Ethnocentrism among young consumers on alcoholic beverages market

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Agenda

- Concept of consumer ethnocentrism
- Millenials Generation
- Level of consumer ethnocentrism among young consumers on alcoholic beverages market

Ethnocentrism pyramid

- Consumer ethnocentrism
- Trade ethnocentrism
- Economic ethnocentrism
- Social ethnocentrism

Social ethnocentrism

- Perception of own social system with its features and structures as excellent and better that the other ones.
- Rejection of foreign norms, customs, opinions.

Economic ethnocentrism

- Preference of the national programmes oriented on own nation, own economic thought, internal market, national companies over international ones.


Trade ethnocentrism

- Trade ethnocentrism appears when there is a strong emphasis on social identification of companies' owners. Hypermarkets, shops, service providers' country of origin are exposed in order to determine purchasing decision.


Consumer ethnocentrism

- Consumer ethnocentrism can be defined as fully-aware consumer preference to purchase local or national products over international ones, which is determined usually by economic, emotional or moral impacts.


- A belief held by consumers on the appropriateness and indeed morality of purchasing foreign-made products.

- Consumer ethnocentrism implies the normative belief that purchasing domestic products is more beneficial than purchasing foreign ones.

CETSCALE

- The final form of the scale consists 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
- American products, first, last, and foremost.
- Purchasing foreign-made products is un-American.


SCONET

- The SCONET seems to be free from the ideological motivation and measures general opinions and behaviours. The scale consists of 7 items, ranging from 1 = strongly disagree, to 4 = strongly agree.


Generation Milennials

- the Polish Milennials were born more or less between 1980 and 2000.
- They were then growing up at the time of a political and socioeconomic transformation. As a result, Poles have become global citizens in a world dominated by a very expansive, lively and dynamic capitalism, full of controversies and suffering from a serious crisis
- They think global, are open to new products, however no matter where they have emigrated, they seem to be somehow attached to the place they have been born.
- They’re open to more diverse wine than their parents, and they care deeply about authenticity, history, uniqueness and production methods.

Research method

- The research has been performed via an on-line survey, which was published in social media and on various thematic forums. The research sample included 180 respondents.

Consumption of alcoholic beverages within last 12 months

Consumer ethnocentrism on alcoholic beverages market

Consumer preferences regarding the country of origin
Conclusions

- It seems that in general the level of consumer ethnocentrism among young consumers on alcoholic beverages market is moderate.
- The respondents generally agree with the majority of statements provided by the SCONET scale.
- The answers however are usually "rather agree", which demonstrates that Polish consumers are not definitely sure about their preferences.
- The attitudes towards foreign brands depend on the type of alcoholic beverage. It seems that some products are associated strongly with Poland, for example vodka, while some of them definitely with foreign countries, like whiskey or brandy.