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The effect of the product's country-of-origin and Polish, Ukrainian and Romanian consumers' purchasing decisions

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THE EFFECT OF THE PRODUCT'S COUNTRY-OF-ORIGIN AND POLISH, UKRAINIAN AND ROMANIAN CONSUMERS' PURCHASING DECISIONS

Summary

The results of empirical research have been presented in the paper. Their main aim was to determine attitudes and preferences of Polish, Ukrainian and Romanian consumers in relation to the products' country-of-origin. The main source material was achieved thanks to direct interviews conducted in three cities: Rzeszów (Poland), Iwano-Frankowsk (Ukraine) and Oradea (Romania), on the sample of 1200 respondents (400 people in every city). The questionnaire was used as a measuring tool. The presented analyses showed that, among others, the effect of a product's country-of-origin is not a factor which decides about purchasing a certain good in the opinion of Polish, Ukrainian and Romanian consumers. Nevertheless, the respondents in their market choices pay attention to the following criterion. Moreover, the people who took part in the questionnaire unambiguously said that the most important features describing domestic products were: high quality and ecology; however foreign products were described in terms of modernity and conformity with fashion.

Keywords: the effect of the product's country-of-origin, consumer, the Poland-Ukraine-Romania empirical research

Introduction

Development of the international commodity exchange, economy globalization and proceeding integrating processes caused, that the market became an arena of strong, competitive fight. Most of the methods of competition means between its participants, is concentrating around marketing actions and strategies, which refer to a consumer. The market success of a company depends

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however, on constantly updated knowledge about consumers' behavior, especially concerning the identification of factors, which influence the final buying decisions of an individual and dependencies, which appear between them.

Consumers' behavior, above of all the decision making processes of buyers, in the conditions of the developed market, are extraordinarily complex issues. Consumers follow many criteria in their choices, which are connected to their internal conditions (motives, attitudes, perception, experience, ability to search and absorb information, etc.) and widely understood external factors (reference group, existing value system, information coming directly from media, mechanisms and institutions ruling modern economy, and other stimuli coming from the environment). Present trends in consumption and more general phenomena such as consumption globalization or a contrary tendency – consumer ethnocentrism, belong to the rules, which govern people's behavior. Consumption globalization means spreading identical or similar consumption patterns in transnational scale and creating global consumption culture. Consumer ethnocentrism in turn, is a reaction to a fast progressing globalization and means consequent and aware preferences of domestic products in relations to the foreign ones. Crucial influence on consumers' buying decisions, especially at times of economic crisis, has also so called the effect of the country's product origin. In general understanding, this phenomenon means the influence of the country where the product is from (especially its image) on the assessment done by the products (or brands) consumers who come from a given country. Often enough, the image of the country, where the product comes from, can dominate the assessment of the product itself and finally solve the dilemmas connected to the purchase.

The aim of the present publication is to conduct a wide diagnosis of Polish, Ukrainian and Romanian consumers' attitudes and preferences in relations to the country of products' origin. A particular attention has been paid to the identification of domestic and foreign products' features, which served to define both products' categories and naming the factors of domestic and foreign products choices.

In order to achieve the above mentioned aims, the first part of the paper has been dedicated to the discussion about the theoretical aspects, so called the effect of the country of origin and consumer ethnocentrism. In the subsequent

part, however, methodological aspects and the results of direct research have been presented.²

The effect of a product's country-of-origin – the essence of the phenomenon

The phenomenon of the effect of a product's country-of-origin is defined as a negative or positive influence of the country image, where the product was manufactured (that is a general concepts and opinions about a given country), on the assessment of this product by a consumer and final consumers' purchase decisions.³ This concept can have different bases: rational, affective and normative. The rational base is knowledge about the possibilities and experience of a given country in manufacturing of a certain category of products. The purchasers show positive attitudes when they buy products, mainly in relation to the quality of the goods. Affective basis, in turn, is connected to a symbolic and emotional value which is followed by information about the country-of-origin of the product (possessing a product from a given country is often connected to nice memories or experiences). It also happens that the consumers' preferences, in relation to the products, which come from a given country, result from the certain personal or social norms (for example we do not buy any products where human rights are abused).⁴

It is worth mentioning at this point that in present market conditions – rich supply offer, as far as quantity and assortment are concerned, consumers' purchase decisions are extremely difficult. A purchaser usually chooses the products, according to his or her own experience, knowledge and information from the producers. Information connected to the country where the product comes from, are usually presented in the following way: a producer's address, an expression "made in...", a bar code, national quality symbols, a language of the product description, a brand or an advertisement (the most frequently advertising slogan)⁵.

It is often observed that the companies use tactics to deceive consumers. They manipulate the brand and advertisement in their marketing strategies in order to suggest the buyers that the product comes from a different country than

² The research has been financed from the budget means on study in the years 2010–2014 as a research project.

³ G. Elliott, R. Cameron, *Consumer perception of product quality and the country of origin effect*, "Journal of International Marketing" 1994, No. 2, pp. 49–62.

⁴ K. Liczmańska, *Efekt kraju pochodzenia produktu a decyzje nabywcze konsumentów sektora alkoholi wysokoprocentowych*, <http://www.kpsw.edu.pl/menu/pobierz/RE3> (28.10.2013).

⁵ A. Figiel, *Etnocentryzm konsumencki. Produkty krajowe czy zagraniczne*, PWE, Warszawa 2004, p. 32.

it really does. In this case, the marketing specialists must include the fact that the influence of the country-of-origin of the product on consumers' buying behavior can be positive or negative and usually depends on the category of the products assessed. For example, the Chinese accept the superiority of the Japanese products, but they do not buy them because of the events in the past. The inhabitants of most of the European countries appreciate French perfumes and fashion, however, not necessarily work organization.⁶ On the Polish market, there are many brands, which seem to be foreign ones because of their name, for example clothes companies like Lavard, Reserved, Monnari or the shoes company Gino Rossi.

It is worth mentioning, that in the opinion of market analytics, the important research problem is the correct and detailed definition of the country where the product was produced.⁷ Traditional division into domestic and foreign products has been disturbed. The globalization, international cooperation processes, flow of capital, the development of different types of solutions between companies, as well as the working force flow, cause the "internationalization" of the products, which makes difficult to unambiguously establish the country where the product is from. Taking into consideration the above, the extended definition of the product's country-of-origin, proposed by T. Sikora, is worth quoting. According to it "[...] it is an influence of the country and its inhabitants' image and attitudes towards them to image, attitudes and behavior (as well as purchasing and other – advising, advising against, boycotting, etc.), which refer to the goods and brands manufactured in the country or associated with it."⁸ The expression "or associated with it" suggests the research of the product's country-of-origin in the explorational way, and not – as it has been so far – informing the respondents about a certain country or taking for granted that the consumer possesses this knowledge.⁹ In turn, A. Figiel describes a domestic product in the following way: "in the conditions of the lack of unambiguous divisions criteria based on the identity of the creation place, the capital possession, the origin or raw materials and workforce, it should be accepted that the 100% domestic product is the one, which was produced in the country and by the company,

⁶ S. Sneiderbaur, *Country of origin*, "Journal of Brand Management" 2009, Vol. 6, Issue 3/4, pp. 63–74.

⁷ T. Sikora, *Znaczenie efektu kraju pochodzenia dla komunikacji w biznesie międzynarodowym*, Research Bulletin SGH, 2008, [http://yadda.icm.edu.pl/yadda/element/bwmeta1.element.dl-catalog-0cd15285-d35d-4d2a-abdd-1ebe567e0aa2?q=515ac855-8fe9-41d4-8bce-26d40c8de222\\$1&qt=IN_PAGE](http://yadda.icm.edu.pl/yadda/element/bwmeta1.element.dl-catalog-0cd15285-d35d-4d2a-abdd-1ebe567e0aa2?q=515ac855-8fe9-41d4-8bce-26d40c8de222$1&qt=IN_PAGE) (14.10.2013).

⁸ *Ibidem*.

⁹ *Ibidem*.

where the shareholders are domestic subjects, done from domestic raw materials and by the domestic workforce.”¹⁰ He defines a foreign product in a similar way. In reality a 100% domestic or foreign product, which comes from one country does not exist. There products, however, which are considered more or less domestic.

Consumer ethnocentrism can be considered as a special case of the country-of-origin effect. T.A. Shimp and S. Sharma define this term as “a belief shared by consumers about the obligation and morality to buy domestic products”.¹¹ Consumers’ ethnocentric behavior concerns decisions connected to the choice, purchase and use of domestic products. Consumer ethnocentrism has the following features.¹² Firstly, it derives from the concern about one’s own country and for fear of the control loss over the economy, which can be caused by import. Secondly, it contains motives encouraging stopping purchasing products which come from abroad. For consumers, who show high ethnocentric level, buying foreign products is not only an economical matter, but it creates moral problems too. Moral involvement causes that consumers, in extreme cases, purchase domestic products, even though their quality is much lower than the quality of imported products. Thirdly, it can be assumed that the consumer ethnocentrism level is a sum of tendencies of individuals who are part of a given social group.¹³

The research methodology

As it has already been mentioned, the results of empirical research have been presented in the paper. Their main basic aim has been a diagnosis of Polish, Ukrainian and Romanian consumers’ attitudes and preferences in relation to the products’ country-of-origin. The particular attention has been paid to:

- defining consumers’ buying habits towards domestic and foreign products,
- identification of domestic and foreign products’ features, which served to identify both product categories,

¹⁰ A. Figiel, *Etnocentryzm...*, p. 89.

¹¹ *Ibidem*.

¹² A. Szromnik, A. Figiel, *Etnocentryzm konsumentki jako bariera rozwoju i wymiany towarowej*, in: *Wybrane problemy handlu międzynarodowego*, Wyd. Akademii Ekonomicznej, Kraków 1997, pp. 129–140.

¹³ E. Wolanin-Jarosz, *Ethnocentric tendencies of Polish, Hungarian and Ukrainian consumers – the comparative analysis on the basis of direct researches*, in: *Economy Studies. La Societe de L’information. Perspective Europeenne et Globale*, ed. C. Martin, M. Jaciow, Research Bulletin of University of Economy in Katowice, Katowice 2013, No. 151, pp. 13–15.

- distinction of factors, which decide about the choice of domestic and foreign products.

The main source material has been achieved thanks to the direct interviews conducted in three cities, which belong to Karpacki Euroregion: Rzeszów (Poland), Iwano-Frankowsk (Ukraine) and Oradea (Romania).¹⁴ The interviews were done from December 2011 to April 2012. The research sample included 1200 respondents¹⁵ (400 people in every city), quota way. The quotas were – gender, age and education. The survey questionnaire, which included questions conformed to the research aims, was used as a measuring tool.

The process of collecting data had two phases. The first one included the pilot research – 70 respondents. It was done to check the efficiency of the measuring tool effectiveness. In the second phase, in turn, the proper research was done. As a result, the answers from 1183 respondents were collected.

The gathered research material, after the previous reduction, was used to create a database. The survey results were elaborated with the use of STATISTICA 7.0. programme, which was used to tab and classify the collection of the data, mainly based on the scaling process. It should be mentioned at this point that in the present work, the author concentrated on the achieved results and their interpretation, omitting the profound methodological descriptions, conducted analyses, which are the subject of detailed explanation in the literature from the range of statistics and econometrics.

The product's country-of-origin effect research – the empirical data analysis

In the data analysis achieved from the direct surveys, conducted among the Polish, Ukrainian and Romanian respondents, the statistical test method was mainly used. In case of the features, which were nominal in character, the analysis was based on the percentage dispensation of the answers in compared countries and assessment of differences between them with the use of independen-

¹⁴ In Rzeszów, the direct interviews have been conducted by the authors of the article. The chosen respondents answered the questions. In turn, in Iwano Frankowsk, the research was done by the research workers and students of the Higher School of Socio-Information Technologies in Tarnopol, under dr A. Goszczyński's direction. However, in Oradea, the empirical material has been gathered by the team of research workers and the students from the Department of University of Economy in Oradea under Prof. dr F. Stefanescu's direction.

¹⁵ The size of the sample complies with the requirements of the representative nature. It has been calculated on the basis of the formula: $n = \frac{\Pi(1-\Pi)Z_{\alpha}^2}{E^2}$; where Π = population proportion, E =

permissible mistake, Z_{α}^2 = the number of standard deviations. Por. S. Mynarski, *Praktyczne metody analizy danych rynkowych i marketingowych*, Wyd. Zakamycze, Kraków 2000, p. 40.

cies of the chi-square test.¹⁶ However, in relation to the features, which have ordinal character (where 5-degree or 7-degree adjective scale was used most frequently), the average scoring in compared groups was calculated and the significance of differences between them with the use of Kruskal-Wallis test¹⁷ has been assessed.

The research results presented in the table 1 concerned the assessment of the importance of the chosen factors, which decide about the choice of chosen consumption product groups: food, clothes, flat amenities and articles connected to sport, culture and leisure. The answers were marked on the 5-point Likert scale, where 1 – meant totally unimportant, whereas 5 – very important. The higher the average value, the bigger the importance of a given factor. The higher the average value, the bigger the importance of a given factor. The value the test probability p was calculated with the use of Kruskal-Wallis test.

It results from the presented data, that the key factor deciding about the choice of food is quality. This criterion is the most important and it does not matter which country the respondents represent. There haven't been any statistically crucial differences in assessment of the degree of this importance among the people from the three surveyed groups. However, the particular attention to the quality of food products pay Polish respondents (4.62), next come Romanians (4.60) and people from Ukraine (4.59). Price also plays an important role in buying food, but the assessment is on a little lower level – it oscillates around 4 points in case of all the respondents' groups. However, among the people from the particular countries, who take part in the survey, statistically crucial differences can be observed. Characteristic statistical differences in the importance assessment also appear for the rest of the factors, excluding "brand". As far as a criterion – "The country-of-origin of a product" is concerned, the score done by the respondents from the three researched countries is on the average level – above 3 points (Polish people gave 3.33 points, Ukrainians – 3.13 points, and Romanians – 3.08 points).

¹⁶ A.D. Aczel, *Statystyka w zarządzaniu*, Wyd. Naukowe PWN, Warszawa 2000, pp. 757–766; A. Stanis, *Przystępny kurs statystyki w oparciu o program STATISTICA na przykładach z medycyny*, Wyd. StatSoft Polska, Kraków 2001, pp. 221–262.

¹⁷ The Kruskal-Wallis test serves to compare an arrangement of a numerical feature (or measured at least on the ordinal scale) in a few groups. It is so called nonparametric test, it doesn't require fulfilment of any restrictive establishments, which appear in parametric tests of variance analysis. Low values of test p probability allow to claim that the grouping factor differentiates an average level of a numeric feature which is considered. Por. J. Koronacki, J. Mielniczuk: *Statystyka dla studentów kierunków technicznych i przyrodniczych*, Wyd. WNT, Warszawa 2001, pp. 476–478.

Similar conclusions can be drawn by analyzing the factors of products choice for the rest types of consumption goods (clothes, flat amenities and things connected with sport and leisure – tab. 1). Quality and price are the most important for Polish, Ukrainian and Romanian consumers, even though there are changeable differences in assessment of most specified criteria. However, “the packaging” and “the country-of-origin” belong to the criteria with the lowest score (“the packaging” received from 2.34–2.80 points, however, “the country-of-origin” between 2.92–3.30 points).

Table 1

The choice factors of certain consumption goods
(the 1–5 scale; 1 – totally unimportant, 5 – very important)

The choice factors	Food			The value of test p factor – p Kruskal-Wallis
	Poland	Ukraine	Romania	
Price	3.97	3.89	4.07	0.0320*
Quality	4.62	4.59	4.60	0.5945
Brand	3.18	3.13	3.21	0.6464
Country-of-origin	3.33	3.13	3.08	0.0025**
Packaging	2.47	2.76	2.80	0.0017**
Ecological values of the products	3.75	4.19	3.54	0.0000***
Sales personnel	3.20	3.52	3.19	0.0003***
Recommendation of friends	3.41	3.16	2.78	0.0000***
Clothes				
Price	4.07	4.28	4.07	0.0001***
Quality	4.42	4.53	4.31	0.0000***
Brand	3.34	3.28	3.32	0.9263
Country-of-origin	2.98	3.28	3.07	0.0018**
Packaging	2.44	2.65	2.59	0.1575
Ecological values of the products	3.23	4.04	3.15	0.0000***
Sales personnel	3.29	3.65	3.17	0.0000***
Recommendation of friends	3.23	3.22	2.86	0.0000***
Flats amenities/furnishings				
Price	4.17	4.18	4.05	0.0324*
Quality	4.45	4.59	4.43	0.0000***
Brand	3.12	3.33	3.39	0.0008***
Country-of-origin	2.92	3.26	3.11	0.0001***
Packaging	2.34	2.64	2.59	0.0124*
Ecological values of the products	3.25	4.11	3.25	0.0000***
Sales personnel	3.20	3.62	3.17	0.0000***
Recommendation of friends	3.50	3.15	2.84	0.0000***

Products connected to sport, culture and leisure				
Price	3.90	4.11	3.80	0.0000***
Quality	4.31	4.53	4.02	0.0000***
Brand	3.34	3.34	3.10	0.0019**
Country-of-origin	3.09	3.30	2.92	0.0001***
Packaging	2.40	2.72	2.55	0.0118*
Ecological values of the products	3.08	4.04	3.01	0.0000***
Sales personnel	3.28	3.66	3.14	0.0000***
Recommendation of friends	3.49	3.23	2.86	0.0000***

Source: own elaboration.

In the present research, buying habits of the respondents in relation to the country where the food and non-food products come from have also been determined (table 2). To the question concerning checking the country, where the given food product was manufactured, while doing shopping, only 60% of Polish people answered that they do it “very often” or “often”. Among Ukrainians, the cumulative result of these two options is 44.6%, however among Romanians 45.8%.

Moreover, with the use of the chi-square independency test, it has been proved that there is a statistically highly crucial difference in the approach of checking the food products country-of-origin between the inhabitants of the three researched countries.

Table 2

The frequency of checking “the food products country-of-origin” by the respondents, while doing shopping

The frequency of checking “the products’ country-of-origin”	The test p factor = 0,0000*** (chi-square)			Sum
	Poland (quantity)	Ukraine (quantity)	Romania (quantity)	
Very often	131 (33.0%)	62 (15.5%)	72 (18.0%)	265
Often	101 (25.4%)	116 (29.1%)	111 (27.8%)	328
Neither often nor seldom	63 (15.9%)	76 (19.0%)	86 (21.6%)	225
Seldom	44 (11.1%)	82 (20.6%)	69 (17.3%)	195
Very seldom	31 (7.8%)	38 (9.5%)	36 (9.0%)	105
Never	27 (6.8%)	25 (6.3%)	25 (6.3%)	77
Sum	397	399	399	1195

Source: own elaboration.

The purchasers similarly behave in relation to “checking the country-of-origin of food products” (fig. 1). In this case, as well, the respondents from Poland do it most frequently (48% – “very often” and “often”), the second place ex aequo take the inhabitants from Ukraine and Romania equally with 45%.

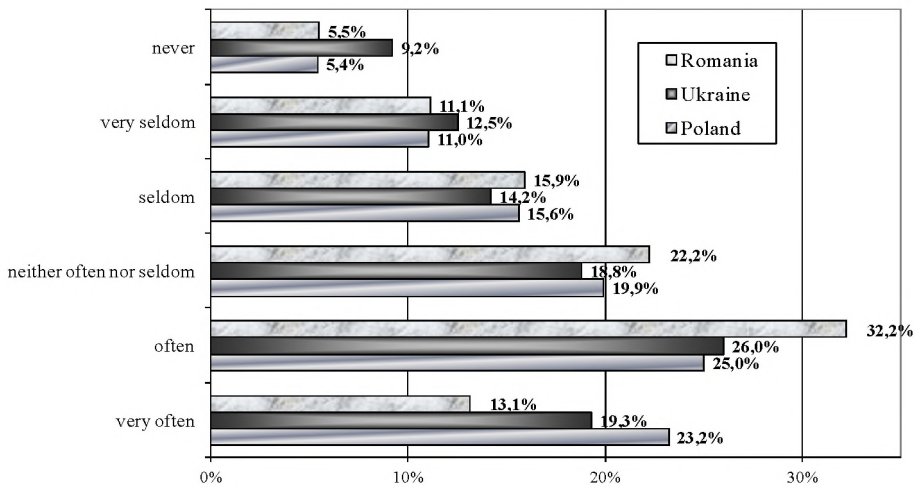


Fig. 1. The frequency of checking “the non-food products’ country-of-origin” by the respondents while doing shopping

Source: own elaboration.

It has also been established in the analyses done in what way the respondents recognize “the country-of-origin”. It turned out that according to the Polish people’s opinion (79% of answers), Ukrainians (53.3% answers) and Romanians (75.2% answers) the sign “made in” indicates the origin of a given product. The rest of the forms, which present the country, where certain goods were manufactured, were differently assessed by the respondents (tab. 3).

Table 3

The ways of recognizing information about the product’s country-of-origin by the consumers

Specification	Country						Test <i>p</i> factor = 0,0000*** (chi-square)
	Poland		Ukraine		Romania		
	N – number of answers	%	N – number of answers	%	N – number of answers	%	
Brand	157	39.3	94	23.5	141	35.3	0.0000***
A product’s language description	118	29.5	100	25.0	113	28.2	0.3394
Bar code	31	7.8	61	15.3	20	5.0	0.0000***
Sign “made in”	317	79.3	213	53.3	300	75.2	0.0000***
It is difficult to say	24	6.0	77	19.3	48	12.0	0.0000***

Source: own elaboration.

For example Poles indicated “brand” (39,3% answers) on the second place, however on the third one – “language of the product description” (29.5%). The respondents from Romania chose similarly: “brand” – 35.3% answers, “language of a product’s description” – 28.2%. The inhabitants of Iwano-Frankowsk,

however, showed “language of a product’s description” (25%) on the second place and on the third one “product’s brand” (23.5%).

The aim of the present research has also been the attempt to define “a domestic product”. The respondents from the three analyzed countries similarly perceive and describe “a domestic product”. Almost half of the people questioned from Poland and Romania claim that it is “produced in its own country”, which is quite a general statement because matters of the brand ownership, raw materials or employed people haven’t been brought up (fig. 2). 43% of the Ukrainians claim similarly. In turn, on the second place, according to the respondents’ opinion from all the three countries, the following definition has appeared: “a domestic products are brand name goods”, however on the third place – “domestic products are goods manufactured in a company, which is owned by the inhabitants of a given country”.

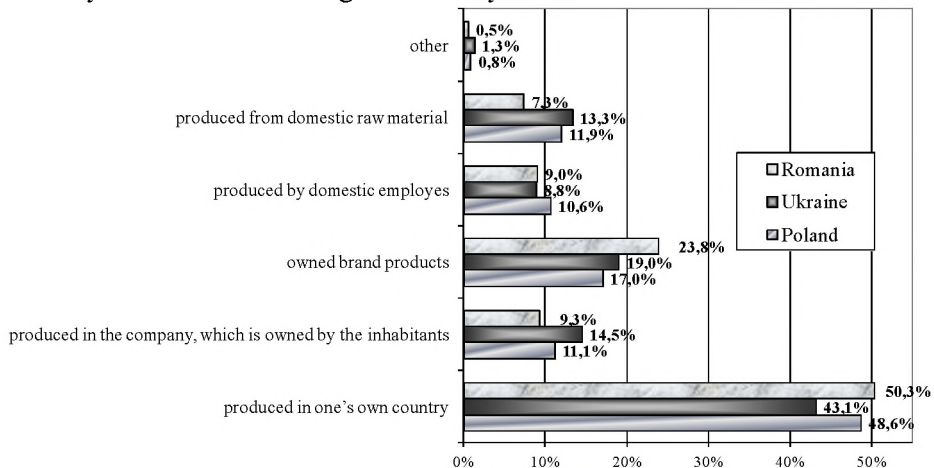


Fig. 2. The domestic product definition in the respondents’ opinion

Source: own elaboration.

During the direct research, the respondents showed features, which characterize domestic and foreign products.

People from different countries, who took part in the survey, attributed many positive features to domestic products. However, there were some meaningful differences between their opinions. Generally, the inhabitants of Poland and Romania claimed that the most important feature of food products is “ecology”. Ukrainians definitely chose “high quality of the products” (tab. 4). Poles and Romanians put “high quality” on the second place, in contrast, Ukrainians “pro-health values” and “reliability”.

Table 4

Domestic and foreign products features

Domestic products features	Country						Test p factor= 0,0000*** (chi-square)
	Poland		Ukraine		Romania		
	N – number of answers	%	N – number of answers	%	N – number of answers	%	
High quality	163	40.8	128	32.0	83	20.8	0.0000***
Modernity	32	8.0	86	21.5	54	13.5	0.0000***
Ecology	165	41.3	82	20.5	106	26.5	0.0000***
Pro-health valor	88	22.0	87	21.8	74	18.5	0.3956
Innovation	14	3.5	29	7.2	32	8.0	0.0189*
Current fashion	28	7.0	47	11.8	30	7.5	0.0329*
Pretty packaging	42	10.5	55	13.8	49	12.3	0.3714
Adequate pattern-designing	46	11.5	53	13.3	91	22.8	0.0000***
Reliability	80	20.0	87	21.8	29	7.2	0.0000***
Foreign products features	Poland		Ukraine		Romania		Test p factor= 0,0000*** (chi-square)
	N – number of answers	%	N – number of answers	%	N – number of answers	%	
High quality	107	26.8	181	45.3	149	37.3	0.0000***
Modernity	233	58.3	80	20.0	127	31.8	0.0000***
Ecology	25	6.3	77	19.3	26	6.5	0.0000***
Pro-health valor	9	2.3	76	19.0	14	3.5	0.0000***
Innovation	73	18.3	56	14.0	43	10.8	0.0100**
Current fashion	121	30.3	70	17.5	109	27.3	0.0001***
Pretty packaging	54	13.5	30	7.5	64	16.0	0.0009***
Adequate pattern-designing	43	10.8	34	8.5	68	17.0	0.0007***
Reliability	24	6.0	80	20.0	19	4.8	0.0000***

Source: own elaboration.

Other, and also differentiated between the respondents from the three researched countries, are features attributed to foreign products. The people, who were surveyed, most frequently showed to their higher modernity (Polish and Romanian respondents in particular) and conformity with fashion or high quality (especially Ukrainians).

Conclusions

The research results, presented in this elaboration, allow formulating some meaningful conclusions. It can generally be stated that the key factors, which decide about the choice of certain product consumption groups (food, clothes, flat amenities, and products connected to sport, culture and leisure) are quality and price. These criteria are the most important, independently from which country is represented by the respondents. However, there are crucial statistical

differences in the degree assessment of this importance. "The effect of the country-of-origin", in turn, is assessed by the respondents from the three countries, on the average or low level.

In the present research, the purchase habits of the people who took part in the survey, in relation to food and non-food products' country-of-origin, have also been defined. It turns out that Polish people, while doing shopping, check the products' "country-of-origin" most often.

What is more, the respondents from the three analyzed countries unanimously agreed that they recognize "the country-of-origin" by reading the sign "made in" or by analyzing the product's brand.

The conducted empirical research did not allow, however, unambiguously define "a domestic product". However, most Polish, Romanian and Ukrainian respondents think that the most important criterion, which describes a domestic product is "produced in one's own country".

The analyses results also showed which products features, in the customers' opinion, are characteristic for domestic and foreign products. As far as domestic products are concerned, the respondents chose "high quality", "ecology" and "pro-health values". In turn, in case of foreign products, the people who took part in the survey most often indicated their higher modernity, "high quality" and "conformity with fashion".

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EFEKT KRAJU POCHODZENIA PRODUKTU A DECYZJE NABYWTCZE POLSKICH, UKRAIŃSKICH I RUMUŃSKICH KONSUMENTÓW

Streszczenie

W publikacji przedstawiono wyniki badań empirycznych, których głównym celem było określenie postaw i preferencji konsumentów polskich, ukraińskich oraz rumuńskich w odniesieniu do kraju pochodzenia produktów. Podstawowy materiał źródłowy pozyskano dzięki wywiadam bezpośrednim, przeprowadzonym w trzech miastach: Rzeszowie (Polska), Iwano-Frankowsku (Ukraina) oraz Oradei (Rumunia), na próbie 1200 respondentów (po 400 osób w każdym mieście). Jako instrument pomiarowy wykorzystano kwestionariusz ankietowy. Przedstawione analizy wykazały m.in., że efekt kraju pochodzenia produktu nie jest czynnikiem decydującym o zakupie danego dobra w opinii konsumentów polskich, ukraińskich i rumuńskich. Niemniej jednak, respondenci w swoich wyborach rynkowych zwracają uwagę na niniejsze kryterium. Ponadto ankietowani zgodnie uznali, że najważniejszymi cechami opisującymi produkty krajowe są: wysoka jakość i ekologiczność zaś produkty zagraniczne – nowoczesność i zgodność z modą.

Słowa kluczowe: efekt kraju pochodzenia produktu, konsument, badanie empiryczne Polska–Ukraina–Rumunia

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