

THESES OF THE DOCTORAL (PhD) DISSERTATION

THE ROLE OF CONSUMER ETHNOCENTRISM IN THE JUDGMENT OF FOOD PRODUCTS

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1. RESEARCH BACKGROUND, GOALS AND THE PRESENTATION OF THE RESEARCH HYPOTHESES

My choice of subject goes back to 2012. At that time, I was investigating the direct sales opportunities for food producers and the alternatives to create local economic areas. Because of my experience in the subject and the fact that I was a department demonstrator, I had an opportunity to join a research project at the Department of Economic Analysis and Statistics at the University of Debrecen. All this made me start investigating the consumer behavior related to artisanal food products (2014). This was the first time I encountered the term ‘consumer ethnocentrism’. Several research results confirmed the assumption that ethnocentric feelings often influence the customers’ decisions because the customers show positive prejudice toward the domestic products and the foreign products are ignored. This kind of prejudice appears in the sales of the products and the customers’ intentions as well. This phenomenon can be seen especially in case of food products and it can be traced back to such specific causes as the close relationship with the place of production, the cultural factors related to the place of manufacturing, processes related to the production and processing of the food products, eating habits or traditions.

In spite of the fact that there is significant international literature in the subject, we can hardly find any relevant sources in Hungary. My interest in the subject was induced, among other things, by the fact that the goal of my PhD thesis was to study the impact of ethnocentrism on the judgment of food products in Hungary and abroad. During my research I sought to find a research focus which had some history in the international and in the Hungarian literature as well. MALOTA’s (2003) work had a significant impact on my choice of subject, I became curious to find out how the judgment of the Hungarian products had changed among the Hungarian population during the past 20 years.

The main goal of my research is to study the impact of consumer ethnocentrism on the judgment of Hungarian and foreign food products. Consumer ethnocentrism can be considered to be a common area of ethnocentrism and the country origin image

(MALOTA, 2003). In order to have a deeper understanding of the subject and to study it as comprehensively and extensively as possible, it is very important to study the key factors: ethnocentrism and country origin image. Consequently, my research focuses on revealing the dimensions of ethnocentrism, country origin image and consumer ethnocentrism and the examination of the relationships between these dimensions. By doing so, we can draw some conclusions related to the consumer judgment of the Hungarian food products.

Major research goals

1. To Explore the domestic consumer trends, especially the trends of food consumption, to examine the role of consumer ethnocentrism in relation to the domestic food consumer behavior.
2. To Explore the strengthening and moderating factors of consumer ethnocentrism (socio-demographic background, economic environment).
3. To distinguish the dimensions of ethnocentric feelings and product judgment
4. To examine which socio-demographic background variables can be used best to segment the ethnocentric consumers.
5. To examine the relationship between ethnocentric feelings and product judgment (to analyze the relationships between the revealed dimensions).

The hypotheses in accordance with the goals

Hypothesis 1:

- a) The Hungarian ethnocentric consumers' socio-demographic characteristics are similar to the socio-demographic characteristics of ethnocentric consumers in other countries.
- b) The Hungarian consumers prefer the food products coming from economically more developed countries.

Hypothesis 2:

- a) The individual ethnocentric feelings affect the judgment of food products.

- b) Ethnocentrism plays a significant role mainly in the judgment of domestic food products.
- c) Patriotism and national superiority are the most significant dimensions of ethnocentrism in the judgment of domestic products.

2. THE RESEARCH PROCESS IN THE ORDER OF THE TASKS BELONGING TO THE GOALS

Part I: Literature review

- The analysis of food consumer behavior,
- Ethnocentrism,
- Country origin image,
- Consumer ethnocentrism,

Part II: Data analysis, evaluation of the results

Step 1: Ethnocentrism

Exploration of the dimensions (principal component analysis)

Studying the background variables (Cluster analysis)

Step 2: Country origin image

Exploration of the dimensions (principal component analysis)

Step 3: Studying the correlations between the previous two components using regressive analysis

Step 4: Studying consumer ethnocentrism using CETSCALE (Consumer Ethnocentric Tendency Scale)

Exploration of the dimensions (factor analysis)

Step 5: Exploration of the above mentioned three factors (canonical correlation analysis)

Part III: Conclusions and suggestions: Determination of the new and novel results

In Part I, I put the emphasis on studying and evaluating the literature related to the subject. I start the literature overview with the analysis of food consumer behavior and the evolution of food consumption. After this, I deal with the subjects which are the key elements of my research: ethnocentrism, country origin image and consumer ethnocentrism.

In part II, I focus on the analysis of the collected data (and the presentation of the analysis methods), the exploration of the dimensions and relationships of the vital factors and the evaluation of the results.

Finally, at the end of my thesis (part III), I present the conclusions and suggestions and the new and novel results.

2.1. Presentation of the database and the applied methods

2.1.1. Secondary source search and systematization

In order to achieve the research goals, the first step was secondary data and information collection: I systematized and analyzed the already existing sources. The theoretical background of my research was built on Hungarian and international literature sources in subjects like changes and trends of food consumer behavior, the level and structure of food consumption of the households, the factors affecting the purchase of food, ethnocentrism, country origin image and consumer ethnocentrism.

2.1.2. Primary data collection

The second step was to arrange the primary research based on the secondary research. In the initial phase of my research, I had the opportunity to join a research project of the Department of Marketing at the Faculty of Economics, University of Debrecen. This project was supposed to explore the state of consumer ethnocentrism in Hungary. Thanks to the project, I had a representative national database of 1,000 samples.

Sampling

When applying quota sampling, the composition of the samples was formed according to pre-defined aspects, so representativeness was ensured in case of each region and settlement type. Thus, the composition of the samples was completely in accordance with the quota defined earlier by the Hungarian Central Statistical Office (KSH). The selection of the appropriate respondents in certain settlements of each region was performed with the application of the random walking principle. This method ensures complete randomness in the selection of the respondents. This way, each person had an equal chance to get into the sample. The interviewers received starting addresses in the previously selected regions and settlements. The selected regions and settlement types included in the sample reflected the number rates of the population. The interviewers started from the received addresses and followed the house numbers in an ascending order. The interviewers started the interviews at the third house in the street and then they continued at the next third house on the same side of the street. The sampling plan was composed in a way that the interviewers should not cause any trouble if the selected places were detached houses and houses with gardens.

The people to be interviewed were selected from the tenants of the selected households with the application of the birthday method. The interviewer asked about the number of people above the age of 18 in the household. The person whose birthday was the closest to the date of the interview was selected. The application of this method ensured complete randomness for the second time.

Finally, the sample was corrected with multi-dimensional scaling (by sex and age). Thus, the sample represented the composition of the base population based on four factors (region, settlement type, sex and age).

The socio-demographic background of the sample

Table 1 shows the number of people randomly included in the survey and their percentages in the pre-defined segments (socio-demographic groups and other

background variables). The sample reflects the composition of the base population by region, settlement type, sex and age. The table shows that the rate of male and female respondents is almost the same. Regarding the age groups, the rate of people between 30 and 39 is the highest. As for the level of education, the number of people who graduated from secondary schools or vocational schools is the highest. Regarding the respondents' marital status, most people in the sample are married. Most of the respondents did not travel abroad in 2013.

Table 1: The distribution of the sample based on the major background variables (N=1000)

Designation	Sample distribution	
	Number of people	%
By sex		
Male	477	47.7
Female	523	52.3
By age		
18-29	213	21.3
30-39	248	24.8
40-49	182	18.2
50-59	196	19.6
above 60	161	16.1
By level of education		
Max. primary school	111	11.1
Vocational school	329	32.9
Secondary school education	381	38.1
Higher education	179	17.9
By marital status		
Married	421	42.1
Lives with a partner	164	16.4
Widower/widow	68	6.8
Single	225	22.5
Divorced	122	12.2
By the number of foreign journeys (in 2013)		
1 or 2 times	218	21.8
3 to 5 times	28	2.8
more than 5 times	30	3.0
Did not travel abroad	723	72.3
did not know/did not respond	1	0.1

Source: University of Debrecen – the author's own compilation based on the database of the Department of Marketing, 2014

Data collection and questionnaire

The data collection was performed with the use of a standard questionnaire, through personal interviews in the respondents' residences. The selected people received a set of cards which contained the response options to each question. The interviewer wrote the respondents' answers on the questionnaire. The interviewers participating in the research were checked randomly through random phone calls and visiting cards given to the respondents (the interviewers left visiting cards at the addresses where people refused to answer). Beside all this, in case of a randomly chosen interviewer, all the addresses they had visited were checked. In order to increase reliability, the area leaders supervising the project paid a visit to the colleagues working in the area at random times. The personal data of the respondents were handled with complete protection and anonymity since the respondents' data did not appear on the questionnaires. The group of questions used during the interviews were the following: ethnocentrism; country origin image; consumer ethnocentrism; socio-demographic background variables.

During the compilation of the questionnaires used in the survey, it was important that the questions should be understandable, any possible ambiguity should be avoided and the order of the questions was also important. The questions related to ethnocentrism were compiled based on the DEKKER – MALOVA (1995) model, in case of the questions about the country origin image, the scale devised by PAPADOPOULOS et al (1993) was used, while in case of the questions about consumer ethnocentrism, the CETSCALE (Consumer Ethnocentric Tendency Scale) devised by SHIMP – SHARMA (1987) was applied.

2.1.3. Statistical analysis methods

The answers given to the statements of the questionnaires were first analyzed with the methods of descriptive statistics. Among others, I determined mean, dispersion, skewness and relative dispersion values. During the research, I performed cross-tabulation analysis to examine the correlation between two non-parametric variables

(and the Chi² test to examine the hypotheses). In case of ordinal scale questions, I applied non-parametric statistical procedures (Mann-Whitney or Kruskal-Wallis tests). In case of all three phenomena (ethnocentrism, country origin image and consumer ethnocentrism), I applied dimensionality reduction techniques which included principal component and cluster analyses. This way, I managed to determine relevant consumer groups in all cases. The relationship between the various segments, the principal component and the socio-demographic variables was determined with variance analysis (ANOVA). I applied regressive analysis to describe the relationships between the dimensions.

Finally, I used CETSCALE statements to determine the dimensions of ethnocentrism so that my research should be in alignment with the international research. The relationship between the phenomena was analyzed with the canonical correlation method.

The questionnaires were processed with the help of the following data analysis programs:

- IBM SPSS Statistics 20.0 (2012),
- Past 3.26 (2019)

3. THE MAIN CONCLUSIONS OF THE THESIS

The major conclusions related to the goals and hypotheses of the secondary and primary research of this thesis are presented in this chapter. The conclusions are outlined in alignment with the previously listed goals and hypotheses.

G1 (Goal 1):

In order to create the foundation of the research, it was extremely important to examine the first goal to get the most comprehensive picture of the subject. Within the goal, I sought to obtain information that would help to choose the appropriate research methods so that I could achieve my goals. It was also important to emphasize that this subject has a prominent role in the marketing strategies of domestic food products and thus, the topicality of this subject is beyond doubt. I explored the current food consumption behavior trends and value orientation related to the goals. I collected the main factors which affect food purchase.

According to the literature, consumer ethnocentrism is closely related to ethnocentrism and country origin image. Thus, in the chapter on literature, I sought to define three basic concepts (ethnocentrism, country origin image and consumer ethnocentrism) and to determine their role/relevance. Using the literature and the results of the research, I found that the ethnocentric feelings play an important role in the judgment and choice of domestic food products, thus, it is worth paying attention to them in the creation of marketing strategies to protect domestic products.

G2 (Goal 2):

With Goal 2, I wanted to have a deeper look at the factors affecting ethnocentrism. I found that consumer ethnocentrism is influenced by not only the individual's socio-demographic characteristics but also by the economic and political environment. I had the opportunity to examine the socio-demographic factors and the facts related to the economic environment within the primary research.

The **H1/a) hypothesis** says that the **socio-demographic qualities of the Hungarian ethnocentric consumers are similar to the qualities of ethnocentric consumers from other countries**. Although the results prove that the majority of the Hungarian customers has ethnocentric feelings regardless of their age, income or level of education, the cluster analyses show that the most patriotic segment covers people who are older, have lower levels of education and average or below average incomes. The situation is similar in other countries. Thus, if the goal is to encourage the purchase of Hungarian food products, it might be worth devising marketing strategies which would encourage a segment of younger consumers who have higher incomes (**H1/a hypothesis is proven**).

The **H1/b) hypothesis** was based on the fact that several sources in the literature state that **the consumers of some nations prefer the products coming from countries which are economically more developed than their own**. Thus, I assumed that the Hungarian consumers also appreciated the German or French food products better. This assumption was supported by earlier Hungarian research. However, it seems that this hypothesis is not correct regarding the food products. Thus, I refuted the H1/b hypothesis (**H1/b hypothesis is dismissed**).

G3 (Goal 3):

Goal 3 was to explore the dimensions of the three basic concepts. Based on the literature, I concluded that ethnocentrism can be regarded multidimensional in Hungary as well. The principal component analysis, which examined consumer ethnocentrism, supported this assumption. Based on the answers given by the respondents, two dimensions can be distinguished: a protectionist one and a conservative one. There is also a dimension which involves patriotic feelings. Thus, when consumers are encouraged, the traditional values should also be emphasized beside strengthening the national sentiments.

G4 (Goal 4):

When examining G4, I found that the consumers can be sorted into well-distinguishable groups regarding the feelings and the socio-demographic variables. First, I performed a principal component analysis to identify the various dimensions then, based on the revealed dimensions and the socio-demographic characteristics, I managed to identify the consumer segments with a two-step cluster analysis. I managed to find four well-distinguishable segments. The results show that based on ethnocentric feelings, the Hungarian population can be divided into well-distinguishable groups. Therefore, it is worth considering groups or forming/creating the target market with deliberate marketing.

G5 (Goal 5):

The **H2/a) hypothesis**, which states that “**the individual’s ethnocentric feelings affect the judgment of the food products**”, can be proven with the coefficient of determination (adjusted R²) value. Based on this, the rate of the respondents’ ethnocentric feelings toward their home country is 11.1% in the judgment of the Hungarian food products, while the rate of feelings is 9.3% regarding the knowledge of the Hungarian food products and the identification with them. **The H2/a) hypothesis can be proven.**

The **H2/b) hypothesis**, which states that **ethnocentric feelings affect mostly the judgment of the Hungarian food products** (the feelings do not affect the judgment of imported products so much), **could be proven.** In this case, the value of the linear regression coefficient of determination (adjusted R²) must be taken into account as well. Thus, “the beliefs about products” is 11.1%, while “the knowledge of the products, the identification with them and the purchase” is 9.3% in the judgment of the Hungarian products. As for the foreign products, the coefficient of determination values (adjusted R²) are smaller. The rate of “product beliefs” in the judgment of foreign products is only 5.2%, while the rate of “product knowledge, identification and purchase” is only 6.3%.

Finally, the **H2/c hypothesis was proven too**. Based on the linear regression equations, **the judgment of domestic food products is mostly affected by patriotism and national superiority sentiments** (out of the ethnocentrism dimensions).

The current limitations and possible future directions of the research

1. Based on the literature, I found that the ethnocentric feelings are affected by several factors. In the current research, only the ethnocentric feelings were revealed, the factors causing them were not identified. It would be worth examining whether the results would change if the circumstances of the given country changed (e. g. the current political, economic etc. environment). This would require the multiple repetition of the research.
2. During my research, I examined product categories (food products). Much more useful information could be obtained by examining narrower (more specific) product categories (like own brand products, traditional or regional food products, “Hungarikums”).
3. Food products are a significant portion of the consumption expenses in the Hungarian households. Thus, the encouragement of the consumption of Hungarian food products might have a significant impact on the development of the Hungarian economy. The study of the relationship between ethnocentric feelings and the encouragement of purchase might provide useful information for the Hungarian businesses and the developers of marketing strategies which aim to protect the domestic products.
4. Based on the literature, the product prices are also important factors in the choice of products and this overwhelms the ethnocentric feelings in many cases. My thesis partly focuses on the comparison of ethnocentrism and price as a factor affecting purchase but it might be worth putting more emphasis on this aspect later.

5. In my current research, conclusions can be drawn exclusively from the consumer's point of view. The research might become more interesting if it involved interviews made with the producers and distributors of the food products who could express their perceptions of the impacts of ethnocentrism whether these actors consciously perform activities to exploit the sales-related advantages of these feelings (e. g. placement of a "domestic product" logo on the products).

4. THE NEW AND NOVEL RESULTS OF THE THESIS

Scientific result 1:

By studying the Hungarian and international literature, I managed to explore the major value components of the current food consumer behavior trends. I analyzed the consumption structure of the Hungarian households in detail, within this the evolution and significance of food consumption and the major factors affecting food purchase. Then I discussed the three basic concepts (ethnocentrism, country image origin and consumer ethnocentrism) extensively, trying to define them and to determine their role/significance.

Scientific result 2:

With the help of a two-step cluster analysis, I found that **the socio-demographic characteristics of the Hungarian ethnocentric consumers are similar to those of the ethnocentric consumers in other countries.** Also, with the use of descriptive statistics, I refuted the statement that the consumers of economically less developed countries prefer the food products coming from more developed countries.

Scientific result 3:

With the application of the principal component analysis, I revealed what dimensions determine ethnocentrism, country origin image and consumer ethnocentrism.

Scientific result 4:

I managed to distinguish consumer dimensions in relation to ethnocentric feelings and the judgment of the products. The differences between each segment can be well characterized based on the socio-demographic background variables, the ethnocentric feelings and the identification with the products.

Scientific result 5:

I performed a linear regression analysis and with the help of this **I managed to prove that ethnocentrism mainly influences the judgment of the domestic food products**, ethnocentrism hardly affects the judgment of the foreign products. I also found **that the evaluation of the domestic food products and the identification with them depended on ethnocentric feelings by about 20%**. Finally, I proved that the statement according to which **patriotism and national superiority (out of the dimensions of ethnocentrism)** are the most determining factors regarding the judgment of the domestic food products is true.

Scientific result 6:

With the help of a canonical correlation analysis, I found which areas of the product judgment are affected by the ethnocentric feelings and the creation of which dimensions of ethnocentrism are helped by these feelings.

5. THE POSSIBLE OPTIONS FOR THE PRACTICAL IMPLEMENTATION OF THE RESULTS

My research results might serve as a basis for the marketing strategies that aim to protect the domestic food products and encourage their purchase.

On one hand, the results obtained in relation to the country origin image scales might show a direction for the companies offering domestic (or even foreign) food products because these results give a real picture of the product qualities which affect the choice of product within the category of food products.

On the other hand, the analysis of the consumer groups distinguished during the research might help the segmentation of the consumers, the creation of the marketing mix and the positioning.

Finally, my results provide useful information as to which ethnocentric feelings affect mostly the judgment and purchase of domestic and foreign food products. That is, which feelings should be focused on and influenced during the creation of marketing strategies.

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List of publications related to the dissertation

Articles, studies (7)

1. **Csatáriné Dogi, I.**: A háztartások fogyasztási kiadásainak színvonala és szerkezete Magyarországon - különös tekintettel az élelmiszer-fogyasztásra.
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