

Consumer ethnocentrism as a parallel trend to globalization of consumption

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The essence of ethnocentrism

Ethnocentrism is a term created by **W.G. Sumner** in **1906**.

He claimed that ethnocentrism is “...*the viewpoint that one’s ethnic group is the center of everything, against which all other are judged...*”

The basic characteristics of ethnocentrism

- a sense of belonging to an ethnic group,
- patriotism and national awareness,
- cultural traditionalism.

Ethnocentrism in consumption area

Two American researchers **T. Shimp** and **S. Sharma** applied the term of ethnocentrism to the marketing and marketing research in **1987** and called it: „**consumer ethnocentrism**”
They constructed and tested scale to measurement of ethnocentric attitudes

CETSCALE

It is an acronym from words

Consumer Ethnocentric Tendencies Scale

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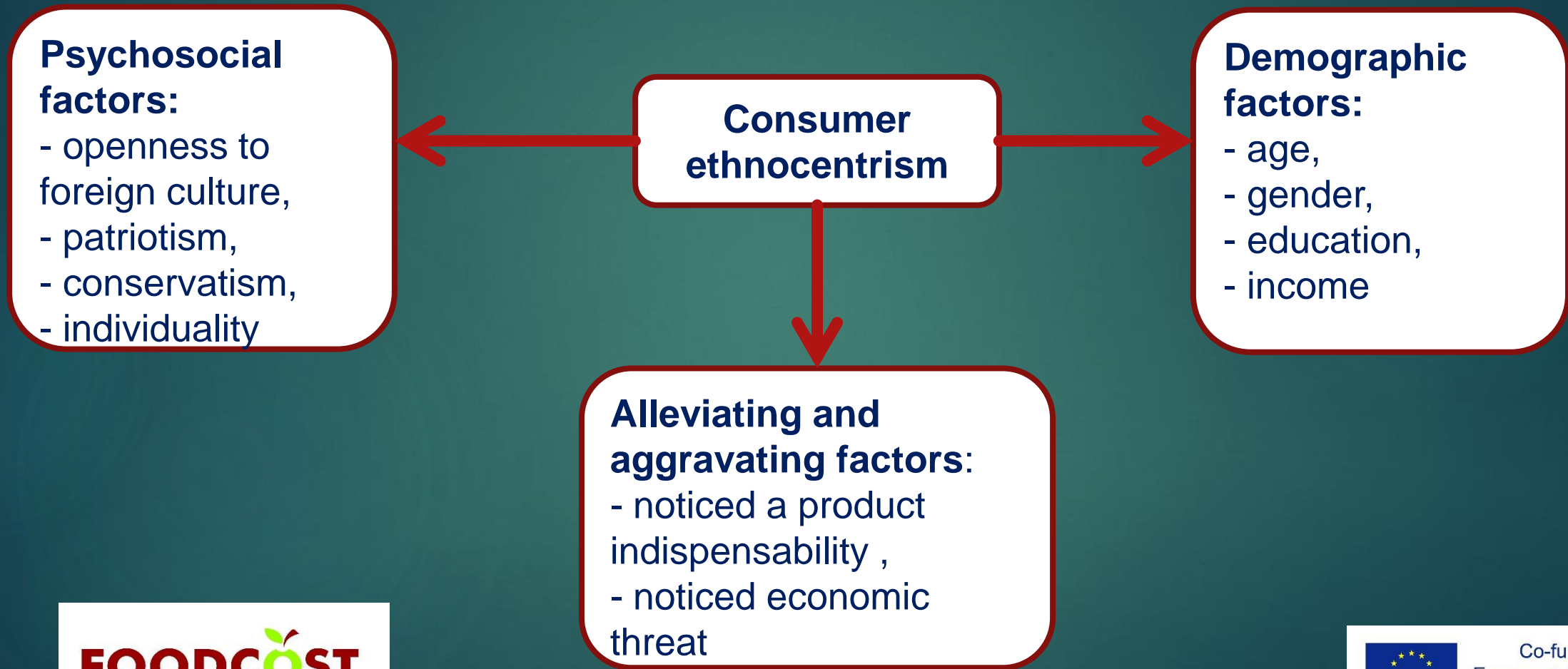
Consumer ethnocentrism

In the opinion of T. Shimp and S. Sharma **consumer ethnocentrism** denotes “... *consumer belief concerning the obligation and morality of purchasing products of national origin...*”.

Consumer ethnocentrism:

- is a form of economic patriotism in the sphere of consumption,
- demonstrates fully as a conscious preference of national products.

Determinants of the level of consumer ethnocentrism



Components of ethnocentric attitude

- effect of emotional attitude towards the country of product origin,
- effect of a tendency to specific behavior towards products of certain origin,
- effect of awareness of product characteristics guaranteed by its country of origin.

Ethnocentric attitudes

fundamental

natural identification of
an entity with its own group and its values

moderate

natural identification of
an entity with its own group and its values

aggressive

natural identification of
an entity with its own group and its values

ostensible

natural identification of
an entity with its own group and its values

Nonethnocentric attitudes

**consumer
internationalism**



**extremely positive attitude
towards foreign products**

**consumer
cosmopolitanism**



**choosing products which bring
the greatest benefits without
considering their country of origin**

Reasons of strengthened ethnocentric attitudes

Ethnocentric attitudes may be strengthened among others when a consumer associates the fact of purchasing foreign products with a negative effect upon the national economy:

- decreased demand for national products,
- unemployment,
- diminishing the budget revenues,
- higher taxes, etc.