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REGIONAL FOOD PRODUCTS AND REGION-WISE CONSUMER ETHNOCENTRISM

The article is an attempt to answer the question about the relationship between regional food and buyers' attitudes as well as consumer ethnocentrism phenomenon. The concept of regional products was defined by using both the definition of the labeling associated with this category in the legislation of the EU and terms used by practitioners and theoreticians concerned with food market. On the basis of a review of literature, a number of benefits generated by regional products were shown. Both their individual dimension (benefits for manufacturers, distributors and consumers), and the advantages in macro scale were highlighted. Taking into account the latter, it was found that the regional products may comprise a direct response to the needs of the consumers with ethnocentric attitudes. The choice of this type of product can be not only attractive but also easy for them. Regional products, defined as having a specificity related to the area of origin, in most cases refer to the place of manufacture when it comes to their names. It seems that highly loyal to regional products can be clients defined as 'local patriots', who are buyers with high level of regional ethnocentrism. A number of authors advocate the introduction of this semantic category, besides the broader term of 'consumer ethnocentrism'. They stress regional differences in consumer's preferences as well as applying them in every day choices, not only with national but also local context. The article is a part of this trend.

Keywords: consumer behavior, consumer attitude, ethnocentrism, regional food products

1. INTRODUCTION

Interest in regional food as a product category in Poland dates back to the period of accession to the European Union and is associated with the ability to support the development of this sector by potential protection registers and EU grant tools. Polish producers take part in various schemes of geographical indications and traditional specialities and use promotional activities funding for high-quality food market. Among 1274 protected symbols admitted in EU records, 36 concern to Polish products. The highest number are Protected Geographical Indications (19), Traditional Speciality Guaranteed (9) and Protected Designation of Origin (8).³ Along with the increasing interest in the protection of regional products, market analysts and researchers' interest in that category increases, too. The natural question is about the benefits generated by these products, that is, *de*

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³ DOOR database: DOOR, <http://ec.europa.eu/agriculture/quality/door/> (last viewed: 20.05.2015).

facto, their relationship to the behavior and attitudes of consumers, including consumer ethnocentrism.

2. CONSUMER ETHNOCENTRISM IN THEORY

The concept of “consumer ethnocentrism” was introduced by S. Sharma, T.A. Shimp and J. Shin,⁴ and comes from the work of W.G. Sumner from 1906.⁵ The American sociologist described ethnocentrism as “a way of seeing, according to which the own group is the center of everything, and all others are scaled and rated with reference to it”.⁶ The ethnocentric attitude relies on exaggerating one's own cultural heritage; perceiving of it as the best as well as worthy of continuation and following,⁷ while minimizing the importance of norms and values of other groups.

Consumer ethnocentrism, in turn, is a sense of responsibility, loyalty and morality of buying products manufactured in a particular country. Ethnocentric consumers are inspired mainly by moral considerations. In their opinion the purchase of imported products leads to job losses, losses in the economy and is unpatriotic,⁸ and indirectly brings also damage to them. So they prefer domestic products, even when their quality is lower than those imported, hence S. Smyczek depicts their stance as economic patriotism in the sphere of consumption.⁹ Ethnocentric attitudes have been strengthened in times of crisis;¹⁰ in addition to the moral and emotional reasons, ethnocentric consumers are also guided by economic motives:¹¹ a sense of responsibility for the purchase of domestic products and the protection of local labour market.¹²

3. THE ESSENCE OF “REGIONAL FOOD” CONCEPT

In Poland this term can be interpreted in different ways, which among others is a consequence of the fact that in three bills most important for food sector laws this category is

⁴ S. Sharma, T.A. Shimp, J. Shin, *Consumer Ethnocentrism: a test of antecedents and moderators*, “Journal of the Academy of Marketing Science” 1995/23, pp. 26–37.

⁵ W.G. Sumner, *Folkways: The Sociological Importance of Usages, Manners, Customs, Mores and Morals*, Athenaeum, Boston 1906, p. 13.

⁶ *Ibidem*, s. 13.

⁷ A. Szromnik, *Etnocentryzm konsumencki – istota i uwarunkowania rozwoju*, „Marketing i Rynek” 1998/11, p. 9.

⁸ S. Sharma, *op.cit.*, pp. 26–37.

⁹ S. Smyczek, *Etnocentryzm konsumencki na rynku usług finansowych*, [in:] *Konsumentencki proces decyzyjny i jego determinanty*, ed. E. Kiezel, Wydawnictwo Akademii Ekonomicznej im. K. Adamieckiego w Katowicach, Katowice 2006, pp. 105–140.

¹⁰ A. Alsughayir, *Consumer Ethnocentrism: A Literature Review*, “International Journal of Business and Management Innovation” 2/3 (2013), pp. 50–54.

¹¹ S. Smyczek, M. Glowik, *Ethnocentrism of Polish consumers as a result of the global economic crisis*, “Journal of Customer Behaviour” 10/2 (2011), pp. 99–118.

¹² See also: K. Corcoran, L.M. Albisu, *Agro-food business strategies for Origin Labelled Products*, “Agrarwirtschaft” 2001/50, s. 5; G. Giraud, *Consumer Perception of Typical Food Products in Europe*, Paper prepared for presentation at the Xth EAAE Congress „Exploring Diversity in the European Agri-Food System” (Zaragoza, 28–31 VIII 2002), <http://ageconsearch.umn.edu/bitstream/24833/1/cp02gi49.pdf> (last viewed: 20.05.2015); K. Ittersum et al., *The influence of the image of a product's region of origin on product evaluation*, “Journal of Business Research” 2003/56, p. 215; V. Sodano, *Competitiveness of Regional Products in the International Food Market*, Paper prepared for the 77th EAAE Seminar/NJF Seminar No. 325 „International Agricultural Trade: Old and New challenges” (Helsinki, VIII 2001), pp. 12–17, <http://wpage.unina.it/vsodano/regional%20products.pdf> (last viewed: 20.05.2015).

not defined. Neither does the Council of the EU, which clarifies the concept indirectly rather than directly, by determining which regional products can apply for the status.

And so Protected Designation of Origin marking refers to an agricultural product or a foodstuff:

- that comes from a particular place, region or country
- the quality or characteristics of which are essentially or exclusively due to a particular geographical environment, including natural and human factors
- whose all stages of production take place in the defined geographical area.

Protective symbol of the Protected Geographical Indication refers to an agricultural product or a foodstuff:

- that comes from a particular place, region or country
- the quality, reputation or other characteristic which are largely defined by its geographical origin
- whose at least one stage of production takes place in the defined geographical area.¹³

For the sake of convenience and with regard to European Union PDO and PGI indications, the common term "regional product" is widely used. There are, however, authors taking attempts to define the notion directly.

For M. Szczygielski "product is the effect of human activities associated specifically with some geographic region – by specific conditions of soil and climate, contributing to the uniqueness of this product, or by separate, traditional for the region of the manufacturing method, which is a part of this region's culture. Regional product is thus identified with the region and its culture and as such should be treated as the property of the regional community".¹⁴

According to M. Gąsiorowski "regional products are agricultural products and food products, the works of a specific quality closely associated with the area, clearly defining what their area of origin or place of manufacture is. Their characteristics are: geographical location and the fact that they are still produced [...] and also usually the natural way of production and processing".¹⁵ This definition is broadly consistent with the concept proposed by the EU. In addition, the author stresses that, in this kind of products there is often a criterion for traditional food (if you accept that traditional methods are in accordance with the natural production techniques), though, of course, it is not necessary. Both authors agree with that in order to call a product "regional", that it is the necessary to develop traceable relationships of its character with the specifics of the area of origin. It is not enough that the product was produced in a given location (since it is typical of every product), but it obligatorily must reflect the association with the area of production (by reputation, characteristics, traditions, etc.).

It is wrong, therefore of supermarket chains to advertize as "regional" products simply made in the area of their business. This leads to lowering the value of real regional products and losing their market potential. And this is due primarily to the product's characteristics, generating objective as well as subjective benefits, related to the perception of an

¹³ A regulation of the European Parliament and of the Council (EU) No 1151/2012 of November 21, 2012 on the quality of agricultural products and foodstuffs.

¹⁴ M. Szczygielski, *Kujawsko-pomorskie produkty regionalne*, [w:] *Materiały z konferencji „Żywnościowy produkt lokalny szansą rozwoju obszarów wiejskich. Promocja i budowa rynku”* (Przysiek, 5 IX 2006), Wydawnictwo Kujawsko-pomorskiego Ośrodka Doradztwa Rolniczego, Przysiek 2006, pp. 4–6.

¹⁵ M. Gąsiorowski, *Ochrona produktów regionalnych i tradycyjnych*, „Agro-Smak” 2006/2, p. 4.

individual product as well as the whole category. From the point of view of the relationship to ethnocentric attitudes, most important are the benefits that the category brings for manufacturers and other exchange operators, as well as the social, cultural and economic profits. As indicated, the highly ethnocentric consumer chooses domestic products, even if they are lower quality than imported, hence in this text, aspects of quality, safety, health and other consumer's benefits will be omitted due to text length restrictions.

4. THE BENEFITS OF THE PARTICIPATING ENTITIES IN THE EXCHANGE OF REGIONAL FOOD

As demonstrated by the study of Slow Food International, regional food is generally more expensive than its conventional counterparts. The price of traditional products of regional character in Poland are higher by 30-40%, while in Western Europe the difference may be as high as 200-250%.¹⁶ This is confirmed by the observations of K. Krajewski and R. Zabrocki of 2007.¹⁷ Unfortunately, there is no similar data for regional products that are not traditionally labelled. One can, however, assume that their prices will be similarly higher.

The proof of a growth of interest in these products is reflected not only in higher prices but also increasingly observed attempts at making fake products with a regional character. Unfortunately, the phenomenon of copying products, due to its nature, is generally hard to estimate, hence the lack of data from the growing regional food market in Poland. The scale of making fake products in Poland in general is reflected in the data of Center for Public Opinion Research from 2011. According to these, 30% of Poles buy fakes (1077 people, a representative random sample of adult Polish people).¹⁸ In accordance with the assessments of the authors of the campaign "Be original! Do not buy fakes", the market of making fake goods in Poland was estimated for about 830 million dollars in 2012.¹⁹ Among the most common fakes majority involves clothing and footwear (65%) and cosmetics (24%). Adulterated food can be from 1 to 3% of the circulation of fake goods.²⁰

The EU reports that food and beverages are the fourth on the amount vulnerable to adulteration product group. Considering the amount of fake goods seized by the EU officials in 2008, in the first place were tobacco (40 985 038 units), followed by the medical products (11 464 381), the next two groups were clothing (7 955 344) and food & drinks (3 022 482).²¹ As Interpol reported in January 2015, operation Opson IV, whose aim was to fight the production of fake food and beverages, during the period December 2014-January 2015 resulted in confiscation of over 2.5 tonnes of illegal products.²² Interpol and Europol are responsible for these operations, with support given by the Health Department

¹⁶ G. Łyś, *Swojskie jadlo*, „Rzeczpospolita, Dodatek Dobra Firma” (17 IX 2004), p. 4.

¹⁷ K. Krajewski, R. Zabrocki, *Zarządzanie produktami tradycyjnymi – problemy, potrzeby* [w:] *Materiały z konferencji „Rynek tradycyjnej żywności o uznanej jakości”* (Ożarów Mazowiecki, 10–11 XII 2007), p. 45.

¹⁸ M. Feliksiak, *Opinie o przemyśle, podróbkach i pracy celników*, CBOS: Komunikat z badań, 2011, pp. 1–12.

¹⁹ Social campaign “Be original! Do not buy counterfeits” (2012), http://www.kampaniespoleczne.pl/wydarzenia,4883,rusza_akcja_badz_oryginalna_nie_kupuj_podrobek (last viewed: 20.05.2015).

²⁰ M. Feliksiak, *op. cit.*

²¹ <http://www.the-eu-and-me.org.uk/whats-in-it-for-me/fighting-crime/tackling-counterfeiting-piracy> (last viewed: 20.05.2015).

²² <http://www.europol.europa.eu/content/record-seizures-fake-food-and-drink-interpol-europol-operation> (last viewed: 20.05.2015).

of the European Commission. One year earlier Opson III resulted in the seizure of more than 1,2 tonnes of products.²³

A factor that may somewhat increase the resistance of regional products to fakes is a strong security and labelling system. On the one hand, the labels and markings contribute to building the prestige of these products, resulting in the temptation of making a fake. On the other, it also comprises a part of the system of protection. As the authors of the report 'Anti-Counterfeiting Packaging Market by Technology, by Application-Global Trends & Forecast to 2019' believe, along with growing scale of making fakes, also market of indications and protection of original products will develop dynamically. The authors assume that the global anti-fakes, anti-tampering and authentication market is predicted to grow at a healthy CAGR of 14.1% between 2014 and 2019, reaching the value of \$128.6 billion.²⁴

An additional benefit related to regional food market, found by K. Krajewski and R. Zabłocki,²⁵ based on data from French and Italian markets²⁶ is a fixed demand. According to the authors, the high and stable demand in these countries is the result of, among other things, local patriotism and a long, ongoing tradition of manufacturing food products with a "recognized character".

Comparison of producers' benefits in relation to regional food (this time not necessarily traditional) can be found in the development of this category in the UK. Evaluation report²⁷ indicates that many food manufacturers based their own activities on regional farms. In the case of farmers, production of "specific" – as a form of forward integration – become an additional source of income, and by the diversification of activities, reduce risk and improve the cost-effectiveness of the management.

A positive aspect may be the fact that many regional products are made from local resources. This has to do with the increasing certainty of the manufacturer, and eventually also the consumer as to the quality and safety of the resources. The use of local resources rationalizes the costs of manufacturer, reducing fees for transportation and storage, and macroeconomic scale can positively affect economic growth in the region. Moreover, small food producers have a direct contact with consumers; being observed, evaluated and controlled by consumers cannot afford food fakes – otherwise they would lose their source of income²⁸.

The benefits of the manufacturer can also be found at a regional stage in the life cycle of food as an aggregate. According to K. Krajewski and R. Zabrocki, national regional and local brands have a potentially long life, because they are currently at the early phases of the life cycle. After a period of socialist economy, Poland slowly rebuilds the potential of regional food, trying to standardize the models of production and consumption. Proper-

²³ <http://www.europol.europa.eu/content/thousands-tonnes-fake-food-and-drink-seized-interpol-europol-operation> (last viewed: 20.05.2015).

²⁴ *Ibidem*.

²⁵ K. Krajewski, R. Zabrocki, *Rynek produktów tradycyjnych – szanse, potrzeby, możliwości*, [in:] *Tradycyjne i regionalne technologie oraz produkty w żywieniu człowieka*, ed. J. Dolatowski, D. Kołozyn-Krajewska, Wydawnictwo Naukowe PTTŻ, Kraków 2008, pp. 101–121.

²⁶ *Ibidem*.

²⁷ Defra, *Regional Food Strategy Evaluation Report September 2005*, <http://archive.defra.gov.uk/evidence/economics/foodfarm/evaluation/regional/Chapter%201.pdf> (last viewed: 14.01.2015), p. 3.

²⁸ Hanyga K., *Falszowanie żywności*, „Sprawy Nauki”, http://www.sprawynauki.edu.pl/index.php?option=com_content&view=article&id=3019:faszowanie-ynwosci&catid=304&Itemid=30 (last viewed: 19.05.2015).

ly managed regional brands are thus an opportunity to many years of success, as they are just beginning to enter or return the market. More and more large producers of foodstuff are aware that, in order to increase the speed, you might want to promote Polishness and regionalism of their products. This is particularly evident in such categories, in which a reference to the tradition is a unique advantage of product, for example. candy, water, juices, dairy products, sausages, beer, alcohol. Through local character the brand becomes closer to the consumer.²⁹

In addition, manufacturers who choose to register and protect regional product in the EU can expect financial support for the organization of producer groups and the promotion of their food.

5. SOCIO-ECONOMIC BENEFITS AT THE MACRO LEVEL

According to authors from the Ministry of Agriculture and Rural Development, regional food becomes a showcase of the region thanks to its specific and unique character, and by often artisan and laborious nature of production, getting residents of an area involved in local business development.³⁰ Thus, it creates the improvement of the economic situation on the Polish country and in small towns. The development of this type of manufacturing is beneficial for environmental, economic and social reasons.³¹

In accordance with *The Strategy for the Identification and Promotion of Traditional Products*, the protection and promotion of regional products and traditional is one of the most important factors of sustainable rural development. It contributes to the diversification of employment, creates non-farm source of income, and improves farmers' economic situation.³²

M. Błąd points out that regional food products are specific, not anonymous, carrying the message that is associated with the history. They allow the consumer to "touch", feel and taste the specific area of origin. "The product with a soul" is for them not only tasty and nutritious, but it is a part of the history of the place. The purchase is a kind of contact with this culture, tradition, history, community and nature of production area. The product becomes "Ambassador" of the region.³³

J. Majewski recognizes a very wide range of profits on a macroeconomic scale, refers to a "multiplier effect", that is an extension of the benefits described earlier, for the next group of beneficiaries. As beneficiaries in this context he mentions: farmers, gardeners, fishermen, other suppliers, processors, distributors, employees, owners of transport breweries, distilleries, shops, markets and factory, restaurateurs and hoteliers, the organizers of

²⁹ K. Ertmańska, *Emocentryzm konsumencki jako szansa rozwoju regionów*, „Studia Ekonomiczne i Regionalne” 4/1 (2011), pp. 63–68.

³⁰ *Regional and traditional products*, release from the Ministry of Agriculture and Rural Development on the III Edition of the contest for the best project/initiative to promote the region through regional or traditional product, <http://www.minrol.gov.pl/pol/Jakosc-zywnosci/Produkty-regionalne-i-tradycyjne> (last viewed: 14.01.2015).

³¹ A. Zygadło, *Zielone światło dla produktu lokalnego*, „Możliwości. Pismo społeczne” 2007/2, p. 8.

³² *Strategia identyfikacji i promocji produktów tradycyjnych*, Wydawnictwo Ministerstwa Rolnictwa i Rozwoju Wsi, Warszawa 2004, p. 14.

³³ M. Błąd, *Produkty tradycyjne i regionalne – znaczenie oraz możliwości rozwoju*, „Wieś Jutra” 10/99 (2006), p. 47.

the regional events, school owners and travel agents, journalists, teachers, counselors, local communities.³⁴

6. REGIONAL FOOD AND ETHNOCENTRIC ATTITUDES

Summary of the potential economic, cultural and general public in nature leads to a conclusion that regional products may constitute a direct response to the needs of the ethnocentric consumer. The aspiration of this group of buyers, is to support the national economy, contribute to protecting jobs, take care of the national interest in the broad context of both economic and cultural, environmental and social.³⁵ Similar thesis is formulated by K. Mazurek-Łopacińska, according to whom “it is expected that in the face of the obvious manifestations of consumer ethnocentrism the scale of demand for differentiated products will grow. Diversification of food expectations dictated by the need to individualize of consumption and ethnocentrism can provide an opportunity for specific products, especially associated with traditional methods and regional character”.³⁶

However, it should be noted that due to the special nature of the regional products, namely their strong relationship with geographically specified area of production rather than the country, as well as relationships with the culture or traditions often different for certain, narrower social groups than the nation, these are products especially in accordance with the attitudes you specify as regional ethnocentrism. The introduction of this concept has been proposed by, among others, D. Siemieniako et al.,³⁷ F. Lenglet³⁸ and P. Fernández-Ferrién and B. Bande-Vilela.³⁹ The last two authors, referring to the sociological definition of ethnocentrism based on social groups, state that, in the context of individual national economies, there are enough differences that relate rather to subregional ethnocentrism to a region rather than the country. This is confirmed by examination of S.M. Burgess and M. Harris carried out in South Africa,⁴⁰ in which they define 14 social groups with different preferences to domestic products. Being Zulus or Afrikaner have a greater impact on the attitude to the product concerned, than the feeling of being South-Afrikaner.

³⁴ J. Majewski, *Turystyka kulinarna i kreowanie marki obszaru*, „Rocznik Naukowy Wyższej Szkoły Turystyki i Rekreacji im. M. Orłowicza w Warszawie” 2008/7, pp. 127–132.

³⁵ See also: M.C. Aprile et al., *Consumers' valuation of food quality labels: the case of the European geographic indication and organic farming labels*, “International Journal of Consumer Studies” 2012/36, pp. 158–165; S. Chambers et al., *Local, national and imported foods: A qualitative study*, “Appetite” 2007/49, pp. 208–213; J.L. Hsu, H-P. Nien, *Who are ethnocentric? Examining consumer ethnocentrism in Chinese societies*, “Journal of Consumer Behaviour” 2008/7, pp. 436–447; O. Kucukemiroglu, *Market segmentation by using consumer life style dimensions and ethnocentrism*, “European Journal of Marketing” 33/5–6 (1999), s. 470; R. Scarpa i in., *Product-Country Images and Preference Heterogeneity for Mediterranean Food Products: A Discrete Choice Framework*, “Agribusiness” 21/3 (2005), pp. 329–349.

³⁶ K. Mazurek-Łopacińska, *Globalizacja w aspekcie wpływu na zachowania konsumencki*, „Marketing i Rynek” 2001/3, pp. 11–12.

³⁷ D. Siemieniako et al., *National and regional ethnocentrism. A case study of beer consumers in Poland*, “British Food Journal” 113/3 (2011), s. 404–418.

³⁸ F. Lenglet, *Influence of terroir products meaning on consumer's expectations and linkings*, “Food Quality and Preference” 32/C (2014), pp. 264–270.

³⁹ P. Fernández-Ferrién, B. Bande-Vilela, *Regional ethnocentrism: Antecedents, consequences, and moderating effects*, “Food Quality and Preference” 2013/30, s. 299–308.

⁴⁰ S.M. Burgess, M. Harris, *Social Identity in an Emerging Consumer Market: How You Do the Wash May Say a Lot About Who You Think You Are*, “NA – Advances in Consumer Research” 1999/26, pp. 170–175.

Also in Poland one can talk about regional specificity. Ethnocentric-oriented consumer will prefer domestic products over imported ones, but at the same time, it is possible that among them will seek those from the Carpathian, and not from other regions of Poland. The consumer will be more closely identified with the region when they see a link between its decisions relating to the purchase of local producers and the development of the region. Hence, the creation of regional and traditional products should be accompanied by building consumer awareness regarding the relationship of their purchases with the environment.⁴¹ According to F. Lenglet consumers with greater power of regional ethnocentrism may be more vulnerable and susceptible to the impact of the regional characteristics of the product (which specifies French term *terroir*), because their purchase allows them to take pride in supporting not only the national economy, but also the regional one.⁴² The promotion of employment as a motivation behind ethnocentric attitudes, especially in areas affected by high unemployment, has been observed by Stoklasa, Starzyczna and Zolotyková⁴³ in their research. Also the inhabitants of Subcarpathian province, interviewed by Szromnik and Wolanin-Jarosz recognized the purchase products of national origin, because this gives employment to the Poles.⁴⁴

However, according to P. Fernández-Ferrién and B. Bande-Vilela, there are still few studies on the regional ethnocentrism, in relation to the national analysis. Among the very few there is an analysis of Turkish consumer behavior by E. Kaynak, and A. Kara. The conclusions state that "a sense of connection with the subregion was a clear indicator of the level of ethnocentrism, which in turn has determined preferences to local products".⁴⁵

Current regional consumer ethnocentrism seems to be an interesting direction of research, especially in the context of the development of the market of regional foods. You might want to take into account this perspective analyses and eyeing attitudes and behavior of Polish consumers, take into account not only their "economic patriotism" reference country, but "small motherland". This is increasingly important in the current era of globalization of the market, when its universality and standardization of products and services increases the need for belonging to the local community (in terms of geographical, cultural, religious and language).⁴⁶

7. CONCLUSION

Food produced in a specific and limited area brings a number of advantages, of an individual (the consumer and producer) and macro (economic, cultural, social) character. Regarding the latter, it seems to be a category of interests for the consumers with ethno-

⁴¹ J. Rachocka, A. Sapa, *Wspólnotowa polityka ochrony produktów regionalnych i tradycyjnych a etnocentryzm konsumentki*, „Zeszyty Naukowe Szkoły Głównej Gospodarstwa Wiejskiego w Warszawie. Polityki Europejskie, Finanse i Marketing” 2/51 (2009), s. 71–84.

⁴² F. Lenglet, *op. cit.*, s. 264–270.

⁴³ M. Stoklasa, H. Starzyczna, L. Zolotyková, *Consumer Ethnocentrism in MS Region*, “International Journal of Social, Human Science and Engineering” 8/3 (2014), s. 2897–2900.

⁴⁴ A. Szromnik, E. Wolanin-Jarosz, *Diagnoza poziomu etnocentryzmu konsumentki Polaków z wykorzystaniem metody CETSCALE*, „Konsumpcja i Rozwój” 2013/1, s. 98–111.

⁴⁵ E. Kaynak, A. Kara, *Consumer perception of foreign products: An analysis of product-country images and ethnocentrism*, “European Journal of Marketing” 36/7–8 (2002), s. 928–949.

⁴⁶ S. Tkaczyk, J. Kołuda, *Nowe trendy konsumentki a sukces organizacji*, „Zeszyty Naukowe Uniwersytetu Przyrodniczo-Humanistycznego w Siedlcach, Seria: Administracja i Zarządzanie” 2013/97, s. 23–41.

centric attitudes. The choice of this type of product can be for them not only attractive but also easy. Regional products, defined as having characteristics related to the area of origin, in most cases, refer to the place of manufacture, providing additional details to its name (e.g. bryndza podhalańska, kiełbasa markowska, powidła krzeszowskie, etc.). It seems that a particular demand for regional products may come from so-called "local Patriots", that is, consumers with a high level of regional ethnocentrism. For the time being, however, there is lack of adequate research carried out in the regions of Poland that could verify this hypothesis.

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ŻYWNOSĆ REGIONALNA A ETNOCENTRYZM KONSUMENCKI W WYMIARZE REGIONALNYM

Artykuł stanowi próbę odpowiedzi na pytanie o relacje żywności regionalnej z postawami nabywców i zjawiskiem etnocentryzmu konsumenckiego. Na wstępie określono znaczenie pojęcia „produkt regionalny”, korzystając zarówno z definicji oznaczeń związanych z tą kategorią w prawodawstwie Unii Europejskiej, jak i z określeń przywoływanych przez praktyków i teoretyków zajmujących się rynkiem żywności. Na podstawie przeglądu zarówno literatury krajowej, jak i zagranicznej wykazano wiele korzyści generowanych przez produkty regionalne. Podkreślono ich wymiar indywidualny (korzyści odczuwane przez producenta, dystrybutora czy konsumenta) i korzyści w skali makro (ekonomiczne, kulturowe, społeczne). Biorąc pod uwagę zwłaszcza te ostatnie, stwierdzono, że produkty regionalne mogą stanowić bezpośrednią odpowiedź na potrzeby konsumentów o postawach etnocentrycznych. Wybór tego typu produktów może być dla nich nie tylko atrakcyjny, ale i łatwy. Specyfika produktów regionalnych jest definiowana jako związana z obszarem pochodzenia – w większości wypadków odwołują się bowiem swoją nazwą do miejsca wytworzenia (bryndza podhalańska, kiełbasa markowska, powidła krzeszowskie itp.). Wydaje się, że szczególnie lojalni wobec produktów regionalnych mogą być klienci określani mianem „patriotów lokalnych”, czyli konsumenci o wysokim poziomie „etnocentryzmu regionalnego”. Za wprowadzeniem tej kategorii znaczeniowej, obok szeroko rozumianego „etnocentryzmu konsumenckiego”, opowiada się wielu autorów. Podkreślają oni regionalne różnice w preferencjach nabywców i kierowanie się przez nich w codziennych wyborach konsumenckich nie tylko kontekstem narodowym, ale i lokalnym. Niniejszy artykuł wpisuje się w ten nurt.

Słowa kluczowe: zachowanie konsumenta, postawy konsumenta, etnocentryzm, żywność regionalna

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