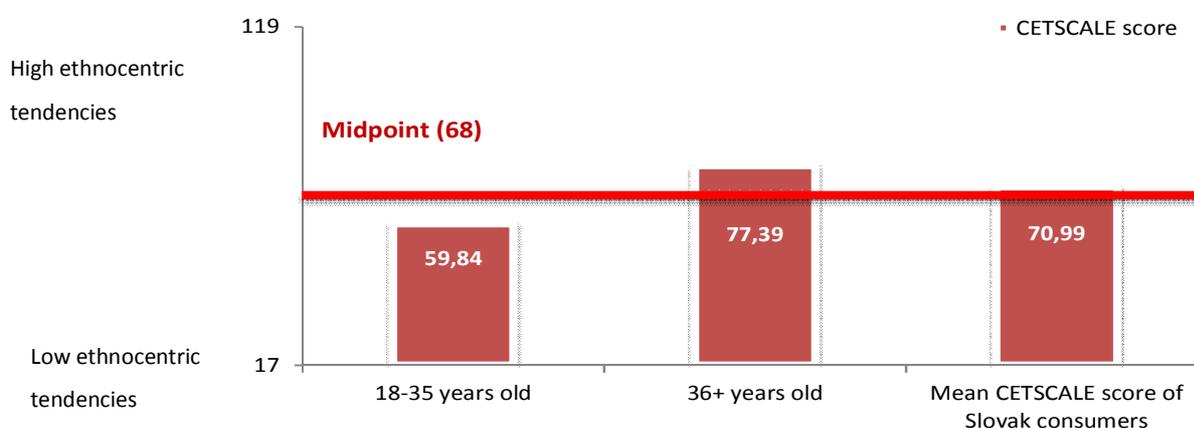
As depicted on the Graph 1, young consumers aged between 18 and 35 years show lower ethnocentrism towards the purchase of foreign products than the midpoint value of the CETSCALE. Simultaneously, they show significantly lower ethnocentric tendencies than consumers aged 36 years and above. It means that they evaluate foreign products more favourably than the domestic products. On the contrary, older consumers tend to manifest higher ethnocentric tendencies and rate domestic products more favourably.

Finally we aimed to investigate the impact of gender on consumer ethnocentrism of Slovak consumers as following.

H_0 : Consumer ethnocentrism performs uniformly across gender categories.

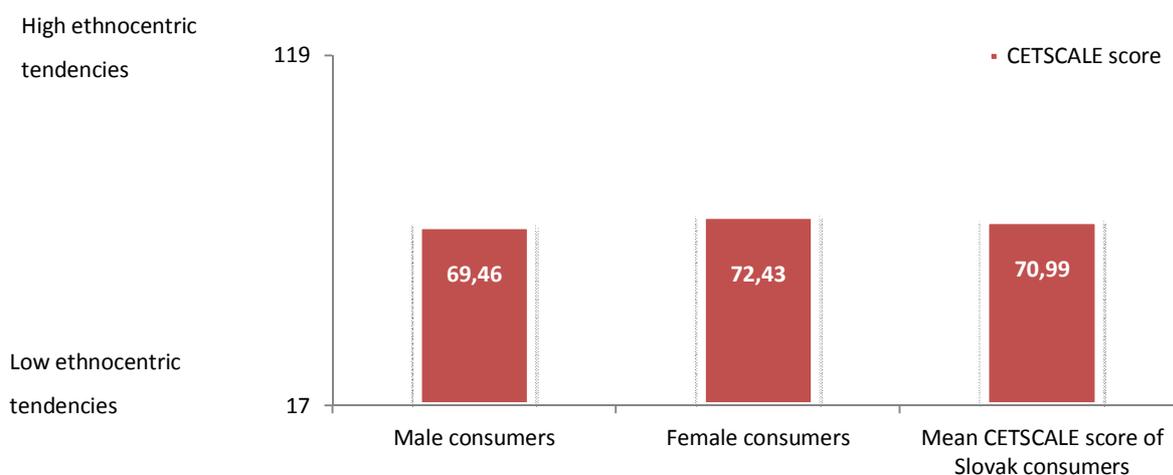
H_4 : Slovak male consumers show lower ethnocentric tendencies than Slovak female consumers.

Graph 1. Impact of age variable on ethnocentric tendencies of Slovak consumers



Source: Own elaboration.

Graph 2. Impact of gender variable on ethnocentric tendencies of Slovak consumers



Source: Own elaboration.

Again, we used the independent samples t-test. The calculated p-value for the F-statistic is 0.280 which is higher than the predetermined significance level (α). As a result, we accept the null hypothesis and confirm that there is no significant difference between the mean CETSCALE values of

male and female consumers. The average CETSCALE score for the male consumers is 69.46 and the average score for female consumers is 72.43, as depicted on the following graph. Both genders manifest average ethnocentric tendencies towards the purchase of foreign products (Table 3, Graph 2).

Table 3. Independent Samples t-test (Testing age and gender variables)

Group Statistics				
Age groups	N	Mean	Std. Deviation	Std. Error Mean
Consumer ethnocentrism_ average	43	59.84	19.813	3.022
18-35	75	77.39	17.558	2.027
36+				

Independent Samples Test									
Levene's Test for Equality of Variances					t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
q1_average	.804	.372	-4.985	116	.000	-17.549	3.521	-24.523	-10.576
Equal variances assumed									
Equal variances not assumed			-4.823	79.218	.000	-17.549	3.639	-24.792	-10.307

Group Statistics				
Gender	N	Mean	Std. Deviation	Std. Error Mean
q1_average	57	69.46	19.034	2.521
Muž	61	72.43	21.279	2.725
Žena				

Independent Samples Test									
Levene's Test for Equality of Variances					t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
q1_average	1.176	.280	-.797	116	.427	-2.970	3.726	-10.350	4.410
Equal variances assumed									
Equal variances not assumed			-.800	115.786	.425	-2.970	3.712	-10.322	4.382

Source: Own collaboration.

Comparison with previous research studies conducted in Slovak environment

Following our results, we would like to compare them with the previous research studies measuring ethnocentric tendencies of Slovak consumers (Table 4). Our CETSCALE score is significantly higher than the score measured by Gajdoš and Dziváková (2010), however 79.48% of their respondents were aged 15-34 years. As we confirmed in the 2nd hypothesis, younger Slovak consumers (aged 18-35) manifested lower ethnocentric tendencies (CETSCALE score of 59.84 points) than the older consumers which is comparable with their overall CETSCALE score of 54.60 points. However, in our sample, the majority of respondents (63.6%) were aged 36 years and above, in order to match the age distribution of Slovak population and it significantly affected the final CETSCALE score. The average age of respondents in the research conducted by Sedláková (2007) was 21.26 years and the majority of them were female respondents (69.7%). As a result, the data are not on like-to-like basis and it is difficult to compare them. The sample of Slovak consumers in Kleinová's research (2008) was confirmed to be representative according to age and gender criteria, therefore we can deduct that we achieved similar CETSCALE scores and Slovak consumers express average ethnocentric tendencies towards the purchase of foreign products.

Table 4. Comparison of Slovak studies of consumer ethnocentrism

Author (Year)	Average CETSCALE score	Average value of answers
Sedláková (2007)	67.47	3.97
Kleinová (2008)	68.49	4.03
Gajdoš and Dziváková (2010)	54.60	3.21
Our research	70.99	4.18

Source: Own elaboration.

3. Discussion and Conclusions

Our data revealed that the mean CETSCALE score measuring the extent to which the consumers are willing to reluctant to the purchase of foreign products, is 70,99 points (with a standard deviation 20,19 on a scale from 17-119 points). We computed the Cronbach's alpha coefficient and confirmed that there was an excellent internal consistency and unidimensionality between the item scores (Cronbach's Alpha = 0.932). To recap, we tested three hypotheses related to the concept of consumer ethnocentrism statistically and found out that Slovak consumers show average ethnocentric tendencies towards the purchase of foreign products, i.e. they neither incline towards the purchase foreign nor domestic products according to the settled intervals (Szromnik and Wolanin-Jarosz, 2013) where the values 102-119 means consumer ultra-ethnocentrism, 85-101 strong ethnocentrism, 68-84 average ethnocentrism, 51-67 moderate ethnocentrism, 34-50 quasi-ethnocentrism, and 17-33 weak ethnocentrism.

In addition we discovered that age has an impact on consumer ethnocentrism and that the CETSCALE score varies across the selected age categories. The data revealed that young Slovak consumers aged 18-35 years manifest lower ethnocentric tendencies with the mean score of 59.84 points compared to the older consumers aged 36 years and above (77.39 points). The young consumers aged 18-35 years tend to rate foreign products more favourably than domestic products, and in contrast, older consumers aged 36 years and above tend to rate domestic products more favourably. This conclusion confirms the findings of earlier researches conducted in the Slovak environment and also abroad as mentioned in the literature review. Gajdoš and Dziváková (2010) measured ethnocentric tendencies of Slovak consumers mainly among young people aged 15-34 years (79.48% of the sample) and their computed CETSCALE score was 59.84 points. This result within Slovak environment may be explained by Keillor (2011) who suggests that the concept of consumer ethnocentrism reflects a western, developed nation perspective and the situation may be different in developing countries where foreign goods are perceived to be superior compared to poor quality of locally produced goods. Consumers in developing nations express aspiration tendencies towards

developed countries and purchase foreign products in order to identify themselves with them. This tendency is significant especially among young people in Slovakia. Therefore, it becomes crucial for marketers to investigate the consumer ethnocentrism and its impact across developed and emerging nations.

Lastly we found out that ethnocentric tendencies do not vary between the genders. The average CETSCALE score for the male consumers is 69.46 and the average score for female consumers is 72.43 however there is no significant difference in the CETSCALE score of these groups. We consider this result as surprising since a lot of previous studies showed that women are rather more ethnocentric than men however some researches (Caruana, 1996, In: Ranjbarian et al, 2011) implied that there was no significant difference between men and women that is in accordance with our results. The highest scale item score achieved the 3rd statement, i.e. „Buy Slovak-made products. Keep Slovaks working“, with the mean score 6.11 points and on a 7-point Likert scale. In total, 73.7% of respondents either agreed or absolutely agreed with this statement. On the other hand only one third of respondents (33.9%) disagreed or absolutely disagreed that it was always best to purchase Slovak products.

Our findings offer practical implications for local Slovak manufacturers who can use this scale to better segment their customers and better understand their target group. The young consumers aged 18-35 years tend to rate foreign products more favourably which is a positive sign for Slovak importers who import various products from abroad and can aim their marketing efforts on Slovak youth population. In Slovakia, after the fall of communism in the end of 1989, the economy, the labour, capital and consumer market has opened. As a result of this process, lots of young people learns foreign languages, travels abroad, engages in various student exchange programs and experience foreign countries and cultures. We assume that also this is the reason why young consumers tend to prefer foreign products from abroad and foreign multinational companies may focus on younger categories of Slovak consumers as a target market. On the other hand, Slovak producers manufacturing purely Slovak products should emphasize Slovak origin especially when marketing products to older Slovak consumers. Further studies may build on these results and examine also country-of-origin effect on buying behaviour more deeply, focus on brand and country image, measure brand origin associations or consumer associations towards foreign brands or focus on testing the national stereotypes in connection with consumer behaviour.

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