Trends in ethnocentrism of Romanian consumers and their attitudes towards the marketplace

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Abstract. *This paper investigates Romanian consumer ethnocentrism and the Romanian consumers' attitudes towards local products and towards campaigns promoting local products. The research was conducted through a questionnaire addressed to a sample containing two groups of respondents. The sample was organized also into two groups: Millennials (consumers aged between 15 and 34 years old) and Non-Millennials (35-over 65 years old). It was tested the hypothesis that Millennials are less ethnocentric compared to the Millennials. Another hypothesis of the research consists of the fact that the Millennials consumers' attitudes towards local products and towards local campaigns promoting local products show lower scores in comparison with the consumers belonging to the other group. The obtained results of this research highlight the following: there are not significant differences between the two groups regarding the level of ethnocentrism and their attitudes towards consumption of local products and campaigns promoting local products, however Millennials show more interest to the products that offer the best value for money whether they are done or not in Romania in comparison with Non-Millennials. The Romanian consumers would also like that the state and the industry involve more in supporting the local products.*

Introduction

Globalization encounters a resistant behaviour to change. National, ethnic and collective identities are more sensitive to change. The reappearance of ethnic, national and/or religious movements could represent a new form of stability and identity. The effects of these movements on the marketplace should not be neglected. The consumers will try to support local culture and traditions through their consumption behaviour.

One of the most lasting non-tariff barriers is consumer ethnocentrism (CET). CET indicates the general tendency of the consumer in avoiding imported products, regardless of price and quality, from a nationalistic perspective. Ethnocentrism is considered to be a general construct, reflecting the view upon things, in which one's own group is the center of everything and, all others are scaled and rated, with reference to it.

However, this should turn up only in line with the European Union' trade agreements and with Romania's need of sustainable and long-term economic growth. Even if Romania is a small trade country, researches have demonstrated that the countries with small domestic markets benefit more from trade openness. This permits the better capture of the potential benefits increasing returns to scale (Miron et al., 2010).

The fact that Romanian consumers have been recently exposed to imported products has to be recognized and an effort has to be made to examine their behavior

and consumption patterns. Barbu and Crăciun (2011) have conducted a study with 110 students and graduates from the University of Craiova, emphasizing the general influence of the Romanian products, the nationalism and internationalism in a Romanian purchase campaign. They reached the following results: a positive correlation between the campaign "purchase Romanian", general attitudes towards Romanian products and the feeling of nationalism. However, no connection has been found between internationalism and the campaign "purchase Romanian".

According to another study (Seitz and Roosen, 2015), consisting in a survey applied on 193 respondents from three countries: Romania (with 60 respondents), Bulgaria and Russia, the results showed a negative relationship between consumer ethnocentrism and product information; the lower the information about a product, the higher the ethnocentrism. The results for Romania are similar to the results obtained for Bulgaria.

Recognizing the market needs in the post-communist societies from Central and Eastern Europe (CEE), Western marketers have been eager to capitalize the opportunities in these markets. Although the early 1990s presented various opportunities, international investors have since then faced challenges, such as: economic crises due to transitional efforts, limited household purchasing power, unreliable market data, unpredictable consumer behaviour and increasing international competition (Bella, 1993;; Meiler, 1993; Shama, 1992, Dima and Vasilache, 2013).

Due to the lack of experience in operating in a competitive and open market, local industries (such as Romania, Slovakia, Bulgaria) were strongly impacted by foreign entrants, leading to unemployment and a decrease in discretionary income. As a result, many CEE countries are experiencing altered hierarchies of consumer values, standards and needs (Nasierowski, 1996). As CEE consumers are searching for their own cultural and ethnic identities in a changing environment, marketers would do well to understand ethnic and cultural aspects of marketing, in these countries.

Other research studies regarding consumer preferences were made. Consumer's lack of information linked to the essential attributes of a product category involves the fact that the dimensions of a brand image are playing an important role (Riley et. al., 2015). A national branding campaign, encouraging the consumption of local products, has to follow a long-term strategy (Andrei, 2017).

There are four different consumption behaviors belonging to four generations, each of them having its distinct personal and generational characteristics and concerns (Hobart and Sendek, 2016; Parment, 2011). Sociologists have defined each group taking into consideration the same particularities, birth period, (Howe and Strauss, 2009) and living similar experiences and problems (Pînzaru et al., 2016).

Millennials or generation Y represents the future of our society (Hobart and Sendek, 2016), bringing new ideas by which they influences the world in a unique way (DeMaria, 2013). Representing the future talent pool at a world level (Hobart and Sendek, 2016), Millennials are about to become the most powerful force in the world, all the world's resources, as well as the lives of the future generations being entrusted to them (Pitts, 2016). Moreover, they are the generation with the biggest orientation to consumption and purchasing power, having a strong impact on the economy (Janga et. al., 2011).

Most of the studies on Generation Y have been conducted in the United States of America (Pînzaru et al., 2016). There is no general consensus regarding the beginning and the end of this generation, but most of the researchers take into account the

beginning of the 1980's as the date of birth, with the middle of the 1990's and the beginning of the 2000's, as the ending year (Corodeanu, 2015).

The general portrait of Generation Y is paradoxical (Pînzaru et al., 2016), some of the researchers and specialists in the field highlighting only its negative aspects, others, on the contrary, combating them, underlying the positive aspects. Generation Y was born on the grounds of an increasing economy, the appearance and powerful influence of the mass media (Parment, 2011). Millennials redefine the world's moral and social standards (Greenberg and Weber, 2008) claiming that they are the most tolerant, open and diverse generation until present, that focuses on sustainability, peace and cultural diversity. Twenge (2009) asserts that the social, religious and cultural changes, in which the members of Generation Y have grown, privilege: the development of a higher IQ (Pînzaru et al., 2016), a quick adaptation to change, innovation and creativity (Hobart and Sendek, 2016). Millennials seem to be more interested in purchasing products that offer the best value for money whether they are made or not in Romania. However, this can vary, because the level of materialism is different for specific income levels and money attitude is different between gender groups – males and females. Income seems to be the only variable that had significant correlation with choice of product price range (Rimple, M., et al., 2015).

Two main objectives have been considered for this research. First, the ethnocentric tendencies of the two groups of consumer in a transitioning economy such as Romania is being examined. Additionally, it is important to understand the attitude of consumers in Romania towards imports.

Second, the identification of the differences among the attitudinal statement of the two consumer samples (Millennials and Non-Millennials) with respect to local products and a buy local campaign in a transitioning context is being examined as well.

Conceptual framework

Next, a conceptual model of domestic consumption will be developed for this study, in which ethnocentrism, attitudes toward local products and attitudes towards campaigns promoting local products will be incorporated. The conceptual model for the study suggests that domestic consumption conceptualised as activities that buyers perform to deliberately identify and select domestic products and brands, will be determined by the attitudes toward local products and attitudes towards campaigns promoting local products and their ethnocentrism as a normative and patriotism, as an effect of consumer preference formation.

Shimp and Sharma were considered the pioneers who developed a comprehensive scale to measure CET even though other instruments to measure "attitudes towards foreign goods" existed at that time. Significant among these is the Reirson' (1966) scale which was largely used by early researchers such as Dornoff et al. (1974). The international validity of the CETSCALE, originally developed in the US, was proved by several researchers such as Durvasula et al. (1997) and Luque-Martinez et al. (2000).

The CETSCALE is a scale composed by 17 items that measure CE by using a seven-point Likert (strongly disagree to strongly agree) scale for each item. Therefore, CETSCALE scores can takes values starting from 17 to 119. The explanation for using this scale was due to its reliability and validity by a number of researchers (Luque-Martinez et al., 2000; Durvasula et al., 1997; Sharma et al., 1995). The CETSCALE has been also tested in Central and Eastern Europe (Lindquist et al., 2001). As highlighted by

Durvasula et al. (1997), high-CETSCALE scores reveal a high level of ethnocentrism, while low-CETSCALE scores reveal a low level of ethnocentrism.

The motivation to apply a certain course of action rationally precedes current performance of the behaviour (Ajzen, 1991). As the theory of planned behaviour (Ajzen, 1985, 1987) concluded, intentions to perform a given behaviour are influenced by three core factors: (1) a favourable or unfavourable evaluation of the behaviour (attitude toward the behaviour); (2) a perceived social pressure to perform or not perform the behaviour (subjective norm); and (3) self-efficiency in relation to the behaviour (perceived behavioural control). Intentions are usually found to be relevant predictors of behaviour (Ajzen, 1991). Therefore, ethnocentrism affects attitude building. Since ethnocentrism implies a general preference for local products (Herche, 1992), it has been argued that ethnocentrism may also imply a favorable attitude toward a buy local campaign. This is relevant with ethnocentrism as a significance by which the in-group is considered to be better than the out-group (Adorno et al., 1950). The subjective norm will be important by accepting a buy local campaign. Finally, based on the theory of planned behavior, it was recommended that consumers have the ability to accept or reject the local marketing campaign.

Attitude has been shown to influence the final action, i.e. the purchase, taken by a consumer (Fazio et al., 1989). Past empirical research has constantly shown a positive relationship between ethnocentrism and attitude toward imports (Javalgi et al., 2005). There are studies that suggest that the more ethnocentric the consumer, the more the consumer will be against imports, also the same trend between them (Kaynak and Kara, 2002; Sharma et al., 1995; Watson and Wright, 2000).

A consumer with ethnocentric tendencies may buy imported products as an effect of a perception of quality connected with products from a particular country (Han and Terpstra, 1988). There may also be a willingness for the ethnocentric consumer to buy foreign goods that are considered stringent (Sharma et al., 1995; Javalgi et al., 2005). An ethnocentric consumer may also buy foreign product considering the lack of product in the local market (Watson and Wright, 2000).

Research methodology

This quantitative research takes an exploratory and descriptive form, the most suitable instrument in this case being the use of a questionnaire that can describe the analyzed variables in a comprehensive way.

The questionnaire containing 41 questions was sent to e-mail addresses and completed by a significant sample of 1246 respondents randomly selected from a database from all regions of Romania. For a better understanding of the research, the questionnaire is composed of fourth parts. In the first part of the questionnaire, respondents were asked about their attitudes towards local products. In the second part, they were asked about their attitudes towards advertising campaigns of local products. Similar attitude scales have been developed and tested for local consumption by Cameron and Elliot (1998). The consumers' ethnocentric tendencies scale (CETSCALE) developed by Shimp and Sharma (1987) was used in the third part. The last part considers the demographic variables. The answer format was measured on a Likert scale with seven points (total disagreement - total agreement), similar to the scale tested by Saffu et al. (2010).

For a better understanding of generation gap, the sample was grouped into two different categories: millennials (with 542 respondents) and non-millennials (with 704 respondents), as can be seen in Table 1, which shows the characteristics of the

respondents computing the sample of the research. Also, for the millennials group the respondents aged 15-24 years old have the highest frequency, representing 68.5% of the category. For the non-millennials group the most of the respondents are included in the category of 35-44 years old and represent 41.8% of their category. In the first group, female predominate with 58.5%, as in the second group men predominate slightly over the women with 50.1%. The average education of the millennials population has post-secondary studies 35.6% and undergraduate studies 35.6%. For non-millennials, the average education of the population has undergraduate studies 45.3%. Average income is for millennials between 2 001 RON and 3 000 RON and for non-millennials between 1 001 RON and 2 000 RON, taking into consideration that 151 persons out of 542 answered that way in the first group, and 183 out of 704 in the second group. Another analyzed characteristic was the region, which had some fluctuations, with the exception of South-East region by Millennials and West region by Non-Millennials. The last characteristic was residence, with 89.7% Millennials and 87.1 % Non-Millennials living in the urban area.

Table 1. *An overview of the sample characteristics*

| | Millennials | | Non-Millennials | |
| | n=542 | | n=704 | |
	Frequency	Percentage	Frequency	Percentage
*Age**				
15-24 years old	171	31.5		
25-34 years old	371	68.5		
35-44 years old			294	41.8
45-54 years old			235	33.4
55-64 years old			138	19.6
over 65 years			37	5.3
Gender				
Female	317	58.5	351	49.9
Male	225	41.5	353	50.1
Education				
Vocational School	14	2.6	26	3.7
High School	112	20.7	118	16.8
Post-secondary studies	14	2.6	70	9.9
Undergraduate studies	193	35.6	319	45.3
Master's Degree	193	35.6	140	19.9
Doctoral studies	16	3.0	31	4.4
Income				
≤ 1 000 RON	38	7.0	43	6.1
between 1 001 RON and 2 000 RON	119	22.0	183	26.9
between 2 001 RON and 3 000 RON	151	27.9	159	22.6
between 3 001 RON and 4 000 RON	81	14.9	114	16.2
over 4 000 RON	125	23.1	168	23.9
Regions				
Bucureşti-Ilfov	107	19.7	85	12.1
Center	69	12.7	94	13.4
West	58	10.7	54	7.7
North-West	66	12.2	83	11.8
North-East	84	15.5	116	16.5
South-East	44	8.1	94	13.4
South-Muntenia	63	11.6	102	14.5

South-West	51	9.4	76	10.8
Residence				
Rural	56	10.3	91	12.9
Urban	486	89.7	613	87.1
Note: *value-p ≤0.05, statement and Romanian group are significantly different; note that due to rounding, percentages may not add up to 100 per cent				
Source: from responses (sized= 1246)				

Source: Own analysis. Data processed with SPSS v. 20 Windows.

Appropriate statistical tools like factor analysis with principal component analysis, mean scores, Cronbach's alpha, have been used for the purpose of data analysis.

Hypotheses
The current study focuses on the validation/invalidation of the following research hypotheses developed based on literature review:

- *Hypothesis no. 1*: The attitude scale is internally consistent w.r.t. Romanian local products.
- *Hypothesis no. 2*: The group of the Millennials (15-34 years old) are less ethnocentric than the Non-Millennials group (35-over 64 years old).
- *Hypothesis no. 3*: Non-Millennials' attitudinal statements have higher scores than Millennials with respect to local products.
- *Hypothesis no. 4*: Non-millennial's attitudinal statements have higher scores than Millennials with respect to campaigns to promote local products.
- *Hypothesis no. 5.1*: The attitude scale is unidimensional w.r.t. Romanian local products for Non-Millennials.
- *Hypothesis no. 5.2*: The attitude scale is unidimensional w.r.t. Romanian local products for Millennials.

Analysis and results
This section covers results and findings and attempts to discuss them.

The hypothesis H1 relates to internal consistency of the attitude scale. In order to examine reliability, Cronbach's alpha has been found. The value of Cronbach's alpha has been found to be 0.705 for the millennials group and 0.724 for the non-millennials group. Nunnaly (1978) has indicated 0.7 to be an acceptable reliability coefficient. Thus, attitude scale is reliable for both groups; hence, rejecting H1. It may be concluded that the attitude scale is internally consistent for both groups w.r.t. Romanian local products.

Hypothesis no. 2. The group of the Millennials (15-34 years old) are less ethnocentric than the group of the Non-Millennials (35-over 64 years old).

Ethnocentric tendencies of the two Romania consumer groups CETSCALE scores were determined for the two consumer groups. For the non-millennials group the results were the following: the mean (71.77), the standard deviation (24.80), the minimum (17), the maximum (119), the skewness (-0.123), and the kurtosis (-0.851) (Table 2), while for the millennials group: the mean (68.24), the standard deviation (25.66), the minimum (17), the maximum (119), the skewness (-0.11), and the kurtosis (-0.914) (Table 3). A mean ethnocentrism value indicates the intensity of ethnocentrism.

Hypothesis no. 2 is verified. The Millennials (68.24) are less ethnocentric than the group of the Non-Millennials (71.77).

Analysis to locally made products

Table 2. and 3. Present the results of the attitude s of the Non-Millennials and the Millennials to Romanian-made products.

Hypothesis no. 3. Non-Millennials' attitudinal statements have higher scores than Millennials with respect to local products.

Summarizing the results, similarities exist between the two consumer groups in Romania. However, Non-Millennials have shown their option for local products. Both groups indicated they should choose Romanian-made products when the price and quality are as good as imported products. Furthermore, both groups look for Romanian-made products and buy them whenever possible while they shopped (Table 2 and 3).

Table 2. *Attitudes towards local products Non-Millennials*

Attitudinal statements	n	Total disagreement %	Mostly disagree %	Slightly disagree %	neutral %	Slightly agree %	Mostly agree %	Total agreement %
I would like to buy products made in Romania, even if they generally have a higher price than the imported ones.								
	704	4.8	3.3	5.0	12.5	19.6	26.1	28.7
I would like to buy products made in Romania because they are generally innovative and well designed.								
	704	2.8	4.7	5.4	22.2	25.3	23.6	16.1
I will buy products made in Romania whenever possible, because that's how I identify myself with my own country.								
	704	3.3	2.6	3.7	14.5	14.9	19.3	41.8
When I go shopping, I usually prefer Romanian products.								
	704	1.1	1.1	3.4	11.5	17.5	26.3	39.1
People should buy the products that offer the best value for money, whether they're made in Romania or not.								
	704	8.1	4.8	9.1	19.2	16.2	19.2	23.4
People should choose products made in Romania when price and quality are as good as imported products.								
	704	2.1	0.7	2.4	4.1	7.0	16.1	67.6

Source: As per previously presented.

Table 3. *Attitudes towards local products Millennials*

Attitudinal statements	n	Total disagreement %	Mostly disagree %	Slightly disagree %	neutral %	Slightly agree %	Mostly agree %	Total agreement %
I would like to buy products made in Romania, even if they generally have a higher price than the imported ones.								
	542	3,7	5,0	8,5	11,4	22,7	26,9	21,8
I would like to buy products made in Romania because they are generally innovative and well designed.								
	542	3,1	5,5	10,1	19,0	32,5	20,3	9,4
I will buy products made in Romania whenever possible, because that's how I identify myself with my own country.								
	542	6,6	5,2	7,4	13,5	20,1	20,8	26,4
When I go shopping, I usually prefer Romanian products.								

	542	3,1	4,1	6,8	18,3	19,6	23.6	24,4

People should buy the products that offer the best value for money, whether they're made in Romania or not.

	542	6,1	5,9	8,9	21,2	17,9	15,5	24,5

People should choose products made in Romania when price and quality are as good as imported products.

	542	1,7	1,7	2,2	6,3	10,7	21,4	56,1

Source: As per previously presented.

Hypothesis 3 is verified. Non-Millennial's attitudinal statements have higher scores than millennials with respect to local products.

Analysis to buy local campaign
Table 4. and 5. present the results of the attitudinal statements for the buy local campaign

Hypothesis no. 4 Non-Millennial's attitudinal statements have higher scores than Millennials with respect to campaigns to promote local products.

In summary, Tables 4 and 5 point out similarities and dissimilarities between the two groups regarding the buy local campaign. Both groups saw the need for government and industry to promote local products, and for the government to do more. The link between buying locally made products and creating work in Romania as well as the need for Romanian industry to become more competitive was also seen by both groups. The two groups also believed that buying Romanian products would improve Romania's balance of trade problems, and at the same time, both groups did not see their personal contribution to reducing Romanian's level of debt as being significant. However, the Millennials were undecided regarding the success of the campaign at changing their buying habits.

Table 4. *Attitude towards campaigns to promote local products Non-Millennials*

Attitudinal statements	N	Total disagreement %	Mostly disagree %	Slightly disagree %	Neutral %	Slightly agree %	Mostly agree %	Total agreement %
It is important that the Government and the Romanian industry encourage Romanians to buy products made in Romania.								
	704	0.7	0.4	0.4	3.0	4.3	13.2	78.0
The "Purchase Romanian" campaign was a success in convincing the Romanians to think about changing their buying habits.								
	704	3.0	2.1	5.3	26.0	18.9	21.9	22.9
Buying goods from Romania will help solve the problems of Romania's trade balance.								
	704	1.8	1.6	1.6	8.4	15.6	24.3	46.7
The Romanian Government should do more to promote products made in Romania both in the country and abroad.								
	704	0.6	0.4	0.3	2.0	4.4	13.1	79.3
Buying products made in Romania creates job opportunities in Romania.								
	704	0.4	0.4	0.3	2.1	3.8	12.8	80.1
The personal contribution that I could bring with the purchase of products manufactured in Romania is insignificant in reducing the level of Romania's debt.								
	704	15.9	9.8	9.7	20.9	14.3	15.6	13.8

Source: As per previously presented.

Table 5. *Attitudes towards campaigns to promote local products Millennials*

Attitudinal statements	n	Total disagreement %	Mostly disagree %	Slightly disagree %	neutral %	Slightly agree %	Mostly agree %	Total agreement %
It is important that the Government and the Romanian industry encourage the Romanians to buy products made in Romania.								
	542	0.2	0.7	1.3	3.9	10.9	19.2	63.8
The "Purchase Romanian" campaign was a success in persuading the Romanians to think about changing their buying habits								
	542	4.8	4.4	5.9	35.4	22.1	13.1	14.0
Buying goods made in Romania will help solve the problems of Romania's trade balance.								
	542	0.9	2.2	4.6	8.5	27.5	24.0	32.3
The Romanian Government should do more to promote products manufactured in Romania both in the country and abroad.								
	542	0.4	0.7	0.4	4.4	7.7	18.1	68.1
Buying products manufactured in Romania creates job opportunities in Romania.								
	542	0,0	0.6	2.2	4.8	11.1	21.6	59.8
The personal contribution that I could bring by the purchase of products manufactured in Romania is insignificant in reducing the level of Romania's debt.								
	542	12.7	12.2	15.3	19.4	17.2	11.4	11.8

Source: As per previously presented

Hypothesis no. 4 is verified. Non-Millennial's attitudinal statements have higher scores than Millennials with respect to campaigns to promote local products.

Dimensionality of the scale
The hypothesis H5 relates to unidimensionality of attitude scale in respect of local products in Romanian context.

Hypothesis no. 5.1 The attitude scale is unidimensional w.r.t. Romanian local products for Non-Millennials.

Table 7. shows two tests that indicate the adequacy of data for structure detection. The Kaiser-Meyer-Olkin sampling measure is a statistic indicating the proportion of variability of the variations that could be caused by the underlying factors. The value of 0.861 (Table 7) is significant, indicating that the factor analysis is useful for the selected data. Bartlett's Test of sphericity tests the hypothesis that the correlation matrix is an identity matrix, small values (less than 0.05) of significance level indicate that a factor analysis can be useful for the selected data.

Table 6. *Variables of consumers' attitudes towards local products and campaigns to promote local products*

Variables	Code
Product attitudes 1_I would like to buy products made in Romania, even if they generally have a higher price than the imported goods.	AtitP 1
Product attitudes 2_I would like to buy products made in Romania because they are generally innovative and well-designed.	AtitP 2
Product attitudes 3_I will buy products made in Romania whenever possible, because that is how I identify myself with my own country.	AtitP 3
Product attitudes 4_ When shopping, I usually prefer Romanian products.	AtitP 4
Product attitudes 5_People should buy the products that are the best value for money, whether made in Romania or not.	AtitP 5
Product attitudes 6_ People should choose products made in Romania when price and quality are as good as imported products.	AtitP 6
Campaign Attitudes 1_ It is important that the Government and the Romanian industry encourage Romanians to buy products made in Romania.	AtitC 1
Campaign Attitudes 2_Then campaign "Purchase Romanian" was a success in persuading the Romanians to think about changing their buying habits	AtitC 2
Campaign Attitudes 3_The buying of goods in Romania will help solve the problems of Romania's trade balance.	AtitC 3
Campaign Attitudes 4_ The Romanian Government should do more to promote products manufactured in Romania both in the country and abroad.	AtitC 4
Campaign Attitudes 5_The purchase of products manufactured in Romania creates jobs in Romania	AtitC 5
Campaign attitudes 6_The personal contribution that I could bring by the purchase of products manufactured in Romania is insignificant in reducing the level of Romania's debt.	AtitC 6

Source: As per previously presented.

Table 7. *Factor analysis for the Non-Millennials*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.861
	Approx. Chi-Square	2884.481
Bartlett's Test of Sphericity	Df	66
	Sig.	0.000

Source: As per previously presented.

The anti-image correlation matrix contains the negatives of the partial correlation coefficients. The sample matching measure for a variable is displayed diagonally across the anti-image correlation matrix, averaging 0.752 (Table 8).

Table 8. *Anti-image Matrices Non-Millennials*

		AtitP 1	AtitP 2	AtitP 3	AtitP 4	AtitP 5	AtitP 6	AtitC 1	AtitC 2	AtitC 3	AtitC 4	AtitC 5	AtitC 6
Anti-image Correlation	Atit P 1	0.908[a]	-0.272	-0.146	-0.182	0.032	0.102	-0.047	-0.010	-0.030	0.006	-0.073	-0.008
	Atit P 2	-0.272	0.883[a]	-0.173	-0.234	-0.012	0.061	-0.009	-0.217	0.028	0.000	-0.019	-0.032
	Atit P 3	-0.146	-0.173	0.881[a]	-0.349	0.108	-0.038	0.220	0.142	-0.018	0.009	0.077	0.023
	Atit P 4	-0.182	-0.234	-0.349	0.878[a]	0.130	-0.136	-0.030	0.016	-0.081	0.019	-0.109	0.001
	Atit P 5	0,032	-0.012	0.108	0.130	0.647[a]	-0.273	0.002	0.084	0.004	0.045	0.023	0.185
	Atit P 6	0.102	0.061	-0.038	-0.136	-0.273	0.695[a]	-0.164	0.076	-0.095	-0.013	-0.049	-0.034

Atit C 1	-0.047	-0.009	-0.220	-0.030	0.002	-0.164	0.053[a]	-0.081	0.000	-0.467	-0.131	0.046
Atit C 2	-0.010	-0.217	-0.142	-0.016	-0.084	-0.076	-0.081	0.890[a]	-0.194	-0.058	-0.037	-0.048
Atit C 3	-0.030	-0.028	-0.018	-0.081	-0.004	-0.095	0.000	-0.194	0.882[a]	-0.126	-0.317	-0.124
Atit C 4	-0.006	0.000	-0.009	-0.019	-0.045	-0.013	-0.467	-0.058	-0.126	0.838[a]	-0.248	-0.070
Atit C 5	-0.073	-0.019	-0.077	-0.109	-0.023	-0.049	-0.131	-0.037	-0.317	-0.248	0.866[a]	-0.030
Atit C 6	-0.008	-0.032	-0.023	-0.001	-0.185	-0.034	-0.046	-0.048	-0.124	-0.070	-0.030	0.607[a]

a. Measures of Sampling Adequacy(MSA)

Table 9 and 10 reveal result of factor analysis using principal component analysis. Varimax rotation has been used to enhance interpretability of factors. If the attitude scale was unidimensional, all 12 variable items should load on one factor. However, principal component analysis has revealed three factors with 59.772 per cent contribution to the item variance are extracted. Rotated factor loadings as per Table 12 indicated that the items AttiP1, AttiP2, AttiP3, AttiP4, AttiP5 in the attitude scale load on factor 1, AttiP6, AttiC1, AttiC3, AttiC4, AttiC5 load factor 2. AttiP5 and AttiC 6 load on factor 3. Hence, hypothesis 5.1 is rejected. It may be inferred that the attitude scale is multidimensional in respect to Romanian local products.

To interpret each main component, we examined the magnitude and direction of the coefficients for the initial variables was examined. The higher the absolute value of the coefficient, the more important the corresponding variation is in the computation of the component, from which can be see that the largest impact is the component 1 with a coefficient of 4.508, followed by the components 2 and 3 with 1.506 respectively 1.158 (Table 9).

Table 9. *Total Variance Explained*

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.508	37.569	37.569	4.508	37.569	37.569	3.151	26.259	26.259
2	1.506	12.551	50.120	1.506	12.551	50.120	2.678	22.319	48.578
3	1.158	9.652	59.772	1.158	9.652	59.772	1.343	11.194	59.772
4	0.855	7.128	66.900						
5	0.801	6.676	73.575						
6	0.665	5.544	79.119						
7	0.609	5.075	84.194						
8	0.450	3.752	87.946						
9	0.422	3.518	91.464						
10	0.406	3.383	94.847						
11	0.326	2.713	97.560						
12	0.293	2.440	100.000						

Extraction Method: Principal Component Analysis.

Examining the Non-Millennials rotated matrix, the set of attitudes loading on component 1 points out the responsibility that the consumers have in identifying and

purchasing locally made products. Four of the five attitude loadings suggest nationalistic views of consumers, component 1 is labelled Nationalism. The set of attitudes loading on component 2 incorporates the view that the government and the industry actions are changing advertising strategies, promotion strategies, pricing policies and quality of locally made products. Therefore, component 2 is labelled as Government-industry. Component 3 is a smaller set of attitudes in comparison to the number of attitudes in the previously discussed attitude sets. The attitudes exemplify the view that through buying local made product new jobs will be created in the country. Thus, this will not have any impact in reducing the level of Romania's debt. Therefore, this final factor is labelled Realism.

Table 10. *Rotated Component Matrix*[a]

	Component		
	1	**2**	**3**
Local products_I would like to buy products made in Romania, even if they generally have a higher price than the imported goods	0.821		
Local products_I would like to buy products made in Romania because they are generally innovative and well-designed	0.748		
Local products_I'll buy products made in Romania whenever possible, because that's how I identify myself with my own country	0.763		
Local products_ When shopping, I usually prefer Romanian products	0.734		
Local Products_ People should buy products with the best value for money, whether they're made in Romania or not	0.590		
Local Products_People should choose products made in Romania when price and quality are as good as imported products		0.755	
Promotion Campaigns_ It is important that the Romanian Government and Industry encourage Romanians to buy products made in Romania		0.738	
Promotional Campaigns_The campaign "Purchase Romanian" was a success in persuading Romanians to think about changing their buying habits		0.697	
Promotion Campaigns_The purchase of goods made in Romania will help solve the problems of Romania's trade balance		0.668	
Promotion Campaigns The Romanian Government should do more to promote products made in Romania both in the country and abroad		0.556	
Promotional campaigns_ Buying products made in Romania creates job opportunities in Romania			0.739
Promotion Campaigns_ The personal contribution that I could bring by the purchase of products manufactured in Romania is insignificant in reducing the level of Romania's debt			0.738

Source: As per previously presented.

Hypothesis no. 5.2 The attitude scale is unidimensional w.r.t. Romanian local products for Millennials

Table 11 presents the two tests: the Kaiser-Meyer-Olkin test with a value of 0.852, which is significant (being close to 1) and which represents the usefulness of the data, as well as the Barlett's test, which tests that this correlation matrix has an identity, the value of 0.000 demonstrating that the data analysis is useful.

Table 11. *Factor analysis for the Millennials*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.852
Bartlett's Test of Sphericity	Approx. Chi-Square	2002.688
	Df	66
	Sig.	0.000

Source: As per previously presented.

The anti-image correlation matrix contains the partial correlation coefficient negatives. The sample's suitability measure for a variable is displayed diagonally across the anti-image correlation matrix, averaging 0.814 (Tabe 12).

Table 12. *Anti-image Matrices*

		AtitP 1	AtitP 2	AtitP 3	AtitP 4	AtitP 5	AtitP 6	AtitC 1	AtitC 2	AtitC 3	AtitC 4	AtitC 5	AtitC 6
	AtitP 1	0.906[a]	-0.199	-0.112	-0.285	0.093	0.037	-0.043	-0.098	-0.052	-0.023	-0.013	-0.019
	AtitP 2	-0.199	0.899[a]	-0.279	-0.177	0.004	0.093	0.014	-0.099	-0.017	-0.049	-0.077	-0.008
	AtitP 3	-0.112	-0.279	0.864[a]	-0.351	0.052	-0.038	-0.148	-0.190	-0.093	0.097	-0.050	0.015
	AtitP 4	-0.285	-0.177	-0.351	0.868[a]	0.112	-0.017	-0.049	0.004	0.033	-0.072	0.003	0.076
	AtitP 5	0.093	0.004	0.052	0.112	0.749[a]	-0.213	0.094	-0.099	0.000	-0.055	-0.020	-0.160
	AtitP 6	0.037	0.093	-0.038	-0.017	-0.213	0.649[a]	-0.079	0.027	-0.004	-0.076	-0.136	-0.006
Anti-image Correlation	AtitC 1	-0.043	0.014	-0.148	-0.049	0.094	-0.079	0.839[a]	-0.063	-0.060	-0.454	-0.114	-0.010
	AtitC 2	-0.098	-0.099	-0.190	0.004	-0.099	0.027	-0.063	0.855[a]	-0.175	0.044	0.018	-0.177
	AtitC 3	-0.052	-0.017	-0.093	0.033	0.000	-0.004	-0.060	-0.175	0.864[a]	-0.109	-0.322	0.124
	AtitC 4	-0.023	-0.049	0.097	-0.072	-0.055	-0.076	-0.454	0.044	-0.109	0.788[a]	-0.191	-0.026
	AtitC 5	-0.013	-0.077	-0.050	0.003	-0.020	-0.136	-0.114	0.018	-0.322	-0.191	0.859[a]	0.069
	AtitC 6	-0.019	-0.008	0.015	0.076	-0.160	-0.006	-0.010	-0.177	0.124	-0.026	0.069	0.630[a]

Measures of Sampling Adequacy(MSA)

Source: As per previously presented.

Tables 13 and 14 reveal result of factor analysis using principal component analysis. Varimax rotation has been used to enhance interpretability of factors. If the attitude scale was unidimensional, all 12 variable items should load on one factor. However, principal component analysis has revealed three factors with 58.615 per cent contribution to the item variance are extracted. Rotated factor loadings as per Table 13 indicated that the items AttiP1, AttiP2, AttiP3, AttiP4, AttiC2 in the attitude scale load on factor 1, AttiP6, AttiC1, AttiC3, AttiC4, AttiC5 load factor 2. AttiP5 and AttiC 6 load on factor 3. Hence, hypothesis 5.2 is rejected. It may be inferred that the attitude scale is multidimensional in respect to Romanian local products.

To interpret each main component, the magnitude and direction of the coefficients for the initial variables were examined. The higher the absolute value of the coefficient, the more important the corresponding variation is in the computation of the component, from which it can be seen that the largest impact is the component 1 with a coefficient of 4.219, followed by the components 2 and 3 with 1.583 respectively 1.232 (Table 13).

Table 13. *Total Variance Explained*

Compo nent	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulati ve %	Total	% of Varianc e	Cumulati ve %
1	4.219	35.156	35.156	4.219	35.156	35.156	3.251	27.090	27.090
2	1.583	13.194	48.350	1.583	13.194	48.350	2.416	20.136	47.227
3	1.232	10.265	58.615	1.232	10.265	58.615	1.367	11.388	58.615
4	.852	7.098	65.713						
5	.826	6.884	72.597						
6	.656	5.466	78.063						
7	.606	5.051	83.115						
8	.479	3.992	87.106						
9	.450	3.749	90.856						
10	.421	3.509	94.364						
11	.379	3.157	97.521						
12	.297	2.479	100.000						

Extraction Method: Principal Component Analysis.

Source: As per previously presented.

Analyzing the Millennials rotated component matrix, the order of magnitude of the component loadings as well as the component loadings for the attitudes are slightly different to those component loadings for the Non-Millennials. The set of attitudes loading on component 1, however, is almost identical to the set of rotated component loadings for the Non-Millennials. Therefore, component 1 is labelled Nationalism.

The set of attitudes loading on component 2 suggests (Tabe 14), as in case of non-millennials, the responsibility of the nation as a whole for defending the locally made products. Therefore, component 2 is labelled Government-industry. Component 3 is comprised of two attitudes. The belief that through purchasing of locally made products will not reduce the Romania's debt coupled with the attitude on purchasing the best value-for-money product. The combination of these two attitudes suggests a price-quality relationship. Thus, component 3 is labelled Price-quality.

Table 14. *Rotated Component Matrix[a]*

	Component		
	1	2	3
Local products_I'll buy products made in Romania whenever possible, because that's how I identify myself with my own country	0.797		
Local products_I would like to buy products made in Romania because they are generally innovative and well-designed	0.774		
Local products_ When shopping, I usually prefer Romanian products	0.759		
Local products_I would like to buy products made in Romania, even if they generally have a higher price than the imported goods	0.758		
Promotional Campaigns_ The Campaign "Purchase Romanian" was a success in persuading the Romanians to think about changing their buying habits	0.631		
Promotion Campaigns_The Romanian Government should do more to promote products made in Romania both in the country and abroad		0.746	
Promotional campaigns_ Buying products made in Romania creates job opportunities in Romania		0.730	

Promotion Campaigns_ It is important that the Romanian Government and Industry encourage Romanians to buy products made in Romania	0.667	
Promotion Campaigns_The purchase of goods made in Romania will help to solve the problems of Romania's trade balance	0.599	
Local Products_People should choose products made in Romania when price and quality are as good as imported products	0.552	
Promotion Campaigns_ The personal contribution that I could bring by the purchase of products manufactured in Romania is insignificant in reducing the level of Romania's debt		0.760
Local Products_ People should buy products with the best value for money, whether they're made in Romania or not		0.677

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Rotation converged in 5 iterations.

Source: As per previously presented.

To sum up, the conclusions of the factor analysis show that attitudes encompassing buy locally made products and the buying local campaign lead to attitudinal sets which have similarities and differences between the two groups. The involvement of the government and industry is supported by both groups, in order to enhance locally made products and provide local jobs. A loyalty towards Romanian products also seems to exist, since the two groups look for and shop these kind of products. The descriptors for the sets of the attitudes for the non-millennials were Nationalism, Government-industry and Realism; the descriptors for the set of attitude for the millennials were Nationalism, Government-industry and price-quality.

Conclusions

Overall, the results of this study seem encouraging in advancing our knowledge of the consumer attitudes in advanced transitional economies. One of the purposes of the present study was to investigate the internal consistency of the scale. It has also been shown that consumer ethnocentrism has different levels if the age of the sample groups differs.

From a marketing standpoint, the information on consumer ethnocentrism can help to segment the market more effectively and thus to successfully target the different consumer groups. This paper has some significant implications for marketers of local products in Romania, but also for international marketing plans in order to develop competitive strategies taking into consideration the consumers' attitudes towards local products that exist in consumers' minds. When entering a new foreign market such information could bring significant advantages.

An important finding is also the perceived responsibility with respect to buying local products. Additionally, the finding that Romanian consumers will buy local products when quality and price are comparable to foreign products implies a proper attention to the quality of local products. A national quality policy organized by government in partnership with the industry could be warranted. Quality, durability and reliability should be taken into consideration for a better quality of the products according to important cues in products evaluation (Parameswaran and Yaprak, 1987).

In conclusion, it can be said that the research results offer several ideas for marketing managers and governmental institutions like national and regional ministries

on the one hand but revealed on the other hand also future important research streams in the area of country of origin effect and its potential motivational background.

Limitations and future research

This research has got several limitations, such as the fact that the data analyzed was time-related; the research sample was large but not necessary representative of either Romanian email users or, in particular, all Romanian consumers; foreign competition with local products may differ among different regions of Romania. This research suggests several questions for further enquiry. One question is the correlation between consumer ethnocentrism and the attitudes toward locally made products and towards the campaigns promoting local products. Another question to be researched could be the usage of the face-to-face interview method in comparison with the online questionnaire. Thirdly, future examinations of consumer choice alternatives should investigate consumer ethnocentrism based on product category. Finally, a comparative study between two Eastern European countries should be conducted, so to ensure the model's external validity.

The demographic differences of the sample of respondents (age, level of education, income, gender, residence) and the data collection period could prevent a significant comparison between the results of ethnocentrism in different studies. Given the cultural skepticism of the construct, ethnocentricity is conditioned by the dynamics of the environment (McCracken, 1986), which was considered particularly volatile in the transition economies of the Central and Eastern European countries (Nowak, 1996).

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