Selected predictors of consumer ethnocentrism on the food market

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Cite as:
Bryla Pawel (2021), Selected predictors of consumer ethnocentrism on the food market. *Proceedings of the European Marketing Academy*, 50th, (104270)

Paper from the EMAC Regional 2021 Conference, Warsaw, September 22-24, 2021

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Abstract

The paper aimed to identify predictors of consumer ethnocentrism on the food market. An online survey was conducted in a sample of 1000 Polish consumers which was representative by sex, age, education level, urban-rural divide, and region. The 10-item CETSCALE was applied. In a retrograde stepwise regression model, consumer ethnocentrism on the food market was positively related to tradition and conformity Schwartz values, to the pride of being Polish, and to such product characteristics as the country of origin, distance from the producer, and natural content. It was negatively related to the universalism value and to being a student.