

RELATIONSHIP BETWEEN WORLD-MINDEDNESS AND CONSUMER ETHNOCENTRISM: A CASE OF SLOVAKIA

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Vzťah medzi sveto-mysliteľstvom (kozmpolitizmom) a spotrebiteľským etnocentrizmom: v prípade Slovenska

Abstract: *This study investigated the relationship between consumer ethnocentrism and world-mindedness in Slovakia. This is a specific link between two different quantities. A sample of the 184 respondents was collected by quantitative approach through direct distribution and online questionnaire. The CETSCALE and the World-mindedness scale were used as measure tools. To explore and to prove the hypothesis was employed one-way ANOVA. Authors of the article used regression and correlation analysis to explore the relationship between quantities. We have proven that the relationship between consumer ethnocentrism (CETSCALE) and world-mindedness (The World-mindedness scale) is significant. The results show Less world-mindedness consumer is more ethnocentric than consumers with more score on the world-mindedness scale (negative analogy). We have also explored the effects of demographic factors on ethnocentrism and world-mindedness. The results can be reflected by various tools. Also the results can be used in many fields (sociology, psychology, marketing) – both theories and praxis.*

Keywords: *World-mindedness, Consumer ethnocentrism, CETSCALE*

JEL Classification: M30, Z10

1. Introduction

Each of us has been is born and developed in different communities which have subsequently formed subgroups. As individuals in a given group are born and evolving, they think of it as their own, and therefore put it on a pedestal that serves as the basis for the evaluation of other groups and communities. Ethnocentrism comes in various forms based on the subject that

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is characteristic of subjects within the group. Our main focus on the subject is consumer ethnocentrism.

The main aim of the article is to examine the impact of the world-mindedness on a consumer ethnocentrism. The partial objectives of the paper are threefold:

1. To examine the rate of consumer ethnocentrism (based on CETSCALE),
2. To review the rate of world-mindedness (based on World-mindedness scale),
3. To explore the analogy between consumer ethnocentrism and world-mindedness.

Slovakia is a smaller country but it has deep traditions. The fact that Slovakia is the “heart of the Europe” is the reason for the slow decline of these traditions which means that there are regular encounters between different cultures and working together. That is one of the reasons why we realized that this is an issue that deserves another thorough and long-term review just in Slovakia. There have been only few studies investigating the ethnocentric perceptions but nobody has explored the relationship between consumer ethnocentrism and world-mindedness in Central and Eastern Europe.

On the theoretical level, there are two opposing concepts. While the globalization suppresses consumer ethnocentrism, world-mindedness is growing. However, no one has studied this relationship scientifically. To investigate this relationship, both quantities must be measured. Consumer ethnocentrism was measured by means of CETSCALE and world-mindedness by the World-mindedness scale. Both instruments can be recognized in the scientific sphere. Based on correlation and regression analysis we will examine this relationship, and at the same time we will contribute to a set of knowledge of the study of ethnocentrism and world-mindedness in Slovakia.

2. Consumer Ethnocentrism and World-mindedness – Fundamental View

2.1 Consumer ethnocentrism

The concept of ethnocentrism was firstly presented by American psychologist William Graham Sumner in his work named “Folkways: A Study of the Sociological Importance of Usages, Manners, Customs, Mores, and Morals”. Ethnocentrism in general was defined as “the technical name for this view of things in which one’s own group is the centre of everything, and all others are scaled and rated with reference to it. Folkways correspond to it to cover both, the inner and the outer relation. Each group nourishes its own pride and vanity, boasts its superior, exalts its own divinities, and looks with contempt at outsiders. Each group thinks its own folkways are the only right

ones, and if it observes that other groups have other folkways, these excite its scorn. For our present purpose the most important fact is that ethnocentrism leads a people to exaggerate and intensify everything in their own folkways which is peculiar and which differentiates them from others.” [6, 7]

Consumer ethnocentrism has been derived from this general concept. Shimp and Sharma [5] developed definition of consumer ethnocentrism as “the beliefs held by American consumers about the appropriateness, indeed morality, of purchasing foreign made products. From the perspective of ethnocentric consumers, purchasing imported products is wrong because in their minds it hurts the domestic economy, causes loss of jobs and is plainly unpatriotic; products from other countries (i.e., out-groups) are objects of contempt to highly ethnocentric consumers” and proposed Consumer Ethnocentrism Scale (CETSCALE) included 17 items. CETSCALE is the most popular scale used in marketing in the context of consumer ethnocentrism.

2.2 The World-mindedness

World-mindedness is an important area of study. As the process of globalization continues, further investigation is needed. Sampson and Smith [4] distinguish between two directions of mindedness. The first one is an international-mindedness (interest in or knowledge about international affairs) and the second one is the world-mindedness. They defined world-mindedness as “a value orientation or frame of reference apart from knowledge about, or interest in international relations”. Hett [2] has defined global-mindedness (or World-mindedness) based upon the study above as “a worldview in which one sees oneself connected to the world community and feels a sense of responsibility for its members.” Rawwas et al. [3] coined the term world-mindedness as “state of mind – in which consumers use humankind as the primary reference group instead of respective nationalities” Sampson and Smith [4] constructed and validated the World-mindedness Scale which contain 32 items that pertain to eight dimensions (religion, immigration, government, economics, patriotism, race, education, and war) of the world-minded frame of reference is described. This scale has been used many times in researches, for example in determining whether world-mindedness resulted in the willingness to buy foreign products [1]. The World-mindedness Scale was chosen for several reasons. One was that it had been used by several researchers. The evidence provided by the original researchers indicated that the World-mindedness scale had exceptionally high reliability and unusually high validity for such instruments [4]. The World-mindedness scale consisted of 32 statements relating to eight dimensions: religion, immigration, government, economics, patriotism, race, education and war. There have been enormous societal changes since creation this scale but we still feel this

scale to be relevant because the statements refer to problems of the world that essentially still exist.

3. Methodology

The study is based on primary research. We used a quantitative method to collect data. We conducted a standardized query using a research tool – a questionnaire. The questionnaire was created in both print and electronic forms using the Google form to get as many respondents as possible. The basis for our research was 184 respondents. The questionnaire consisted of three parts. In the first part we aimed to measure the consumer ethnocentrism based on the original CETSCALE [5]. We used a five-point Likert-type scale (1 = strong disagree, 5 = strongly agree). In the second part we aimed to measure the world-mindedness based on the original World-mindedness Scale [4]. We used a five-point Likert-type scale (1 = strong disagree, 5 = strongly agree). The last part consisted of questions specifying the demographic characteristics of the respondents.

Mean scores, standard deviations and Cronbach's alphas for the items of CETSCALE are presented in Table 1.

Table 1

CETSCALE - Results

CETSCALE items*	Mean scores	Standard deviations	Cronbach alpha**
1. Slovak people should always buy Slovak-made products instead of imports.	3.00	1.64	0.879
2. Only those products that are unavailable in the Slovak Republic should be imported.	2.91	1.34	0.870
3. Buy American-made products. Keep the Slovak Republic working.	2.56	1.27	0.876
4. Slovak products, first, last, and foremost.	2.76	1.43	0.874
5. Purchasing foreign-made products is un-Slovakian.	2.10	1.07	0.876
6. It is not right to purchase foreign products, because it puts Slovaks out of jobs.	2.58	1.19	0.875
7. A real Slovak should always buy Slovak-made products.	2.27	1.29	0.873
8. We should purchase products manufactured in the Slovak Republic instead of letting other countries get rich on us.	2.96	1.64	0.871
9. It is always best to purchase Slovak products.	2.63	1.32	0.882
10. There should be very little trading or purchasing of goods from other countries unless out of necessity.	2.60	1.30	0.881
11. Slovaks should not buy foreign products, because this hurts Slovak business and causes unemployment.	2.51	1.27	0.871
12. Curbs should be put on all imports.	2.41	1.19	0.880
13. It may cost me in the long-run but I prefer to support Slovak products.	3.18	1.51	0.883
14. Foreigners should not be allowed to put their products on our markets.	2.21	1.07	0.882

15. Foreign products should be taxed heavily to reduce their entry into the Slovak Republic.	2.40	1.31	0.880
16. We should buy from foreign countries only those products that we cannot obtain within our own country.	2.49	1.42	0.874
17. Slovak consumers who purchase products made in other countries are responsible for putting their fellow Slovaks out of work.	2.32	1.12	0.874

Source: Own calculation.

Notes:* Based on Shimp and Sharma [5].

**Overall Alpha = 0.883

Cronbach's alpha is used to investigate the reliability (accuracy and reliability of a research tool) within the internal consistency of the selected scale. As we can see, the total value of Cronbach's alpha value is 0.883, which can be interpreted as a high value. From a practical point of view, it should also be stated that if the Cronbach's alpha value for the individual statements is higher than a total value, it is advisable to exclude this statement in future researches, as this will increase the overall accuracy and reliability of the research tool – in our case CETSCALE. As we can see, it is not appropriate to rule out any of the statements, even though excluding statement 13 would not alter the overall reliability.

The standard deviation of the mean represents the dispersion of the calculated arithmetic mean across the different samples selected from one main population. The standard deviation shows to what extent the individual measured values are around the mean value. The smaller the standard deviation, the closer the measured values are around the mean value. If the variance is smaller, it can be understood that the statement was rated similarly by all respondents. In our case we can see bigger deviations in the following statements: 1 and 8.

Mean scores, standard deviations and Cronbach's alphas for the items of WORLD-MINDEDNESS SCALE are presented in Table 2.

Table 2

WORLD-MINDEDNESS SCALE Results

World-mindedness scale – Items*	Mean scores	Standard deviations	Cronbach alpha**
1. Our country should have the right to prohibit certain racial and religious groups from entering it to live.	3.22	1.62	0.885
2. Immigrants should not be permitted to come into our country if they compete with our own workers.	4.16	1.30	0.887
3. It would be a dangerous procedure if every person in the world had equal rights which were guaranteed by an international charter.	2.90	1.41	0.881
4. All prices for exported food and manufactured goods should be set by an international trade committee.	2.66	1.51	0.894
5. Our Country is probably no better than many others.	2.26	1.11	0.886

6. Racial prejudice may be a good thing for us because it keeps many undesirable foreigners from coming into this country.	2.71	1.23	0.887
7. It would be a mistake for us to encourage certain racial groups to become well educated because they might use their knowledge against us.	2.45	1.33	0.884
8. We should be willing to fight for our country without questioning whether it is right or wrong.	2.11	0.93	0.888
9. Foreigners are particularly obnoxious because of their religious beliefs.	2.88	1.36	0.887
10. Immigration should be controlled by an international organization rather than by each country on its own.	2.80	1.36	0.887
11. We ought to have a world government to guarantee the welfare of all nations irrespective of the rights of any one.	3.33	1.33	0.892
12. Our country should not cooperate in any international trade agreements which attempt to achieve better world economic conditions at our expense.	2.57	1.21	0.883
13. It would be better to be a citizen of the world than of any particular country.	3.34	1.47	0.888
14. Our responsibility to people of other races ought to be as great as our responsibility to people of our own race.	2.50	1.23	0.885
15. An international committee on education should have full control over what is taught in all countries about history and politics.	2.69	1.42	0.885
16. Our country should refuse to cooperate in a total disarmament program even if some other nations agreed to it.	2.63	1.44	0.885
17. It would be dangerous for our country to make international agreements with nations whose religious beliefs are antagonistic to ours.	2.41	1.13	0.886
18. Any healthy individual, regardless of race or religion, should be allowed to live wherever s/he wants in the world.	2.28	1.13	0.885
19. Our country should not participate in any international organization which requires that we give up any of our national rights or freedom of action.	2.72	1.22	0.885
20. If necessary, we ought to be willing to lower our standard of living to cooperate with other countries in getting an equal standard for every person in the world.	2.46	1.33	0.884
21. We should strive for loyalty to our country before we can afford to consider world brotherhood.	3.18	1.62	0.882
22. Some races ought to be considered naturally less intelligent than ours.	2.70	1.34	0.883
23. Our schools should teach the history of the whole world rather than of our own country.	3.36	1.48	0.880
24. An international police force ought to be the only group in the world allowed to have armaments.	2.63	1.44	0.884
25. It would be dangerous for us to guarantee by international agreement that every person in the world should have complete religious freedom – agreement that every person in the world should have complete religious freedom.	2.42	1.13	0.885
26. Our country should permit the immigration of foreign people even if it lowers our standard of living.	3.16	1.42	0.882
27. All national governments ought to be abolished and replaced by one central world government.	2.94	1.47	0.886
28. It would not be wise for us to agree that working conditions in all countries should be subject to international control.	2.96	1.64	0.886
29. Patriotism should be a primary aim of education so our children will believe our country is the best in the world.	2.52	1.28	0.886

30. It would be a good idea if all the races were to intermarry until there was only one race in the world.	3.18	1.51	0.890
31. We should teach our children to uphold the welfare of all people everywhere even though it may be against the best interests of our own country.	2.49	1.42	0.888
32. War should never be justifiable even if it is the only way to protect our national rights and honour.	4.21	1.24	0.896

Source: Own calculation.

Notes:* Based on Sampson and Smith [4].

**Overall Alpha = 0.890

As we can see (TAB. 2), the total value of Cronbach's alpha value is 0.890, which can be interpreted as a high value. From a practical point of view, it should also be stated that if the Cronbach's alpha value for the individual statements is higher than the total value, it is advisable to exclude this statement in future researches, as this will increase the overall accuracy and reliability of the research tool – in our case World-mindedness scale. As we can see, it is appropriate to rule out statements 11 and 32.

The topics of ethnocentrism and world-mindedness are relatively known. However, many authors do not dedicate their attention to it. World-mindedness can be understood as geocentrism, which is ultimately the opposite of the ethnocentrism but world-mindedness is not the exact opposite of nationalism or consumer ethnocentrism [3]. Empirical support for the negative analogy between consumer ethnocentrism and world-mindedness is provided just by Rawwas et al. [3]. Based on the above statements, we propose the following hypothesis:

H1: Less world-mindedness consumer is more ethnocentric than consumers with more score on the world-mindedness scale (negative analogy).

4. Results and Discussion

In the primary research we used a quantitative method to collect data. We conducted a standardized query using a research tool – a questionnaire. The research was attended by 184 respondents. The study consisted of three examinations: The first one was to examine the rate of consumer ethnocentrism (based on CETSCALE) (section 4.1). The second one was to review the rate of world-mindedness (based on World-mindedness scale) (section 4.2), and the last one was to explore the analogy between consumer ethnocentrism and world-mindedness (section 4.3).

4.1 Consumer ethnocentrism – CETSCALE

The average of consumer ethnocentrism investigated accounted for 43.90 points which is below the average in scale (scale average - 51; <17, 85> scale). The average calculation error is 0.98 points. The lowest measured rate of consumer ethnocentrism has reached 17 points, which is the smallest possible measurable value. The modus represents a value of 30 points and a median of 43. Overall, we measure the measured ethnocentrism as below average. Table 3 shows the values recalculated for selected demographic factors (age, gender). As we can see, age and gender are important factors affecting CETSCALE. Younger consumers are less ethnocentric than older people. Women are more ethnocentric than men. These results correspond to other expert reports. Based on the above results ($F > \text{Critical}$), age and gender can be confirmed as significant factors influencing consumer ethnocentrism, which also supports the fact that $\text{Alpha} (0.05) > \text{P-value}$. This may be rejected as a noise or a random factor.

Table 3

CETSCALE – demographic factor

				one-way ANOVA test	
Demographic factor		Observations	CETSCALE mean	F - F crit.	alpha - P value
Gender	men	89	39.54	$F > F_{\text{crit}}$	alpha > P value
	women	95	47.98		
Age	below 25	71	35.03	$F > F_{\text{crit}}$	alpha > P value
	26 – 50	80	46.55		
	over 51	33	56.55		

Source: Own calculation.

4.2 The World-mindedness – World-mindedness scale

The average of world-mindedness investigated accounted for 90.85 points which is below the average in scale (scale average - 96; <32,160> scale). The average calculation error is 1.52 points. The modus represents a value of 103 points and a median of 93. Overall, we measure the measured world-mindedness as below average. Table 4 shows the values recalculated for selected demographic factors (age, gender). Younger consumers are more world-mindedness than older people. Women are less world-mindedness than men. Based on the above results ($F > \text{Critical}$), age and gender can be confirmed as significant factors influencing world-mindedness which also supports the fact that $\text{Alpha} (0.05) > \text{P-value}$. This may be rejected as a noise or a random factor.

Table 4

WORLD-MINDNESS SCALE – demographic factor

			one-way ANOVA test		
Demographic factor		Observations	World-mindedness scale mean	F – F crit.	alpha – P value
Gender	men	89	109.47	F>Fcrit.	alpha > P value
	women	95	73.41		
Age	below 25	71	109.2	F>Fcrit.	alpha > P value
	26 –50	80	85.73		
	over 51	33	63.82		

Source: Own calculation.

4.3 Relationship between consumer ethnocentrism and world-mindedness (Relationship between CETSCALE and the World-mindedness scale)

We can see there is dependence between consumer ethnocentrism (CETSCALE) and world-mindedness (The World-mindedness scale). In our case, we have hypothesis – H1: Less world-mindedness consumer is more ethnocentric than consumers with more score on the world-mindedness scale (negative analogy). The regression and correlation analysis output consists of three parts: the first part is the output of the correlation analysis, the second part is the ANOVA output, where we test the suitability of the model used. The third part is the regression analysis output. This part of the output will start interpreting the results. The regression function has the form $y = -1.443x + 154.2$. We can see a negative relationship between these quantities. The zero hypotheses that are tested in this analysis relate to the significance of the locating constant and the regression coefficient with the zero hypothesis asserting the insignificance of the relevant coefficient and the alternative hypothesis of its significance. P-values serve to evaluate these claims. The P-value for the locating constant is less than 0.05. This suggests that the locating constant is statistically significant. The P-value for the regression coefficient is $3,0914E-82 \leq 0.05$, which also confirms the significance of this coefficient. Multiple R value (correlation coefficient) is 0.9. This value is close to 1, so the dependence is strong. The R Square value is the value of the coefficient of determination; the value is 0.869. This value after interpolation 100 indicates that the selected regression line explains revenue variability to approximately 87%; the other part represents an unexplained variability; the impact of random factors and other unspecified impacts. In

ANOVA, we test a zero hypothesis that claims the model we chose to be explaining dependence (in our case, linear regression line) is not appropriate (the alternative hypothesis argues the opposite). The F test is used to evaluate this claim. Significance $F \leq 0.05$ (α - significance level), which means that the model has been selected correctly.

Conclusion

The article focuses on the consumer ethnocentrism, the world-mindedness, and examines their relationship.

We measure the measured ethnocentrism as below average. We also examined the impact of selected demographic factors. Based on the ANOVA test, we have proven that gender and age are important factors influencing consumer ethnocentrism. Based on the results, women are more ethnocentric than men, and younger consumers are less ethnic than older ones.

90.85 points were scored on the World-mindedness scale which means a below-average result. By examining demographic impacts on world-mindedness, we have found significant differences. Based on the one-way ANOVA test, we have proven that gender and age are important factors in the world-mindedness. Based on the results it can be stated that women are less world-mindedness than men and also that younger consumers are more world-mindedness than older ones.

From these findings, it can be said that both concepts (consumer ethnocentrism, world-mindedness) are influenced by age and gender. However, it is the opposite effect of the factors. Women achieve a higher degree of consumer ethnocentrism and a lower degree of world-mindedness than men. The older consumers are achieving a higher degree of consumer ethnocentrism while at the same time achieving a lower level of world-mindedness. This fact also leads us to the conviction that there is the relationship between consumer ethnocentrism and world-mindedness.

Hypothesis H1 stated that less world-mindedness consumer is more ethnocentric than consumers with more score on the world-mindedness scale (negative analogy). The results indicate a significant and negative effect of world-mindedness on consumer ethnocentric tendencies. Hypothesis H1 is therefore supported.

Our findings bring new insights that can be used both theoretically and practically. The theoretical contribution can be seen as a demonstration of the relationship between consumer ethnocentrism and world-mindedness. We have also examined this relationship in terms of demographic factors. All results indicate that this is a significant negative relationship. In the future it would be advisable to explore other factors influencing the concept of

consumer ethnocentrism and world-mindedness. It would also be appropriate to review this relationship in other countries as well. In practice, findings can be used in different areas (sociology, economics, psychology, marketing...).

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