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EXPECTATIONS TOWARDS OFFER VS. MARKET ACTIVITIES OF POLISH PURCHASERS – PROSUMPTION AND ETHNOCENTRIC CONTEXT¹

The article presents the issue of expectations of Polish purchasers towards marketing offer available on the market and market activities undertaken by them in practice. They were shown in the prosumption and ethnocentric context. A special attention was paid towards relationships between those expectations and specific market activities, showing that they had not been analysed so far in the subject literature. An attempt was made to fill the knowledge gap identified in this respect. To do this, empirical research was conducted, the results of which were subjected to a statistical analysis by means of correlation analysis and concentration analysis method. It allowed to verify research hypotheses formulated. It was stated that there are relatively stronger relations between ethnocentric expectations of respondents and activities done by them actually in relations with other purchasers than in case of activities in relations with bidders.

1. Theoretical introduction

Dynamic changes happening on the modern market resulting among others from two contrasting phenomena, globalisation² and nationalism³, find their

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² The process of globalisation and its role in shaping market phenomena is analysed by D. Staszczak (Global Instability of Currencies. Reasons and Perspectives according to the State-corporation Hegemonic Stability Theory, „Revista de Economia Politica. Brazilian Journal of Political Economy” 2015, Vol.35, No. 1 (138), pp.175-198).

³ G. Balabanis, A. Diamantopoulos, R. D. Mueller, T. C. Melewar, The impact of nationalism, patriotism and internationalism on consumer ethnocentric tendencies. „Journal of International Business Studies” 2001, Vol.32, No. 1, pp. 157-175.

reflection in shaping new consumer trends⁴. Prosumption and ethnocentrism⁵ belong to this group. The active participation of purchasers in shaping the marketing offer⁶ is the reflection of the first phenomenon and the second one is combined with preferring own national culture and its products⁷.

It has to be emphasized that in subject literature each of the trends mentioned is analysed as a separate phenomenon. The relations between them are not, however, presented and analysed⁸. The cognitive-critical analysis of subject literature shows that mutual relations between purchasers' expectations reflecting the range and strength of their ethnocentric and presumption attitudes and market

⁴ Consumer trend may be identified as customs or behaviours dominating among purchasers concerning not only buying products but also their usage, communicating with other purchasers etc. (compare <http://www.businessdictionary.com/definition/consumer-trends.html> [access 12.11.2015]).

⁵ These and other trends were described in publications of B. Mróz (Nowe trendy konsumenckie – implikacje dla strategii biznesowych firm, „Marketing i Rynek” 2014, No. 8, pp. 1141-1146; Nowe trendy konsumenckie – szansa czy wyzwanie dla marketingu, [in:] Marketing w realiach współczesnego rynku, Strategie i działania marketingowe, S. Figiel (ed.), Polskie Wydawnictwo Ekonomiczne, Warszawa 2010, pp. 64-71).

⁶ Some authors believe that the prosumption can be spoken of only when products appear thanks to the cooperation of producers and purchasers (compare G. Ritzer, P. Dean, N. Jurgenson, The Coming of Age of the Prosumer, „American Behavioral Scientist” 2012, Vol.56, No. 4, pp. 379-398; D. Tapscott, Growing up digital: How the Net generation is changing your world, New York 2008, McGraw-Hill; E. Szul, Prosumpcja jako aktywność współczesnych konsumentów – uwarunkowania i przejawy, pp. 347-358, <https://www.ur.edu.pl/file/43403/29.pdf> [access: 03.11.2015]) whereas other writers definitely increase the subject range of presumption including to it preparation of products by consumers themselves for their own needs without the participation of a producer (compare M. Mitreǵa, Czy prosumpcja w dobie kryzysu to zjawisko jednowymiarowe? Eksploracja wśród użytkowników portali społecznościowych, „Problemy Zarządzania” 2013, Vol. 11, No. 1, pp. 40-53) which does not seem fully justified.

⁷ Of course the intensity of ethnocentric attitudes may vary but the country and products made in it by native bidders are always in the centre of purchasers' interests who consider them to be better than others (compare H.-L. Chen, Effect of country variables on young generation's attitude towards American products: a multi-attributes perspective, „Journal of Consumer Marketing” 2009, Vol.26, No. 3, pp. 143-154; Y. Li, Ch. Ngamkroekjoti, Determinants Factors of Leading to Consumer-Based Brand Equity: A Case Study of Female Napkin Brands in Beijing, China, International Conference on Trends in Economics, Humanities and Management (ICTEHM'14) August 13-14, 2014 Pattaya (Thailand).

⁸ A. Szromnik and E. Wolanin-Jarosz for instance subjected demographic determinants of consumer ethnocentrism to an analysis, without taking into consideration in their research possible relations between this trend and prosumption (compare A. Szromnik, E. Wolanin-Jarosz, Ethnocentric Attitudes and Buying Decisions of Poles and Hungarians – the Essence and Measurement with the use of Cetscale Analysis, „Zeszyty Naukowe SGGW. Polityki Europejskie, Finanse i Marketing” 2013, No. 10 (59), pp. 717-728). Demographic determinants are also analysed by other researchers in relation to a general level of ethnocentrism or in case of ethnocentric attitudes and behaviours concerning a specific group of products (compare W.M.C.B. Wanninayake, M. Chovancová, Consumer Ethnocentrism and Attitudes Towards Foreign Beer Brands: With Evidence from Zlin Region in the Czech Republic, „Journal of Competitiveness” 2012, Vol. 4, iss. 2, pp. 3-19).

actions done by them in practice are not researched either. That is true, that among basic features of various global trends and subrends⁹, there is their coexistence mentioned. However, it is not equivalent to researching relations between both market phenomena mentioned in this article.

It seems that the indicators of prosumeric activity may be ethnocentric attitudes manifesting themselves in supporting native bidders and marketing values created by them, as well as mutual value which is the make of a given country¹⁰. Prosumeric activity of modern purchasers might consist in engaging in the preparation of various companies' offers regardless of their origin. However, it may also concern mainly or only offers coming from the native country or some other lands. In the first case, there is no ethnocentric aspect since its level is similar in relation to various offers. The purchasers are induced to play part of prosumers by reasons which can be described as over-patriotic or off-patriotic. It can be the desire to be noticed¹¹, the desire to share marketing potential with bidders, the desire to gain measurable and immeasurable profits for own share in creating an offer etc. National reasons reflecting strong emotional bonds with own country do not induce purchasers, in this case, to become active on the market.

However, if the purchasers' engagement is connected only with offers coming from one country, then it is above all the patriotism¹² (as far as own country is concerned) or antipatriotism¹³ (as far as some other land is concerned) that is the driving force of prosumeric activity. What is more, taking part in shaping offer is then usually carefully thought out and intended, which makes it different from prosumeric activity not stemming from national reasons which may happen even in a not fully conscious way. Such a situation may probably

⁹ Coexistence as a trend's feature is mentioned for instance by J. Tkaczyk, *Trendy konsumenckie i ich implikacje marketingowe*, „Handel Wewnętrzny” 2012, No. May-June, pp. 126-134.

¹⁰ P. Kotler and D. Gertner write for example about the country as a specific make (Country as brand, product, and beyond: A place marketing and brand management perspective, „Journal of Brand Management” 2002, Vol. 9, No. 4-5, pp. 249-261).

¹¹ Some authors show, as a reason for prosumeric behaviours, exhibitionism (compare J. Hearn, *Sexualities, Organizations and Organization Sexualities: Future Scenarios and the Impact of Socio-technologies*, „The Interdisciplinary Journal of Organization, Theory & Society” 2014, Vol. 21, pp. 1-50).

¹² Its expression are not only strivings to support one's own country and native bidders but also the desire to emphasize the membership in a specific social or national group and to manifest identifying with it (compare P.W.J. Verlegh, *Home country bias in product evaluation: the complementary roles of economic and socio psychological motives*, „Journal of International Business Studies” 2007, Vol. 38, pp. 361-373).

¹³ It is the opposite of patriotism and its signs are among others cosmopolitical attitudes, <http://encyklopedia.pwn.pl/szukaj/antypatriotyzm.html> [access: 07.11.2015].

occur in case of activities inspired by bidders¹⁴, whereas it does not usually happen in case of showing spontaneous activity by purchasers themselves. Furthermore, an obvious similarity of both cases of presumption mentioned is the fact that purchasers' activity may happen in virtual or real environment or it might be shown in both these spheres at the same time. Relating presumption only to the Internet activity¹⁵ seems therefore limiting its range to a too great extent.

Taking into consideration a knowledge gap identified connected with the lack of analyses concerning the relation between purchasers' expectations and activities taken up by them in the context of their readiness to prosumer activity with taking into consideration ethnocentric attitudes, an attempt was made in this article to achieve the following research objectives:

- 1) specify the character and strength of relations between respondents' expectations concerning a marketing offer available on the market and market actions undertaken by them in practice,
- 2) specify the significance of prosumeric and ethnocentric dimension in case of relations identified.

The following research hypotheses were subjected to an empirical verification:

H1 – there are stronger relationships between respondents' ethnocentric expectations and actions undertaken by them in contact with bidders than in case of actions while contacting with other purchasers

H2 – there are stronger relations between respondents' ethnocentric expectations and actions undertaken by them in contact with other purchasers than in case of actions while contacting with bidders.

¹⁴ N. Ind, N. Coates write among others about fulfilling the prosumer's role without being aware of this fact (The Meanings of Co-creation, „European Business Review” 2013, Vol.25, No. 1, pp. 86-95). E. Hippel, S. Ogawa, J. de Jong present the same approach too (The Age of the Consumer – innovator, „MIT Sloan Management Review” 2011, Vol. 53, No. 1, [http://sloanreview.mit.edu/article/the-age-of-the-consumer-innovator/\[access: 1.11.2015\]](http://sloanreview.mit.edu/article/the-age-of-the-consumer-innovator/[access: 1.11.2015])).

However, in the writer's opinion, fulfilling the role of a totally unaware prosumer is not consistent with the present way of defining the term analysed, within frames of which one of the key features characterizing prosumers is „being an aware participant of the market” (compare among others K. Rieder, G. G. Voß, The Working Customer – an Emerging New Type of Consumer, „Journal Psychologie des Alltagshandelns / Psychology of Everyday Activity” 2010, Vol. 3, No. 2, pp. 2-10).

¹⁵ Such an attitude is mentioned among others by E. Ziemba and M. Eisenhardt (Prosumption awareness among young consumers, pp. 163-177, [http://www.ue.katowice.pl/uploads/media/11_E.Ziemba_M.Eisenhardt_Prosumption_awareness....pdf \[access: 02.11.2015\]](http://www.ue.katowice.pl/uploads/media/11_E.Ziemba_M.Eisenhardt_Prosumption_awareness....pdf [access: 02.11.2015])) and G. Ritzer and N. Jurgenson (Production, Consumption, Prosumption. The nature of capitalism in the age of the digital 'prosumer', „Journal of Consumer Culture” 2010, Vol. 10, No. 1, pp. 13-36).

2. General characteristics of empirical research

To achieve research objectives and verify hypotheses formulated, a questionnaire research was conducted among 460 Polish adult final purchasers. They were of direct character which required a personal contact of a researcher with respondents questioned. They took place in 2015. To a statistical analysis 426 questionnaires were chosen that had been correctly filled in. As part of the analysis mentioned, the method of correlation analysis and concentration analysis were used. The results of correlation analysis were subjected to visualisation by means of correlation matrix. Depending on the correlation factor's value calculated, the strength of correlation was specified according to the following division: $r_{XY} = 0$ – lack of correlation (variables are not correlated); $0 < r_{XY} < 0,1$ – faint correlation; $0,1 < r_{XY} < 0,3$ – poor correlation; $0,3 < r_{XY} < 0,5$ – average correlation; $0,5 < r_{XY} < 0,7$ – high correlation; $0,7 < r_{XY} < 0,9$ – very high correlation; $0,9 < r_{XY} < 1$ – almost full correlation. For statistical calculations the Statistica 8 software was used.

On the other hand, the results of concentration analysis were presented graphically in the form of the so called hierarchical tree. Applying this method made it possible to specify various connections of given features and the extent of similarity between these features¹⁶. It allowed therefore to group features analysed, thus enabling to show the structure of correlations between them.

2. The results of empirical research

While aiming to achieve research objectives, a correlation analysis was conducted between respondents' expectations concerning marketing offer and their actual market behaviours. As results from table 1, in no case the value of correlation factor did exceed 0,4. Only for 19 pairs of answers it was higher than 0,3, which means that the strength of relationship was average for them. Thus no correlations characterised by a large or very large strength were discovered. In case of 6 pairs of answers the value of correlation factor amounted 0,35 or more, while the highest value equalled 0,375. It reflects the strength of relationship between respondents' expectations (the wish so that only products created in Poland were available on the Polish market (6a)) and the prosumeric

¹⁶ Compare B. Everitt, Cluster analysis, John Wiley & Sons, Chichester, West Sussex, U.K. 2011; K. Migdał-Najman, K. Najman, Analiza porównawcza wybranych metod analizy skupień w grupowaniu jednostek o złożonej strukturze grupowej, http://zif.wzr.pl/pim/2013_3_2_13.pdf [access: 08.11.2015].

activity consisting in joining respondents into actions taken up by bidders from other countries which are to improve foreign products (5m). Seemingly, this result may seem awkward, since on the one hand, the expectations expressed by respondents reflected their extreme ethnocentrism, whereas on the other hand, the actions taken up in practice regarded foreign products¹⁷. What is more, in case of this expectation the values of correlation factors exceeded 0,3 for the largest number of actual behaviours (for 6), among them, for 4 of them, they amounted 0,35 or more. Next to the relationship mentioned which seems difficult to be explained, relatively clear relations appeared also between the desire to offer on the market only products created in Poland and actions consisting in discouraging people from buying products created in the respondent's native region (5i) and offering an initiative directed to foreign producers in order to improve products offered by them (5o).

Puzzling may seem the existence of a negative correlation between one of the expectations of prosumeric character connected with supporting actively a situation when Polish bidders are honest with purchasers (6m) and action of a typically ethnocentric overtone resulting in choosing products created in the purchaser's native region (5a). On the other hand, there was no negative correlation between the expectation so that on the Polish market there were only products created in other countries of the European Union available (6c) so a typically anti-ethnocentric expectation and none of the respondents' actions done in practice. Such a situation took place only in case of this expectation declared by respondents.

It seems that the explanation of this apparent paradox of results gained may be the fact of noticing by respondents the lack of proper actions of Polish bidders connected with encouraging purchasers to play the role of prosumers as well as bidders not taking advantage of spontaneous purchasers' initiative within this range. It evokes an understandable discouragement and lack of faith in building a close and partner cooperation with Polish bidders, thus preventing mutual using of marketing potential of purchasers. Attention should be, however, paid that between the expectation mentioned and the initiative directed to Polish bidders aiming to improve their offer (5n) there was also a relationship of a relatively high level of correlation factor (0,355). So perhaps prosumeric activity of respondents has not been fully extinguished by native producers yet. It has to be added as well, that there was also a negative correlation between the expectation

¹⁷ The reliability Alpha Cronbach test amounted 0,82, which shows that reliability was retained. Thus seemingly inconsistent results are not the effect of the low level of credibility of data gathered (compare http://www.naukowiec.org/wiedza/metodologia/alfa-cronbacha_668.html [access 07.11.2015]) but they probably result from the high level of complexity of phenomena researched.

connected with the availability on the Polish market only Polish products and actual behaviours of respondents. It is about choosing products created in other countries of the European Union.

The results of the analysis conducted show that between three expectations of respondents and market actions taken up by them in practice there were not any distinct relationships. What is more, for many of these actions negative values of correlation factors were obtained (from 11 for 1 expectation, 8 and 5 for two other expectations respectively). It is about the wish to contribute actively to a situation when Polish bidders are honest with purchasers (6m), the wish so that Polish purchasers perceived products created in other EU countries in a better way (6s) and the wish to contribute actively to a situation when advertising campaigns of Polish products were more interesting and more effective (6ł). There are no distinctive relationships between two out of 3 expectations reflecting the willingness to fulfil by the respondents the role of prosumers. For instance, the value of correlation factor for indications concerning the desire to join actively the process of improving Polish products (6l) and actions organised by Polish bidders which are to improve these products (5ł) was only 0,164. It was only slightly higher for the same expectation and action consisting in showing an initiative directed to Polish bidders in order to improve together products (5n). It can be therefore stated, that in spite of the respondents' specified expectations which reflect their willingness to co-shape the marketing offer and attitudes of ethno- or polycentric character, the actions taken up by them in practice were different from those strivings. Hypothesis H1 could not thus be confirmed.

Table 1. The values of correlation factors for the respondents' willingness to take up prosumeric activity in the context of ethnocentric attitudes and their actual actions in this respect

Korelacja pytanie 5 do 6 N=426 prawdziwowych		-1	-0.80	-0.60	-0.40	-0.20	0	0.20	0.40	0.60	0.80	1	6a	6b	6c	6d	6e	6f	6g	6h	6i	6j	6k	6l	6m	6n	6o	6p	6r	6s																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
Zmienne	r>=	6a	6b	6c	6d	6e	6f	6g	6h	6i	6j	6k	6l	6m	6n	6o	6p	6r	6s	6t	6u	6v	6w	6x	6y	6z	6aa	6ab	6ac	6ad	6ae	6af	6ag	6ah	6ai	6aj	6ak	6al	6am	6an	6ao	6ap	6aq	6ar	6as	6at	6au	6av	6aw	6ax	6ay	6az	6ba	6bb	6bc	6bd	6be	6bf	6bg	6bh	6bi	6bj	6bk	6bl	6bm	6bn	6bo	6bp	6bq	6br	6bs	6bt	6bu	6bv	6bw	6bx	6by	6bz	6ca	6cb	6cc	6cd	6ce	6cf	6cg	6ch	6ci	6cj	6ck	6cl	6cm	6cn	6co	6cp	6cq	6cr	6cs	6ct	6cu	6cv	6cw	6cx	6cy	6cz	6da	6db	6dc	6dd	6de	6df	6dg	6dh	6di	6dj	6dk	6dl	6dm	6dn	6do	6dp	6dq	6dr	6ds	6dt	6du	6dv	6dw	6dx	6dy	6dz	6ea	6eb	6ec	6ed	6ee	6ef	6eg	6eh	6ei	6ej	6ek	6el	6em	6en	6eo	6ep	6eq	6er	6es	6et	6eu	6ev	6ew	6ex	6ey	6ez	6fa	6fb	6fc	6fd	6fe	6ff	6fg	6fh	6fi	6fj	6fk	6fl	6fm	6fn	6fo	6fp	6fq	6fr	6fs	6ft	6fu	6fv	6fw	6fx	6fy	6fz	6ga	6gb	6gc	6gd	6ge	6gf	6gg	6gh	6gi	6gj	6gk	6gl	6gm	6gn	6go	6gp	6gq	6gr	6gs	6gt	6gu	6gv	6gw	6gx	6gy	6gz	6ha	6hb	6hc	6hd	6he	6hf	6hg	6hi	6hj	6hk	6hl	6hm	6hn	6ho	6hp	6hq	6hr	6hs	6ht	6hu	6hv	6hw	6hx	6hy	6hz	6ia	6ib	6ic	6id	6ie	6if	6ig	6ih	6ii	6ij	6ik	6il	6im	6in	6io	6ip	6iq	6ir	6is	6it	6iu	6iv	6iw	6ix	6iy	6iz	6ja	6jb	6jc	6jd	6je	6jf	6jg	6jh	6ji	6jj	6jk	6jl	6jm	6jn	6jo	6jp	6jq	6jr	6js	6jt	6ju	6jv	6jw	6jx	6jy	6jz	6ka	6kb	6kc	6kd	6ke	6kf	6kg	6kh	6ki	6kj	6kl	6km	6kn	6ko	6kp	6kq	6kr	6ks	6kt	6ku	6kv	6kw	6kx	6ky	6kz	6la	6lb	6lc	6ld	6le	6lf	6lg	6lh	6li	6lj	6lk	6ll	6lm	6ln	6lo	6lp	6lq	6lr	6ls	6lt	6lu	6lv	6lw	6lx	6ly	6lz	6ma	6mb	6mc	6md	6me	6mf	6mg	6mh	6mi	6mj	6mk	6ml	6mm	6mn	6mo	6mp	6mq	6mr	6ms	6mt	6mu	6mv	6mw	6mx	6my	6mz	6na	6nb	6nc	6nd	6ne	6nf	6ng	6nh	6ni	6nj	6nk	6nl	6nm	6nn	6no	6np	6nq	6nr	6ns	6nt	6nu	6nv	6nw	6nx	6ny	6nz	6oa	6ob	6oc	6od	6oe	6of	6og	6oh	6oi	6oj	6ok	6ol	6om	6on	6oo	6op	6oq	6or	6os	6ot	6ou	6ov	6ow	6ox	6oy	6oz	6pa	6pb	6pc	6pd	6pe	6pf	6pg	6ph	6pi	6pj	6pk	6pl	6pm	6pn	6po	6pp	6pq	6pr	6ps	6pt	6pu	6pv	6pw	6px	6py	6pz	6qa	6qb	6qc	6qd	6qe	6qf	6qg	6qh	6qi	6qj	6qk	6ql	6qm	6qn	6qo	6qp	6qq	6qr	6qs	6qt	6qu	6qv	6qw	6qx	6qy	6qz	6ra	6rb	6rc	6rd	6re	6rf	6rg	6rh	6ri	6rj	6rk	6rl	6rm	6rn	6ro	6rp	6rq	6rr	6rs	6rt	6ru	6rv	6rw	6rx	6ry	6rz	6sa	6sb	6sc	6sd	6se	6sf	6sg	6sh	6si	6sj	6sk	6sl	6sm	6sn	6so	6sp	6sq	6sr	6ss	6st	6su	6sv	6sw	6sx	6sy	6sz	6ta	6tb	6tc	6td	6te	6tf	6tg	6th	6ti	6tj	6tk	6tl	6tm	6tn	6to	6tp	6tq	6tr	6ts	6tt	6tu	6tv	6tw	6tx	6ty	6tz	6ua	6ub	6uc	6ud	6ue	6uf	6ug	6uh	6ui	6uj	6uk	6ul	6um	6un	6uo	6up	6uq	6ur	6us	6ut	6uu	6uv	6uw	6ux	6uy	6uz	6va	6vb	6vc	6vd	6ve	6vf	6vg	6vh	6vi	6vj	6vk	6vl	6vm	6vn	6vo	6vp	6vq	6vr	6vs	6vt	6vu	6vv	6vw	6vx	6vy	6vz	6wa	6wb	6wc	6wd	6we	6wf	6wg	6wh	6wi	6wj	6wk	6wl	6wm	6wn	6wo	6wp	6wq	6wr	6ws	6wt	6wu	6wv	6ww	6wx	6wy	6wz	6xa	6xb	6xc	6xd	6xe	6xf	6xg	6xh	6xi	6xj	6xk	6xl	6xm	6xn	6xo	6xp	6xq	6xr	6xs	6xt	6xu	6xv	6xw	6xx	6xy	6xz	6ya	6yb	6yc	6yd	6ye	6yf	6yg	6yh	6yi	6yj	6yk	6yl	6ym	6yn	6yo	6yp	6yq	6yr	6ys	6yt	6yu	6yv	6yw	6yx	6yy	6yz	6za	6zb	6zc	6zd	6ze	6zf	6zg	6zh	6zi	6zj	6zk	6zl	6zm	6zn	6zo	6zp	6zq	6zr	6zs	6zt	6zu	6zv	6zw	6zx	6zy	6zz

where:

for question 5 concerning actual actions – I choose products created in my region (5a), I choose products created in other European Union countries (5c), I choose products created outside the EU (5d), I recommend to other people products created in my region (5e), I recommend to other people products created in other EU countries (5g), I recommend to other people products created outside the EU (5h), I dissuade other people from buying products created in my region (5i), I join the actions organized by Polish bidders to improve Polish products (5j), I come out with an initiative for foreign bidders so that I had an influence on improving Polish products (5k), I dissuade other people from buying products created in other EU countries (5l), I join the actions organized by foreign bidders to improve foreign products (5m), I come out with my own initiative for bidders so that I had an influence on improving Polish products (5n), I come out with an initiative for foreign bidders so that I had an influence on improving foreign products (5o);

for question 6 concerning expectations connected with the offer available on the market – I wish so that on the Polish market there were only products created in Poland (6a), I wish so that on the Polish market there were mainly products created in other EU countries (6b), I wish so that on the Polish market there were only shops owned by Poles (6c), I wish so that on the Polish market there were mainly shops owned by Poles (6d), I wish so that on the Polish market there were only shops belonging to people from other countries (6e), I wish products created in Poland were bought more willingly in other countries of the European Union (6f), I wish products created in Poland were bought more willingly in other countries outside the European Union (6g), I wish products created in Poland were clearly marked as Polish (6h), I wish Polish bidders created a society of „shopping patriots” out of purchasers of their products (6i), I wish I contributed actively to a constant improvement of Polish products (6j), I wish I contributed actively so that advertising campaigns of Polish products were more interesting and more effective (6k), I wish I contributed actively so that Polish bidders were honest with purchasers (6m), I wish Polish purchasers bought only products created in Poland (6n), I wish Polish purchasers bought mainly products created in Poland (6o), I wish Polish purchasers perceived products created in Poland in a better way (6p), I wish purchasers in other countries perceived products created in Poland in a better way (6q), I wish Polish purchasers perceived products created in other countries of the European Union in a better way (6s).

Source: own study based on results of research conducted.

The harmony between widely understood expectations and actions taken up in practice, may be, however, noticed in case of people showing polycentric and anti-ethnocentric attitudes. Expectations, so that on the Polish market there were only (6c) or mainly (6d) products created in other countries of the European Union available, were correlated with recommending to other people products created in other countries of the EU (5g), recommending to other people products created in other countries outside the EU (5h), dissuading other people from buying products created in respondent's native region (5i), dissuading other people from buying products created in Poland (5j). Between 3 out of actions mentioned and the expectation connected with the situation so that on the Polish market there were only shops belonging to owners from other countries (6g) there were also distinctive relationships reflecting the cohesion of activities taken up and expectations which appear in case of people who do not show ethnocentric attitudes and who showed a distinctive prosumeric activity in contacts with other purchasers.

Such a harmony appears also with respect to expectations and ethnocentric actions which are connected not with prosumeric activity of „purchaser – producer” type but with activity shown in contacts with other purchasers. It is proven at least by the existence of positive correlations of value exceeding 0,2 between recommending to other people products created in the respondent's region (5e) or in Poland (5f) and expectations concerning the availability in Poland of Polish products (6a and 6b) and functioning on the Polish market of shops belonging to Polish owners (6e and 6f).

It can be therefore stated, that expectations of ethnocentric character not connected with an active participation in market activities result in active actions happening without bidders' contribution which consist in shaping a positive image of Polish products. It indicates the existence of a relationship between ethnocentrism and presumption but it concerns, above all, actions happening without the direct participation of bidders. Although, of course, the effects of such an activity are also noticeable for them in an immeasurable (creating a positive image) and measurable shape (higher number of purchaser interested in the offer).

Similar conclusions may be drawn on the basis of the existence of negative correlations between actions connected with prosumeric activity in contacts with other purchasers, consisting in dissuading other people from buying products created in the respondent's region (5i) or in Poland (5j) and expectations so that products created in Poland were bought more willingly in other countries of the European Union (6h) or in countries outside the European Union (6i), so that products created in Poland were clearly marked as Polish (6j) and so that purchasers from other countries perceived products created in Poland in a better way (6r). Thus, the H2 hypothesis was confirmed.

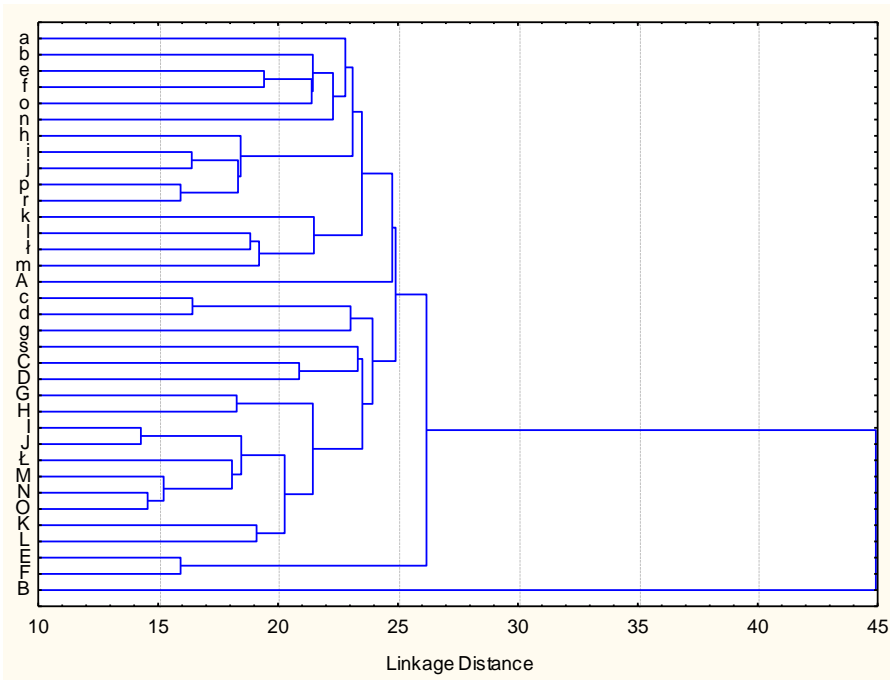


Fig. 1. Hierarchical tree of respondents' expectations towards the offer available on the market and market actions taken up by them in practice.

Source: own study based on results of research conducted.

The results of concentration analysis are the confirmation of the discrepancy between respondents' expectations and market actions taken up by them in practice, which was described earlier. As it is seen on the hierarchical tree which is a graphic reflection of these results (Figure 1), there is no grouping which would encompass variables from expectations group (marked symbolically with small letters) and from actions group (marked symbolically with capital letters). There were, as a matter of fact, 10 groupings overall identified that were characterized by a large inner strength (which is proven by a distance shorter than 20), but within range of none of them were there any of the expectations or actual actions present. Five out of these groupings encompass actions realized by respondents (groupings „I” and „J”; „O” and „N”; „E” and „F”; „G” and „H” as well as „K” and „L”). At the same time two of them have a distance shorter than 15, which means that there is a very strong relationship between variables that create them (it is about two groupings mentioned as first). In case of expectations, the existence of 5 distinctive groupings was proven („p” and „r”; „i” and „j”; „c” and

„d”, „l” and „f” as well as „e” and „f”¹⁸, none of which was characterized by a distance below 15. It is worth emphasizing, that all of 10 groupings mentioned are of a very homogenous character, combining for instance people dissuading others from buying products or people recommending buying them, however, each of them is connected either with expectations’ or actions’ area. Only in case of the „A” variable which symbolizes an activity consisting in choosing products created in respondents’ native region, there can be noticed a loose connection with variables reflecting expectations, but it is characterized not only by a large distance but also the lack of a direct connection with a specific expectation. These conclusions are consistent with the results of correlation analysis. This action was the only one, for which there was only one negative correlation factor, but the values of correlation factors for the remaining expectations were so low (Table 1) that it was not possible to confirm the existence of essential relationships between this action and any of the expectations.

3. Conclusions

On the basis of presented deliberations it can be stated, that the significant part of respondents’ expectations towards the offer available on the market do not transfer directly into actions taken up by them. The results of correlation analysis show the lack of strong relationships, and of very strong ones even more, between any of the expectations and a specific market action. In spite of the lack of full harmony between them, it was stated, that there are relatively stronger relationships between ethnocentric expectations of respondents and actions taken up by them in practice during contacts with other purchasers than in case of actions while dealing with bidders. H2 hypothesis was therefore confirmed. Whereas, research hypothesis H1 concerning actions taken up during contacts with bidders proved to be false.

Thus, ethnocentric attitudes of respondents and their willingness to prosumeric activity determined, to some extent, their market behaviours. They cannot be, however, defined as key factors. Specific behaviours are probably the effect of a very complicated composition of factors, the joined influence of which creates a situation when despite declaring specific expectations, people examined took up in practice actions which were not fully in accordance or totally inconsistent with their wishes. One of the most characteristic examples of a discrepancy of this type are expectations to join actively prosumeric actions concerning Polish products and Polish bidders which were not, however, correlated more strongly with an action corresponding to them and consisting

¹⁸ They were analysed more precisely in the article by A. Baruk, *Etnocentryczny wymiar prosumpcyjnej aktywności polskich nabywców*, „Studia i Prace WNEiZ” 2016 (the article in press).

in joining actions organised by Polish bidders that aimed to improve Polish products. Taking into consideration an extremely high level of complexity of relationships analysed, it has to be, as a part of future research, subjected to a deepened analysis.

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OCZEKIWANIA WOBEC OFERTY A DZIAŁANIA RYNKOWE POLSKICH NABYWCÓW – KONTEKST PROSUMPcyjNO- ETNOCENTRYCZNY¹⁹

Streszczenie

W artykule przedstawiono problematykę oczekiwań polskich nabywców wobec dostępnej na rynku oferty marketingowej oraz faktycznie podejmowanych przez nich działań rynkowych. Ukazano je w kontekście prosumpcyjno-etnocentrycznym. Szczególną uwagę zwrócono na zależności występujące między tymi oczekiwaniami i konkretnymi działaniami rynkowymi, wskazując, że nie były one dotąd analizowane w literaturze przedmiotu. Podjęto próbę wypełnienia zidentyfikowanej luki wiedzy w tym zakresie. W tym celu przeprowadzono badania empiryczne, których wyniki zostały poddane analizie statystycznej za pomocą metody analizy korelacji i analizy skupień. Pozwoliło to na zweryfikowanie sformułowanych hipotez badawczych. Stwierdzono, że występują relatywnie silniejsze zależności między etnocentrycznymi oczekiwaniami respondentów a faktycznie podejmowanymi przez nich działaniami w relacjach z innymi nabywcami niż w przypadku działań w relacjach z oferentami.

¹⁹ Artykuł przygotowany w ramach projektu badawczego 2013/11/B/HS4/00430 finansowanego przez NCN.