

DOES CONSUMER ETHNOCENTRISM EXIST IN THE HUNGARIAN ALCOHOLIC BEVERAGE MARKET?

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One of the most important issues of the international economy is consumer ethnocentrism, the tendency of customers' preference to their local products and brands over foreign ones. Consumer ethnocentrism plays a key role in developed countries and appears more in the purchase and choice of local food and beverages. The purpose of our study is to investigate the relationship between ethnocentrism and different socio-demographic characteristics. According to the literature, there is a need to test the impact of consumer ethnocentrism on different products, and research on national and GI (Geographical Indication) products is very limited. Thus, we analyse ethnocentrism among palinka consumers, which is one of the best-known national products in Hungary. The analysed sample contains the answers of 760 respondents. CETSCALE items were used to create consumer groups using the clustering method of latent profile analysis (LPA). Despite growing globalization and consumer openness to foreign products, there is a high level of ethnocentrism in the case palinka consumers. Four separable consumer groups were identified, which have different characteristics, and require different marketing strategies from the corporate side.