EXAMINING YOUNG PEOPLE'S ATTITUDE TOWARD SPECIAL DOMESTIC ITEMS IN HUNGARY

Ákos Varga[1], Ildikó Kemény[1]

[1] *Corvinus University of Budapest, Hungary*

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ABSTRACT

In our study we have examined the awareness and attitudes of young people (18–24 years) in Hungary toward a special selection of items: as several countries in the world, Hungary also has its own list of domestic products, places and historical heritages, which are called 'hungaricums'. These items could be defined as the core elements of patriotism, thus they are able to induce strong ethnocentric behavior. Our aim was to differentiate the emotional attitudes by gender. To achieve that, we have designed an online survey in order to get a basic understanding about the young people's attitude toward the hungaricums and the gender differences in this age group.

We have found that the hungaricums are known in this age group, but most of them has a really small spontaneous awareness. Based on the opinion of the respondents the most typical hungaricum is the schnapps ('pálinka'), and the Ilcsi natural cosmetics are the less typical to our country. By analyzing the gender differences with using ANOVA method we could conclude that the evaluation of the females is significantly higher in eight cases. Based on this evaluation we grouped the hungaricums with using the MDS method, and our results show that there are also some differences between the males and females.

This study is the first step of a complex neuromarketing study, where we examined the visual representation of the hungaricums in an fMRI machine. Further extension of the research project is to check the attention and interest with the usage of an eye tracking device.

KEY WORDS

consumer ethnocentrism, gender difference, consumer behaviour

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1 INTRODUCTION

The concept of ethnocentrism was developed by Sumner in 1906 (in Shimp, 1984): "it was originally conceptualized as a purely sociological concept that distinguished between in-groups (those groups with which an individual identifies) and out-groups (those regarded as antithetical to the in-groups). Shimp states that 'consumer ethnocentrism' is designed to capture individual consumer cognitions and emotions as they relate to product offerings from other countries."

The concept has object-based beliefs and attitudes (perceptions of product quality, value, etc.), which stands in the center of our study.

Consumers with strong ethnocentrism consider the consumption of foreign products dangerous, because it threatens the domestic economy, e.g. it could cause unemployment. The non-ethnocentric consumers can make more realistic quality-based judgments of foreign products, thus they prefer the foreign products more frequently (Malota and Berács, 2007; Zeugner-Roth et al., 2015).

Shimp and Sharma (1987) with the use of CETSCALE (consumer ethnocentrism scale, a worldwide accepted measurement tool) proved that strong ethnocentrism negatively correlated with consumer's beliefs, attitudes, and purchase intentions toward foreign-made products (Shimp and Sharma, 1987). They also state that older individuals should manifest particularly strong ethnocentric tendencies because these individuals are especially threatened.

This study is the first step of a neuromarketing research project, aiming to discover young people (18–24 years old) awareness and attitudes toward a special selection of items: as several countries in the world, Hungary also has its own list of domestic products, places and historical heritages, which are called 'hungaricums'. Thus, the purpose of this study was to identify the youth's attitudes towards hungaricums, and to discover the gender differences within.

2 LITERATURE REVIEW

The connection between different (foreign) products and high emotional involvement was discovered by Crawford and Lamb (1981). They said this involvement is particularly strong when the foreign products threaten the security of domestic economy and job security. Shimp and Sharma (1987) have had similar conclusions. Many other researches have focused on the connections between consumers' ethnocentrism and purchase intentions: Bilkey and Nes (1982), Yelkur et al. (2006), Vida and Reardon (2008), Nguyen et al. (2008), Evanshitzky et al. (2008), Poturak (2013), Siamagka and Balabanis (2015).

According to Herche (1992), consumer ethnocentrism can serve as a reliable predictor of consumers' preferences to buy domestically produced goods instead of foreign ones. These ethnocentric tendencies are better predictors of purchase behavior than demographic or marketing mix variables.

Herche (1994) also found that ethnocentric consumers tend to reject people, symbols and values that are culturally different, while inner cultural objects will become recipients of pride and attachment.

Consumer ethnocentrism means to prefer domestic products while rejecting foreign ones. In this relation Klein and Ettensoe (1999) found about consumer animosity that while consumer ethnocentrism contributes to a consumer's aptness for avoiding foreign products in general, animosity is usually directed towards a certain country (Rose et al., 2009, p. 331).

Regarding to the hungaricums, the official website explains that the national treasures (and the hungaricums within) are values meant to be protected and preserved. They can be

connected to Hungarian creative processes, production cultures, to knowledge, to traditions, landscape and fauna, national history and to every spiritual and material, natural and common value or product (Magyar Értéktár – Hungarikumok gyűjteménye, 2014).

The protection of our national values contributes the shaping of national identity. Wide-range introduction of our national values within Hungary and abroad as well has top priority, in order to strengthen the country brand itself (Baglyas, 2012).

According to the regulation, the hungaricum is a collective name, based on a standardized classing, ranging and record system in order to distinct and highlight values that are the characteristic features of the Hungarian nation, with their uniqueness, specialty and quality.

The list is approved by the Hungaricum Committee. At the time of our research the list had 41 items, but there is an extended list with 106 items, called 'national treasures'.

The legal paragraph XXX/2012 was ratified by the Parliament of Hungary in April, 2012. In October, the Hungaricum Committee was established. The Committee has sixteen members and the President is the Minister of Agriculture. The other members are delegated by different ministers and departments. Their main objective is to set up the list of the National Values and Collection of Hungaricums (Varga and Kemény, 2015, pp. 29–34).

The process of identification, organization and eventually, the protection have a system called Hungarian National Values Pyramid. The search and collection of values begins in the settlements of Hungary, since the local inhabitants are most likely familiar with them. Local historians, museologists, ethnographists, educators are probably already having a set of their local specialties. These lists are parts of wider, regional selections, which serve as the starting point for the Hungaricum Committee. This Committee has the right to certify a certain value into a hungaricum. The collection had 41 items at the time of the research (Tab. 1).

We believe that hungaricums are the core items of ethnocentrism in Hungary. They could arouse higher emotional connection, thus, higher purchase intent. Our opinion is that stronger, highlighted utilization of hungaricums in any domestic country image campaign could arouse stronger ethnocentric attitudes among the youth in Hungary.

3 METHODOLOGY AND DATA

During our exploratory research we have conducted an online survey among the students of two universities of Hungary. Our aim was to discover the attitudes of young male and female towards hungaricums.

Our online survey had three major parts: in the first part we have asked about the spontaneous and supported notoriety of hungaricums. The second part focused on the attitudes towards the hungaricums, namely to what extent they feel characteristic of Hungary the specific item. The last part consisted of basic demographic data.

We used snowball sampling: an initial group of respondents were selected who were known to possess the desired characteristics of the target population. The initial respondents were asked to identify others who also belong to our target population of interest. Subsequent respondents were selected based on the referrals. By obtaining referrals from referrals, this process has led to a snowballing effect.

Even though probability sampling can be used to select the initial respondents, the final sample is a non-probability sample. The referrals had demographic and psychographic characteristics more similar to the persons referring them than would occur by chance. The main objective of snowball sampling is to estimate characteristics that are rare in the wider population. The major advantage of snowball sampling is that it substantially increases the likelihood of locating the desired characteristic in the population (Malhotra and Birks, 2007, p. 414).

Tab. 1: Categories of hungaricums (2014/Q2)

Category	**Hungaricum**
Agriculture and food industry	Pálinka
	Törkölypálinka
	Csabai sausage or Csabai thick sausage
	Tokaji aszú produced in Tokaji vineyard
	Products from fattened goose
	Gyulai sausage or Gyulai paired sausage
	Hungarian grey cattle meat
	Kalocsa paprika spice
	Pick salami
	Hungarian acacia
	Hungarian acacia honey
	Herz Classic salami
	Makó onion
Health and lifestyle	Béres Drops and Béres Drops Extra
	Ilcsi natural cosmetics
Industrial and Technical solutions	Kürt data recovery
	Zsolnay porcelain and ceramics
Cultural heritage	Traditional dance house as a transmitter by heredity
	Busójárás from Mohács
	Hunting with hawks
	Matyó folk art
	Budapest – Banks of Danube, Buda Castle District, Andrássy street
	Hollókő village
	The Benedictine arch-abbey of Pannonhalma
	Hortobágy National Park
	The early Christian tombs of Pécs
	Lake Fertő – Neusiedlersee
	Tokaj wine region
	Herend Porcelain
	Hungarian operetta
	Kassai horse archery
	Lacework of Halas
	Folk art of Kalocsa
	100-member Gypsy Orchestra
	Intellectual heritage of Count István Széchenyi
	Zsolnay Cultural District
	Classic Hungarian music
Sport	The life-work of Ferenc Puskás
Natural environment	Aggtelek Karst
Tourism and entertainment	Lamb stew of Karcag
	Gundel Heritage

Source: Magyar Értéktár (2014)

During the two weeks of data collection we have reached 132 respondents (38% response rate). The majority of them are women (95), lives in the capital (48) and only 15 of them lives in a village (Tab. 2).

Tab. 2: The characteristics of the sample

	Respondents	%
Gender		
Male	37	28%
Female	95	72%
Type of settlement		
Capital	48	36%
County seat	32	24%
Other city	32	24%
Village	20	15%

4 EVALUATION

The first part of our survey was about the spontaneous and supported notoriety of hungaricums. Based on our results, the strongest spontaneous notoriety belongs to the pálinka (87 mentions), followed by Kalocsa paprika spice (70 mentions) and Tokaji aszú wine (56 mentions). There were some incorrect mentioning as well: the Unicum schnapps (33), the túró rudi dessert (20) and the Rubik's cube (20) have the highest numbers.

With the comparison of spontaneous and supported notoriety we have discovered that most of the hungaricums have high supported notoriety, but the spontaneous mentioning rate is low. The highest difference between the two value can be found in the cases of Béres Drops/Béres Drops Extra (Spon. Aw. = 10 person, Supp. Aw. = 129 person, Diff = 119 person) and the Aggtelek Karst (Spon. Aw. = 2, Supp. Aw. = 121, Diff = 119). The detailed results are presented in Tab. 3.

The expressiveness of hungaricums was measured on a scale from 1 to 5, where 1 meant it is not characterizing Hungary, 5 meant it is strongly characterizing it. The results are similar to the results of spontaneous mentions: the most typical hungaricums are the pálinka (average = 4.77, std. deviation = 0.76) and the Tokaji aszú produced in Tokaji vineyard (average = 4.70, std. deviation = 0.71). The least typical items (their average is below 3) are the Ilcsi Natural cosmetics and (average = 2.46, std. deviation = 1.24), KÜRT data saving (average = 2.56, std. deviation = 1.21) and the early Christian tombs of Pécs (average = 2.99, std. deviation = 1.19). It is important to note that notoriety and expressiveness are not correlating.

4.1 Gender characteristics

Our current study is an exploratory research, in order to provide a start-up point for our neuromarketing research project by discovering the youth's attitudes towards hungaricums. The revelation of gender differences is a popular approach in the field of neuromarketing, which also stands in the focus of our current research.

During our examination of gender differences, our first step was to discover the differences in supported recognitions. There is a significant difference between male and female in the case of five hungaricums (Tab. 4), and in each cases females have higher rates. The highest difference can be experienced in case of Ilcsi natural cosmetics: 55 per cent of the female respondents (52 persons) are familiar with this product, but in case of male the rate is only 19 per cent (7 persons). The notoriety of the different items is the same in the following cases: pálinka – 100 per cent, Gyulai sausage – 97 per cent and Hortobágy National Park – 95 per cent. In 24 cases the notoriety is higher among female respondents – from this the five cases presented above are significantly higher – and in 14 cases male respondents reached higher rates, but these results are not differing significantly (Tab. 5).

Tab. 3: Gender differences in spontaneous and supported awareness

Hungaricum	**Spontaneous awareness**	**Supported awareness**	**Diff** $\Delta_{\text{Supp-Spont}}$	**Means** μ	**St. dev.** σ
Pálinka	87	132	45	4.77	0.76
Kalocsa paprika spice	70	128	58	4.40	0.97
Tokaji aszú produced in Tokaji vineyard	56	130	74	4.70	0.71
Pick salami	36	131	95	4.38	0.90
Matyó folk art	23	124	101	4.02	1.11
Hungarian grey cattle meat	23	117	94	4.27	0.93
Herend Porcelain	20	129	109	4.31	0.83
Makó onion	18	125	107	4.42	0.87
Folk art of Kalocsa	18	122	104	3.99	1.12
Lacework of Halas	14	67	53	3.41	1.20
Gyulai sausage or Gyulai paired sausage	13	128	115	4.14	0.99
Zsolnay porcelain and ceramics	13	128	115	4.38	0.86
Hortobágy National Park	11	125	114	4.23	0.99
Béres Drops and Béres Drops Extra	10	129	119	3.61	1.20
Hungarian acacia honey	10	124	114	4.17	1.05
Busójárás from Mohács	10	123	113	3.63	1.11
Csabai sausage or Csabai thick sausage	9	122	113	4.02	1.03
Budapest[a]	8	123	115	4.44	0.94
The life-work of Ferenc Puskás	7	108	101	4.16	1.14
Hungarian acacia	6	108	102	3.42	1.27
Traditional dance house as a transmitter by heredity	6	73	67	3.36	1.24
Gundel Heritage	4	110	106	3.68	1.11
Kassai horse archery	4	37	33	3.18	1.20
Products from fattened goose	3	97	94	3.31	1.16
Aggtelek Karst	2	121	119	3.17	1.19
Törkölypálinka	2	117	115	3.77	0.98
Herz Classic salami	2	117	115	3.74	1.09
Tokaj wine region	2	117	115	3.72	1.17
Hollókő village	2	107	105	3.42	1.20
Hungarian operetta	2	105	103	2.99	1.19
Hunting with hawks	2	70	68	4.50	0.75
The early Christian tombs of Pécs	2	65	63	4.30	1.02
100-member Gypsy Orchestra	1	117	116	3.75	1.19
The Benedictine arch-abbey of Pannonhalma	1	106	105	3.73	1.10
Kürt data recovery	1	39	38	3.01	1.24
Lamb stew of Karcag	1	24	23	2.56	1.21
Classic Hungarian music	0	116	116	3.37	0.94
Lake Fertő – Neusiedlersee	0	95	95	3.68	1.19
Intellectual heritage of Count István Széchenyi	0	92	92	2.46	1.24
Zsolnay Cultural District	0	82	82	4.08	1.11
ILCSI Natural Cosmetics	0	59	59	3.63	1.23

Note: [a]Banks of Danube, Buda Castle District, Andrássy street

Tab. 4: Gender differences in supported awareness (notoriety)

Hungaricum	**Male**		**Female**		**Difference** $\Delta_{\mathbf{M\text{-}F}}$
ILCSI Natural Cosmetics	7	19%	52	55%	36%
Lamb stew of Karcag	8	22%	16	17%	−5%
Kassai horse archery	11	30%	26	27%	−2%
Kürt data recovery	12	32%	27	28%	−4%
Traditional dance house as a transmitter by heredity	14	38%	59	62%	24%
Zsolnay Cultural District	16	43%	66	69%	26%
The early Christian tombs of Pécs	16	43%	49	52%	8%
Lacework of Halas	17	46%	50	53%	7%
Hunting with hawks	21	57%	49	52%	−5%
Lake Fertő – Neusiedlersee	26	70%	69	73%	2%
Hungarian operetta	27	73%	78	82%	9%
Hungarian acacia	28	76%	80	84%	9%
Hollókő village	28	76%	79	83%	7%
The Benedictine arch-abbey of Pannonhalma	28	76%	78	82%	6%
Intellectual heritage of Count István Széchenyi	28	76%	64	67%	−8%
Products from fattened goose	29	78%	68	72%	−7%
Classic Hungarian music	30	81%	86	91%	9%
Busójárás from Mohács	32	86%	91	96%	9%
Folk art of Kalocsa	32	86%	90	95%	8%
100-member Gypsy Orchestra	32	86%	85	89%	3%
Matyó folk art	33	89%	91	96%	7%
The life-work of Ferenc Puskás	33	89%	75	79%	−10%
Zsolnay porcelain and ceramics	34	92%	94	99%	7%
Makó onion	34	92%	91	96%	4%
Hungarian acacia honey	34	92%	90	95%	3%
Budapest[a]	34	92%	89	94%	2%
Csabai sausage or Csabai thick sausage	34	92%	88	93%	1%
Herz Classic salami	34	92%	83	87%	−5%
Tokaj wine region	34	92%	83	87%	−5%
Gundel Heritage	34	92%	76	80%	−12%
Herend Porcelain	35	95%	94	99%	4%
Kalocsa paprika spice	35	95%	93	98%	3%
Hortobágy National Park	35	95%	90	95%	0%
Aggtelek Karst	35	95%	86	91%	−4%
Törkölypálinka	35	95%	82	86%	−8%
Hungarian grey cattle meat	35	95%	82	86%	−8%
Pick salami	36	97%	95	100%	3%
Béres Drops és Béres Drops Extra	36	97%	93	98%	1%
Gyulai sausage or Gyulai paired sausage	36	97%	92	97%	0%
Pálinka	37	100%	95	100%	0%
Tokaji aszú produced in Tokaji vineyard	37	100%	93	98%	−2%

Note: [a]Banks of Danube, Buda Castle District, Andrássy street

Tab. 5: Gender differences in supported awareness (crosstab analysis)

		Male	Female	Difference $\Delta_{M\text{-}F}$	Total	Sig.
Ilcsi Natural cosmetics	Familiar	7 (18.9%)	52 (54.7%)	36%	59 (44.7%)	0.000
	Not familiar	30 (81.1%)	43 (45.3%)		73 (55.3%)	
Zsolnay Cultural District	Familiar	16 (43.2%)	66 (69.5%)	26%	82 (62.1%)	0.005
	Not familiar	21 (56.8%)	29 (30.5%)		50 (37.9%)	
Traditional dance house as a transmitter by heredity	Familiar	14 (37.8%)	59 (62.1%)	24%	73 (55.3%)	0.012
	Not familiar	23 (62.2%)	36 (37.9%)		59 (44.7%)	
Busójárás from Mohács	Familiar	32 (86.5%)	91 (95.8%)	9%	123 (93.2%)	0.057
	Not familiar	5 (13.5%)	4 (4.2%)		9 (6.8%)	
Zsolnay porcelain and ceramics	Familiar	34 (91.9%)	94 (98.9%)	7%	128 (97.0%)	0.034
	Not familiar	3 (8.1%)	1 (1.1%)		4 (3.0%)	

The differences of expressiveness between male and female respondents were also examined. Based on the results of our variance analysis, there are significant differences in case of eight hungaricums. In each case female respondents gave higher evaluations. The biggest difference belongs to traditional dance house as a transmitter by heredity ($\Delta_{\text{F-M}} = 0.73$). According to the responses, we have found that these eight hungaricums expresses Hungary more than the others, therefore they could be interpreted as female value representatives (Tab. 6).

The evaluation by male respondents is higher in the following five cases: products from fattened goose ($\Delta_{\text{F-M}} = 0.169$), Kassai horse archery ($\Delta_{\text{F-M}} = 0.123$), intellectual heritage of Count István Széchenyi ($\Delta_{\text{F-M}} = 0.217$), the life-work of Ferenc Puskás ($\Delta_{\text{F-M}} = 0.079$) and the lamb stew of Karcag ($\Delta_{\text{F-M}} = 0.327$).

4.2 Group possibilities of the Hungaricums

By using the evaluation of male and female we have tried to classify the hungaricums with the multidimensional scaling (MDS) method. In the interest of easier understanding we have applied the two dimensions' solution from the possible classification methods. The data are suitable for the application of the method, since the stress indicators take values around 0.2 ($\text{Stress}_{\text{M}} = 0.156$, $\text{RSQ}_{\text{M}} = 0.90$; $\text{Stress}_{\text{F}} = 0.142$, $\text{RSQ}_{\text{F}} = 0.93$).

In case of two dimensional analysis, one of the axes in both cases (currently the X axis) shows how strongly a hungaricum expresses Hungary. The more it is positioned to the right of the figure, the more expressive it is.

In case of male, the other dimension (Y axis) is interpreted as the tangibility: the higher a certain value is positioned, the less tangible it is (e.g. it is connected to a touristic destination, or to an intellectual heritage). The hungaricums, which are positioned lower, have a more tangible dimension. On the opposite, in case of female the Y axis could be interpreted as the traditional axis: the higher a certain value is positioned, the more traditional it is.

Using the current position of hungaricums, in both cases we have separated them into five groups, by using cluster analysis. These clusters also show that there are well described differences between the genders, which results

Tab. 6: Gender differences in expressiveness (ANOVA analysis)

		N	Average	Std. dev.	Sig.	Difference $\Delta_{\text{M-F}}$
Budapest – Banks of Danube, Buda Castle District, Andrássy Street	Male	37	4.16	1.14	0.035	0.385
	Female	95	4.55	0.83		
	Total	132	4.44	0.94		
Kalocsa paprika spice	Male	37	4.03	1.19	0.005	0.520
	Female	95	4.55	0.83		
	Total	132	4.40	0.97		
Zsolnay porcelain and ceramics	Male	37	4.11	0.99	0.024	0.376
	Female	95	4.48	0.78		
	Total	132	4.38	0.86		
Zsolnay Cultural District	Male	37	3.22	1.32	0.016	0.573
	Female	95	3.79	1.17		
	Total	132	3.63	1.23		
Hungarian acacia honey	Male	37	3.24	1.19	0.012	0.536
	Female	95	3.78	1.04		
	Total	132	3.63	1.11		
Traditional dance house as a transmitter by heredity	Male	37	2.89	1.24	0.003	0.729
	Female	95	3.62	1.22		
	Total	132	3.42	1.27		
Hunting with hawks	Male	37	2.81	1.15	0.028	0.505
	Female	95	3.32	1.18		
	Total	132	3.17	1.19		
ILCSI Natural Cosmetics	Male	37	2.14	1.16	0.058	0.454
	Female	95	2.59	1.25		
	Total	132	2.46	1.24		

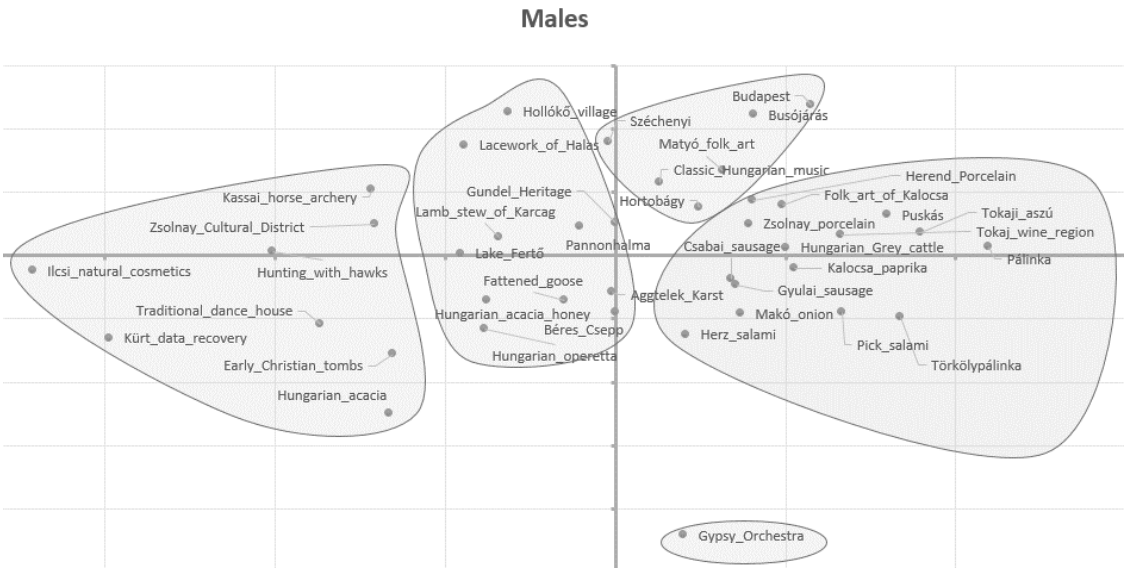

Fig. 1: The groups of hungaricums based on the evaluation of males ($N = 37$ respondents)

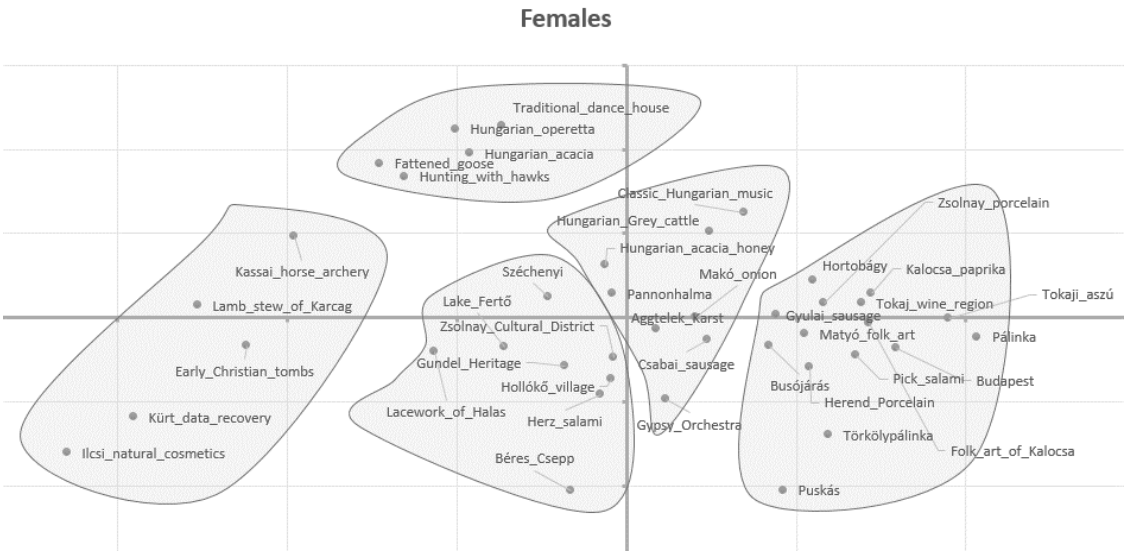

Fig. 2: The groups of hungaricums based on the evaluation of females ($N = 95$ respondents)

provide a solid basis for further analysis in the future (see Fig. 1 and Fig. 2).

The tangible, expressive items such as pálinka (special Hungarian spirit) or Tokaji aszú (traditional Hungarian wine specialty) were the most preferred among both genders. In case of male respondents (see Fig. 1), the agricultural and/or food industrial products were in the most preferred group, which could be a relevant indicator of male preference.

In case of female respondents, their responses could be classified on the traditional values of the hungaricums. Besides some agricultural or food industrial items, they prefer the handicraft products such as porcelain and folk art (see Fig. 2).

5 CONCLUSION, LIMITATIONS AND SUGGESTIONS FOR FURTHER RESEARCH

The familiarity and the preference of the different hungaricums show us that the attitude towards hungaricums are changing. In our sample the young people have a certain preference of tangible products which are more available for them in their everyday life. The more traditional items (such as traditional places, heritages) are less important for them, thus they do not consider them as relevant, expressive items for Hungary. This finding could be a basis for further research on a representative sample to see if it could be utilized for domestic campaigns to strengthen the national values of Hungary.

This research is the first step of a full-scale neuromarketing research. Based on these results, we are going to design our research involving different technical equipment and devices, such as fMRI and eye-tracking camera. The utilized visual stimuli are going to be presented based on the results presented above.

In this study we presented the results of an exploratory research in case of hungaricums on a university student's sample. Based on these results, we can see that there are significant differences in awareness and expressiveness between young male and female. By using MDS method, different groups have also been formed. Based on our results, further neuromarketing research looks to be a relevant method in order to discover the hungaricum-related perceptions and emotions, furthermore the results could help establishing initial hypotheses.

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AUTHOR'S ADDRESS

Ákos Varga, Department of Media, Marketing Communications and Telecommunication, Faculty of Business Administration, Corvinus University of Budapest, 8 Fővám tér, 1093 Budapest, Hungary, e-mail: akos.varga2@uni-corvinus.hu

Ildikó Kemény, Department of Market Research and Consumer Behavior, Faculty of Business Administration, Corvinus University of Budapest, 8 Fővám tér, 1093 Budapest, Hungary, e-mail: ildiko.kemeny@uni-corvinus.hu