

## **Analysis of the Relationship between Consumer Ethnocentrism and Cultural Values of Consumers**

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**Abstract.** This paper examines the relationship between consumer ethnocentrism and cultural values using two primary analytical tools: the CETSCALE and the Portrait Value Questionnaire (PVQ). The primary aim of this research is to elucidate how individual cultural values influence ethnocentric attitudes towards domestic and foreign products. The study addresses a significant gap in understanding the nuanced interactions between cultural orientations and consumer behavior.

Systematization of existing literature and methodologies reveals that consumer ethnocentrism can be influenced by various cultural values. Investigation begins with a correlation analysis to explore the universal relationships among different PVQ indicators and their association with CETSCALE scores. Following this, an ordinal logistic regression analysis was employed to assess the impact of individual PVQ values on CETSCALE outcomes. Methodological tools included Spearman's rank correlation and ordinal logistic regression, applied to data from a sample of 288 respondents collected between January 26, 2024, and March 2, 2024. The analysis highlighted significant positive correlations, particularly between the values of Tradition and Security and ethnocentric attitudes, with Tradition showing the most substantial impact. The paper's findings underscore that while certain values, specifically Tradition and Security, significantly affect ethnocentric tendencies, the overall influence of PVQ scores on CETSCALE is relatively modest. This modest effect is further

supported by low  $R^2$  values, indicating that while statistically significant, the practical impact of cultural values on ethnocentrism is limited. The relevance of addressing this scientific problem lies in the need for a deeper understanding of how cultural values shape consumer preferences and behaviors. The empirical results confirm and theoretically substantiate that Tradition and Security are key predictors of ethnocentric attitudes. These insights can be valuable for policymakers, marketers, and businesses aiming to navigate consumer preferences in a multicultural context and develop strategies that align with cultural values.

**Keywords.** Consumer behavior; psychographic segmentation; survey analysis; CETSCALE; PVQ.

**1. Introduction.** Consumer ethnocentrism is one of the factors that can influence consumer decision-making when choosing between domestic and foreign products [1]. Consumer ethnocentrism reflects the belief that purchasing domestic products is morally right, while buying foreign products may be seen as inappropriate or harmful to the national economy [2]. This topic gains particular significance in the context of globalization, where consumers are exposed to a wide range of foreign products, raising questions about how cultural values influence their purchasing decisions. Cultural values, defined as shared beliefs about what is good and right in society, play a key role in shaping consumer preferences [3]. According to Schwartz's [4] theory of values, these values manifest in various dimensions that affect consumer behavior. Research suggests that consumers with higher levels of ethnocentrism tend to value tradition, conformity, and security, while those more open to globalization prioritize values such as stimulation and hedonism [5].

The aim of this article is to explore the relationships between consumer ethnocentrism and the cultural values of consumers. Using existing theoretical frameworks and our own research, we examine how these values influence consumer decisions regarding domestic production.

## **2. Literature Review**

### *2.1. Consumer Ethnocentrism*

The term "consumer ethnocentrism" originated in the United States, with [2] credited as its authors. They defined it as the beliefs of American consumers about the appropriateness, or even morality, of purchasing foreign products. Based on the nature of this definition, it can be generalized to other countries around the world. Kaynak and Kara [6] define consumer ethnocentrism as the effect of purchasing decisions for products from the domestic country versus those from different countries. Watson and Wright [7] highlight that ethnocentric consumers show a greater preference for domestic products in decision-making situations when a domestic alternative is available. This implies stronger competition for foreign product importers. Vida and Reardon [8] identified three main components of consumer ethnocentrism: a) Cognitive component: The consumer perceives products from their own country as superior to those from other countries; b) Affective component: Love for one's country and a sense of belonging based on a personal or impersonal connection to the country; c) Normative component: The consumer feels a moral obligation to buy products from their own country instead of foreign ones. Consumer ethnocentrism examines the impact of the country of origin on product perception, which is crucial for understanding the concept of "Made in...". However,

due to global manufacturing processes, the origin of a product has become more complex, leading to the need to distinguish the origin into categories such as the country of assembly, components, or design [9]. The country of origin significantly influences product evaluation because consumers often use it to assess quality [10]. In Slovakia, for example, German products are commonly perceived as high quality, while Chinese products are often seen as low quality. Sharma et al. [11] argue that ethnocentric consumers categorize countries as "in-group" or "out-group" based on their similarity to the home country. They prefer products from "in-group" countries over those from "out-group" countries, attributing higher status to them. In contrast, non-ethnocentric consumers place less emphasis on the origin of a product and evaluate foreign products based on their own merits. To assess consumers' ethnocentric tendencies when comparing the purchase of foreign versus domestic products, Shimp and Sharma [2] developed a tool called the CETSCALE (Consumer Ethnocentric Tendencies Scale). The CETSCALE consists of items that primarily represent socio-normative and economic questions related to the general response of consumers to foreign and domestic products. It focuses on the economic aspect of ethnocentrism, aiming to analyze the emotional consequences of purchasing foreign products, i.e., the purchase of imported goods for consumers [11].

## *2.2. Cultural Factors*

Major theories of cultural values agree that the key element of culture is the value emphases within a society. These emphases reflect shared conceptions of what is good and desirable, influencing the beliefs, behaviors, norms, and goals of both individuals and groups, as well as the policies of institutions [12]. The degree of consumer ethnocentrism is significantly influenced by external factors at both the individual and country levels. Shimp and Sharma [2] emphasized the importance of cultural context in shaping ethnocentric values during socialization. The CETSCALE allows for the comparison of consumer ethnocentrism across countries; for example, American consumers are more ethnocentric than Russian consumers [13], suggesting a cultural influence on the level of consumer ethnocentrism. To understand the influence of culture on the level of consumer ethnocentrism, two cultural value frameworks are used: Hofstede [3] – evaluating at the collective level, and Schwartz [14] – evaluating at the individual level. As Balabanis and Siamagka [15] state, most studies on consumer ethnocentrism in a cross-cultural context explain observed differences using Hofstede's dimensions [3]. This theory enables the identification and explanation of ethnocentrism among consumers. Schwartz's Theory of Values [4] identifies ten fundamental cross-cultural values, called value domains: benevolence, universalism, self-direction, stimulation, hedonism, achievement, power, security, conformity, and tradition. All studies supporting the Theory of Values initially used the Schwartz Value Survey (SVS) measurement tool. Later, a more precise typology, the Portrait Value Questionnaire (PVQ), was developed to measure the same 10 value constructs as SVS. Both tools, SVS and PVQ, are related to predicting consumer behavior in various contexts [16]. Consumers who emphasize motivational values such as conformity, security, and tradition tend to have higher ethnocentric tendencies. It is expected that these consumers will prefer domestic products more than those who prioritize values such as benevolence and universalism, which are part of the self-transcendence group [17].

The objective of this article is to explore the relationship between consumer ethnocentrism and individual cultural values, focusing on how various values influence ethnocentric attitudes. The article aims to empirically analyze how values defined within the Portrait Value Questionnaire (PVQ) correlate with consumer ethnocentrism scores measured by CETSCALE.

Research questions:

RQ1: What are the relationships between the individual values defined in the Portrait Value Questionnaire (PVQ) and the consumer ethnocentrism scores measured by CETSCALE?

RQ2: Which cultural values have the most significant impact on ethnocentric attitudes, and how do they influence these attitudes?

RQ3: What are the correlational relationships between different PVQ values and CETSCALE, and what are their practical implications for consumer behavior?

RQ4: How can the results of the analysis be interpreted in the context of the overall impact of cultural values on consumer ethnocentrism?

### **3. Methodology and research methods.**

To assess cultural orientations and values, the Portrait Value Questionnaire (PVQ) model was used. PVQ includes short verbal portraits of individuals of the same gender as the respondent [14]. Each portrait describes goals, desires, or wishes that indirectly suggest important values. For example: "It is important to him/her to think up new ideas and be creative. He/she likes to do things in his/her own original way," describes a person who emphasizes self-direction values. "It is important to him/her to be rich. He/she wants to have a lot of money and expensive things," captures a person who values power. Respondents answer the question: "How much like you is this person?" with options ranging from "not like me at all" to "very much like me." Based on this, they compare themselves to people described with certain values, thus revealing their own values. Instead of comparing themselves to the portrait, they focus on aspects of the other person relevant to specific values. The portraits describe what is important to the individual, indirectly revealing their values. PVQ thus asks about similarity to a person with specific goals and desires (values), not traits. A single trait can reference both a value and a characteristic, e.g., ambition or wisdom. Not everyone who holds a certain value exhibits the corresponding trait, and vice versa [18]. Multidimensional scaling analyses have shown that the meaning of all value items is nearly the same across different cultures [14]. For large national surveys where time is limited, a shortened version of PVQ with 21 items was developed. This tool demonstrates reasonable equivalence of meaning across cultures and high predictive validity [14], [19]. Motivational value types according to their goals and representative values are categorized into ten factors [20]:

Power: Social status, prestige, control over people and resources (social power, authority, wealth).

Achievement: Personal success demonstrated by competence according to social standards (successful, capable, ambitious).

Hedonism: Pleasure and sensuous gratification (pleasure, enjoying life).

Stimulation: Excitement, novelty, challenge in life (daring, a varied life).

Self-direction: Independent thought and action (creativity, freedom, independence).

Universalism: Protection and welfare of all people and nature (social justice, equality, environmental protection).

Benevolence: Welfare of people in close contact (helpful, honest, forgiving).

Tradition: Respect, commitment, and acceptance of the customs and ideas that one's culture or religion provides (humility, respect for tradition).

Conformity: Restraint of actions, inclinations, and impulses likely to upset or harm others and violate social expectations or norms (politeness, obedience).

Security: Safety, harmony, and stability of society, relationships, and self (family and national security, social order).

To determine the level of consumer ethnocentrism, the 17-item CETSCALE model by Shimp and Sharma [2] was used. The economic perspective of the authors is clearly reflected in the 17 items of the model. For example, item 6 ("It is not right to purchase foreign products because it puts Slovak workers out of jobs") and item 11 ("Slovaks should not buy foreign products because it hurts Slovak business and causes unemployment") directly focus on the negative impact of purchasing foreign products on domestic unemployment. Items 12 ("All imports should be restricted") and 15 ("Foreign products should be highly taxed to reduce their entry into the Slovak Republic") emphasize the need for tariffs and taxes to protect domestic products. Items 2 ("Only those products that are unavailable in Slovakia should be imported") and 10 ("Trade or buying goods from other countries should be very limited and allowed only in essential cases") present a positive attitude toward foreign products, but only in the context where the country faces shortages and needs certain goods and services. Overall, this economic perspective on ethnocentrism in CETSCALE considers various aspects that can influence consumer behavior [21]. Respondents' answers are rated on a 7-point Likert scale (1 - strongly disagree, 7 - strongly agree), with the overall score ranging from 17 to 119 points. The higher the respondent's score, the stronger their tendency toward ethnocentrism.

Both methodologies were translated from English into Slovak through back-translation and verified through a pilot study. In the case of the CETSCALE methodology, words expressing American nationality were replaced with words representing Slovak nationality.

The sample consisted of 288 respondents. Data collection was carried out using purposive convenience sampling from January 26, 2024, to March 2, 2024, through the Google Forms tool.

The sample included 107 (37.15%) men and 181 (62.85%) women. The average age of the respondents was  $36.82 \pm 15.7$  years, with the youngest respondent being 17 years old and the oldest 74 years old. In terms of the highest level of education achieved, the sample structure was as follows: secondary education without a diploma (n = 12, 4.17%), secondary education with a diploma (n = 130, 45.14%), higher education - bachelor's degree (n = 18, 6.25%), higher education - master's degree (n = 107, 37.15%), higher education - doctoral degree (n = 17, 5.9%), primary education (n = 4, 1.39%). Regarding socio-economic status: retirees (n = 23, 7.99%), on maternity/paternity leave (n = 8, 2.78%), unemployed (n = 3, 1.04%), students (n = 100, 34.72%), self-employed (n = 17, 5.9%), employed (n = 137, 47.57%). The largest income group had an income of up to 500 EUR (n = 99, 34.4%), followed by the group with an income of 501 - 1,000 EUR (n = 66, 22.92%), 1,001 - 1,500 EUR (n = 62, 21.53%), 1,501 - 2,000 EUR (n = 33, 11.46%), and the smallest income group earned over 2,500 EUR (n = 17, 5.9%).

**Table 1.** PVQ Structure

Individual value	Item	Mean	SD	Median
Self-Direction	1. Thinking up new ideas and being creative is important to him. He likes to do things in his own original way.	4.16	1.33	4
	11. It is important to him to make his own decisions about what he does. He likes to be free to plan and to choose his activities for himself.	4.75	1.14	5
Universalism	3. He thinks it is important that every person in the world be treated equally. He wants justice for everybody, even for people he doesn't know.	4.96	1.19	5
	8. It is important to him to listen to people who are different from him. Even when he disagrees with them, he still wants to understand them.	4.08	1.35	4
	19. He strongly believes that people should care for nature. Looking after the environment is important to him.	4.83	1.17	5

Benevolence	12. It's very important to him to help the people around him. He wants to care for other people.	4.62	1.17	5
	18. It is important to him to be loyal to his friends. He wants to devote himself to people close to him.	4.95	1.11	5
Conformity	7. He believes that people should do what they're told. He thinks people should follow rules at all times, even when no-one is watching.	3.81	1.4	4
	16. It is important to him always to behave properly. He wants to avoid doing anything people would say is wrong.	4.47	1.33	5
Tradition	9. He thinks it's important not to ask for more than what you have. He believes that people should be satisfied with what they have.	3.86	1.36	4
	20. Religious belief is important to him. He tries hard to do what his religion requires.	4.26	1.37	4
Security	5. It is important to him to live in secure surroundings. He avoids anything that might endanger his safety.	4.82	1.21	5
	14. It is very important to him that his country be safe from threats from within and without. He is concerned that social order be protected.	4.66	1.31	5
Power	2. It is important to him to be rich. He wants to have a lot of money and expensive things.	3.15	1.49	3
	17. It is important to him to be in charge and tell others what to do. He wants people to do what he says.	3.01	1.41	3
Achievement	4. It is very important to him to show his abilities. He wants people to admire what he does.	3.57	1.38	4
	13. Being very successful is important to him. He likes to impress other people.	3.87	1.41	4
Hedonism	10. Having a good time is important to him. He likes to "spoil" himself.	4.49	1.29	5
	21. He seeks every chance he can to have fun. It is important to him to do things that give him pleasure.	4.09	1.36	4
Stimulation	6. He likes surprises and is always looking for new things to do. He thinks it is important to do lots of different things in life.	3.99	1.41	4
	15. He looks for adventures and likes to take risks. He wants to have an exciting life.	3.52	1.47	4

Note: Cronbach's  $\alpha = 0.797$

Source: own processing according to (Schwartz, 2006)

Table 1 presents the structure of the PVQ instrument and a basic descriptive analysis of the individual items. Respondents' attitudes toward the subject matter were assessed on a 6-point scale (1 – not at all like me, 6 – completely like me). In the analytical processes, both individual values and the overall PVQ score were used. All aggregated indicators were calculated as the sum of the individual variables.

**Table 2.** Structure of CETSCALE Items

Abr	Item	Mean	SD	Median
CETSCALE_1	Slovak people should always buy Slovak-made products instead of imports.	4.67	1.75	5
CETSCALE_2	Only those products that are unavailable in the Slovak republic should be imported.	4.68	1.9	5
CETSCALE_3	Buy Slovak-made products. Keep Slovakia working.	5.16	1.63	5
CETSCALE_4	Slovak products, first, last, and foremost.	4.65	1.75	5
CETSCALE_5	Purchasing foreign-made products is un-Slovak.	3.46	1.84	4
CETSCALE_6	It is not right to purchase foreign products, because it puts Slovaks out of jobs.	3.45	1.84	3
CETSCALE_7	A real Slovak should always buy Slovak-made products.	3.36	1.91	3
CETSCALE_8	We should purchase products manufactured in Slovakia instead of letting other countries get rich off us.	4.25	1.97	4

CETSCALE_9	It is always best to purchase Slovak products.	4.29	1.73	4
CETSCALE_10	There should be very little trading or purchasing of goods from other countries unless out of necessity.	3.34	1.86	3
CETSCALE_11	Slovaks should not buy foreign products, because this hurts Slovak business and causes unemployment.	3.47	1.77	3
CETSCALE_12	Curbs should be put on all imports.	3	1.85	3
CETSCALE_13	It may cost me ill the long-run but I prefer to support Slovak products.	4.63	1.58	5
CETSCALE_14	Foreigners should not be allowed to put their products on our markets.	2.49	1.67	2
CETSCALE_15	Foreign products should be ruiced heavily to reduce their entry into the Slovak republic.	2.99	1.77	3
CETSCALE_16	We should buy from foreign countries only those products that we cannot obtain within our own country.	4.08	1.93	4
CETSCALE_17	Slovak consumers who purchase products made in other countries are responsible for putting their fellow Slovaks out of work.	2.98	1.77	3

Note: Cronbach's  $\alpha = 0.949$

Source: own processing according to (Shimp and Sharma, 1987)

Table 2 presents the structure of the CETSCALE instrument and a basic descriptive analysis of the individual items. In the analytical processes, the CETSCALE indicator, which represents the sum of the items presented in Table 2, was used. The minimum value of this indicator is 17, and the maximum is 119. The arithmetic mean was recorded at  $64.94 \pm 22.71$ .

Quantitative analysis methods were employed for the analytical processing, with two main methods used: non-parametric correlation analysis and ordinal logistic regression modeling. Non-parametric correlation analysis, specifically Spearman's rho, was chosen because the variables in the study might not meet the assumptions of normality. Spearman's correlation assesses the monotonic relationship between variables, which allows for better interpretation of relationships even when the data are ordinal or non-normally distributed. This approach is particularly suitable for examining the relationships between individual values (PVQ) and ethnocentric attitudes (CETSCALE).

Ordinal logistic regression modeling was used to explore the impact of individual PVQ values on CETSCALE, where CETSCALE served as the dependent variable with an ordinal scale. This method is appropriate for modeling relationships where the dependent variable is not continuous but consists of multiple ordered categories. Ordinal logistic regression allows for estimating the probabilities of different outcomes of the dependent variable based on independent variables while identifying significant predictors that influence ethnocentric attitudes. These analytical procedures were selected considering the nature of the data, ensuring the robustness and relevance of the results obtained. The analysis was conducted using R software version 4.4.0 Puppy Cup [22].

#### 4. Results

The following section is dedicated to presenting the results derived from the analytical processes aimed at exploring the relationship between CETSCALE and PVQ. In the first step, we focused on examining general universal relationships through correlation analysis. This was followed by ordinal logistic regression analysis, where CETSCALE was treated as the dependent variable and PVQ indicators as the independent variables.

**Table 3.** Spearman's  $\rho$  Correlation Matrix

$\rho / p$ value	CETSCALE	Self-Direction	Universalism	Benevolence	Conformity	Tradition	Security	Power	Achievement	Hedonism	Stimulation
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<b>CETSCALE</b>	1	0.036	0.165	0.247	0.057	0.364	0.283	-0.075	0.028	0.040	-0.036
<b>Self-Direction</b>	0.541	1	0.463	0.414	0.057	0.060	0.409	0.099	0.249	0.425	0.302
<b>Universalism</b>	0.005	<0.001	1	0.537	0.295	0.360	0.516	-0.184	0.074	0.315	0.147
<b>Benevolence</b>	<0.001	<0.001	<0.001	1	0.342	0.478	0.519	-0.189	0.073	0.368	0.106
<b>Conformity</b>	0.334	0.333	<0.001	<0.001	1	0.304	0.231	-0.082	-0.007	0.020	-0.042
<b>Tradition</b>	<0.001	0.310	<0.001	<0.001	<0.001	1	0.319	-0.148	-0.017	0.205	0.063
<b>Safety</b>	<0.001	<0.001	<0.001	<0.001	<0.001	<0.001	1	-0.019	0.223	0.322	0.118
<b>Power</b>	0.202	0.094	0.002	0.001	0.165	0.012	0.747	1	0.577	0.201	0.376
<b>Achievement</b>	0.633	<0.001	0.212	0.215	0.909	0.768	<0.001	<0.001	1	0.336	0.429
<b>Hedonism</b>	0.499	<0.001	<0.001	<0.001	0.734	<0.001	<0.001	0.001	<0.001	1	0.388
<b>Stimulation</b>	0.537	<0.001	0.012	0.072	0.477	0.284	0.046	<0.001	<0.001	<0.001	1

Source: own processing

Table 3 presents the results of the correlation analysis between various variables, with Spearman's correlation coefficients  $\rho$  shown above the diagonal and p-values displayed below the diagonal. The results indicate that several indicators exhibit moderate to strong correlations. The strongest positive correlations were found between the variables Universalism and Benevolence ( $\rho = 0.537$ ,  $p < 0.001$ ), suggesting a relatively strong relationship. A correlation coefficient higher than 0.5 was also observed in two other cases: between Safety and Universalism and Benevolence. However, our research primarily focuses on the relationship between PVQ indicators and CETSCALE. Based on the analysis, it can be concluded that a significant degree of association with CETSCALE was observed only in 4 cases, specifically with Universalism ( $\rho = 0.165$ ,  $p = 0.005$ ), Benevolence ( $\rho = 0.247$ ,  $p < 0.001$ ), Tradition ( $\rho = 0.364$ ,  $p < 0.001$ ), and Safety ( $\rho = 0.283$ ,  $p < 0.001$ ). These levels of association can be understood as weak to moderate.

**Table 4.** Connection between CETSCALE and Individual PVQ Values – Ordinal Logistic Regression Model

Coef (PVQ)	Estimate	Std.error	p.value	odds ratio	lower ci	upper ci
Self-Direction	-0.019	0.067	0.783	0.982	0.860	1.120
Universalism	-0.018	0.053	0.733	0.982	0.885	1.090
Benevolence	0.034	0.074	0.643	1.030	0.896	1.200
Conformity	-0.090	0.050	0.072	0.914	0.829	1.010
Tradition	0.340	0.061	<b>&lt;0.001</b>	1.410	1.250	1.580
Safety	0.201	0.059	<b>0.001</b>	1.220	1.090	1.370
Power	0.004	0.060	0.941	1.000	0.894	1.130
Achievement	0.023	0.056	0.678	1.020	0.918	1.140
Hedonism	-0.102	0.061	0.092	0.903	0.802	1.020
Stimulation	-0.026	0.054	0.622	0.974	0.877	1.080

Note: mcFadden  $R^2 = 0.026$ , nagelkerke  $R^2 = 0.202$

Source: own processing

Table 4 presents the results of the multiple ordinal logistic regression model, highlighting the relationships between the CETSCALE indicator and the individual PVQ values. Among the most significant findings are the relationships between CETSCALE and the values of Tradition (odds ratio = 1.410,  $p < 0.001$ ) and Safety (odds ratio = 1.220,  $p = 0.001$ ). This result suggests that an increase in values for these indicators is associated with a higher likelihood of a higher score on CETSCALE. No significant association was observed between CETSCALE and the other PVQ indicators. Overall, the analysis indicates that Tradition and Safety are key factors associated with ethnocentric attitudes, while other values do not show a statistically significant effect on CETSCALE in the analyzed model. The McFadden  $R^2$  value is 0.026, indicating a relatively low level of the coefficient of determination.

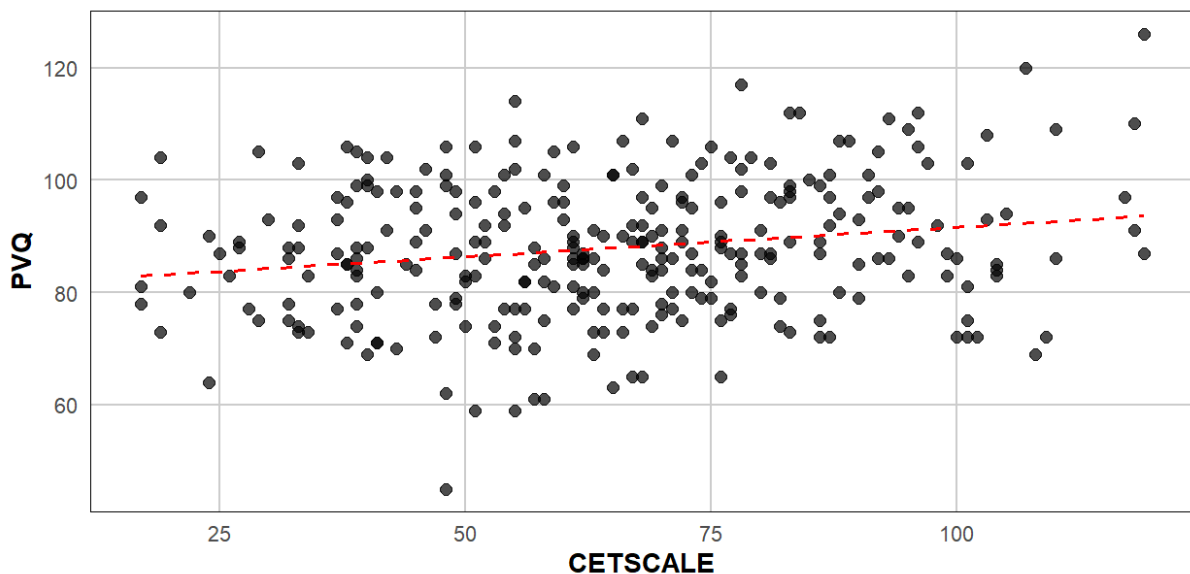
**Table 5.** Connection between CETSCALE and Overall PVQ Score – Ordinal Logistic Regression Model

Coef (PVQ)	Estimate	Std.error	p.value	odds ratio	lower ci	upper ci
PVQ	0.028	0.008	<b>0.001</b>	1.030	1.010	1.050

Note: mcFadden  $R^2 = 0.004$ , nagelkerke  $R^2 = 0.037$

Source: own processing

Table 5 presents the results of the ordinal logistic regression, which examines the overall relationship between the PVQ score (the sum of individual value variables) and CETSCALE. The results indicate a statistically significant positive relationship (odds ratio = 1.030,  $p = 0.001$ ), meaning that as the overall PVQ score increases, there is a slight increase in the likelihood of a higher score on CETSCALE. This result suggests that individuals' overall values, measured through PVQ, have some influence on their ethnocentric attitudes, though this influence is relatively weak, as indicated by the low McFadden's  $R^2$  value (0.004) and Nagelkerke's  $R^2$  (0.037). These values suggest that the explained variability of the model is very low, which may imply that while there is a statistically significant relationship, the practical impact of the overall PVQ score on CETSCALE is limited.



**Figure 1.** Relationship Between CETSCALE and Overall PVQ Score

Source: own processing

Figure 1 visualizes the relationship between CETSCALE and the overall PVQ score using a graph that displays the connection between these two variables. The figure indicates that as the PVQ score increases, there is a slight rise in the CETSCALE score, which confirms a positive relationship between these variables. Although this relationship is statistically significant, it is relatively weak, as evidenced by the relatively flat slope of the curve in the graph. The graph provides visual support for the results from Table 5, which show that individuals' values, measured through PVQ, have a mild association with their ethnocentric attitudes represented by the CETSCALE.

## **5. Discussion and Conclusions**

This study aimed to explore the relationship between individual cultural values and consumer ethnocentrism, using the Portrait Value Questionnaire (PVQ) and CETSCALE as measurement tools. The primary findings of the research demonstrate that specific values, such as Tradition and Security, have a significant and positive correlation with consumer ethnocentric attitudes. The results suggest that individuals who highly prioritize these values are more likely to exhibit strong ethnocentric tendencies, reflecting a preference for domestic products over foreign alternatives. The study also found that the overall score of PVQ, representing a sum of various individual values, has a statistically significant yet weak positive relationship with consumer ethnocentrism. This indicates that while individual values do play a role in shaping ethnocentric attitudes, their collective impact is modest, suggesting that other factors may also significantly influence these attitudes.

The strong correlations between Tradition, Security, and ethnocentrism align with previous studies, reinforcing the idea that these values are critical in shaping consumer preferences towards local products [20], [2]. The findings of this study are consistent with earlier research that has identified a positive relationship between traditional values and consumer ethnocentrism. For example, Jiménez-Guerrero et al. [21] found that in Spain, consumers with a strong adherence to traditional values were more likely to exhibit ethnocentric tendencies, preferring domestic over foreign products. However, the relatively weak overall impact of the PVQ score on CETSCALE indicates that consumer ethnocentrism is a multifaceted phenomenon, influenced by a combination of cultural, psychological, and possibly socio-economic factors. Ma, Yang and Yoo [23] categorize consumers based on cultural values into two groups: local and global. Local ethnocentric consumers have a strong need for assimilation and believe that purchasing foreign products is inappropriate and immoral. They prioritize values such as universalism, benevolence, tradition, conformity, and security. In contrast, global ethnocentric consumers, while they consider it appropriate to buy domestic products, do not have an issue with purchasing foreign ones. Their values include power, achievement, hedonism, stimulation, and self-direction. Based on this categorization and our results, we can assume that the participants in our research are more likely to be local ethnocentric.

From a practical standpoint, the findings of this study have significant implications for marketers and policymakers. For marketers, understanding the cultural values that drive consumer ethnocentrism can inform the development of targeted marketing strategies. In regions where Tradition and Security are highly valued, marketing campaigns that emphasize the cultural and economic benefits of purchasing domestic products may resonate more strongly with consumers. For example, emphasizing how buying local products supports the preservation of cultural heritage and contributes to national security can be effective in appealing to ethnocentric consumers. Policymakers can also leverage these insights to design policies that support domestic industries while balancing the benefits of international trade.

Understanding the cultural drivers of consumer ethnocentrism can help policymakers craft messages and initiatives that encourage the consumption of local products, thereby boosting the domestic economy. For instance, public campaigns that promote the cultural significance of local products or that highlight their role in ensuring economic security can strengthen consumer loyalty to domestic brands.

For completeness, it is important to highlight certain limitations. The primary limitation was the structure and size of the sample. Given that the sample consisted of 288 respondent answers, caution should be exercised when interpreting the results. Future research will focus on confirming the findings with a larger sample. Additionally, future research ambitions will aim to assess the relationships within different social groups in society. In this regard, comparing results between these groups will be particularly interesting.

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