

# Beyond Borders: Examining Explicit and Implicit Associations of Consumer Ethnocentrism in Generation Z

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## Beyond Borders: Examining Explicit and Implicit Associations of Consumer Ethnocentrism in Generation Z

Consumer ethnocentrism (CET) shapes preferences for domestic products over foreign alternatives, influencing purchasing decisions in subtle ways. Self-report scales like the CEESCALE measure explicit attitudes, but may overlook the implicit dimensions that operate below conscious awareness. This study examines CET among Hungarian Generation Z consumers by combining explicit measures with the Implicit Association Test (IAT). Findings show that explicit attitudes reveal clear links between cognitive, affective, and behavioural dimensions, and implicit measures show positive, unconscious associations towards domestic products. However, the two measures show limited overlap, suggesting that explicit and implicit dimensions capture distinct aspects of ethnocentrism. These results highlight the importance of examining implicit patterns to better understand consumer preferences, offering comprehensive insights for both researchers and practitioners.

*Keywords: consumer ethnocentrism, implicit association test, emerging market*

*Track: International Marketing & Marketing in Emerging Countries*

[RA1] megjegyzést írt: To be discussed

[TL2R1] megjegyzést írt: Abstract is among the most important sections of the paper so it is worth investing time and effort in writing it.

If we decide to submit to John's track, we should highlight emerging country context in the title.