

AGNIESZKA IZABELA BARUK

**Department of Management Systems and Innovation
Faculty of Organization and Management
Lodz University of Technology**

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

¹ The article was written within the frames of the research project 2013/11/B/HS4/00430 financed by NCN.

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.

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.

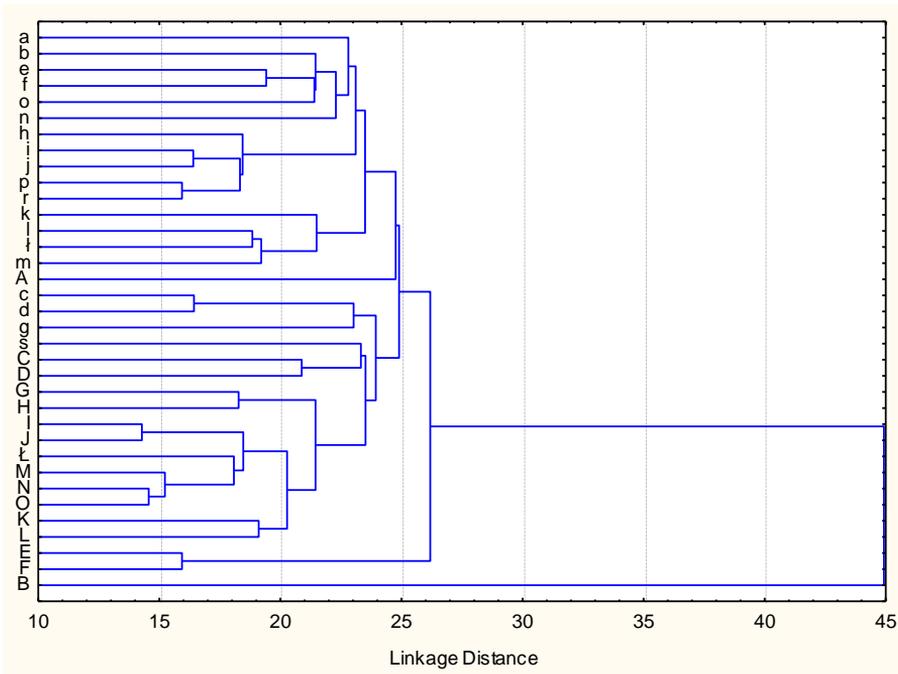


Fig. 1. Hierarchical tree of respondents' expectations towards the offer available on the market and market actions taken up by them in practice.

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.

References

- [1] **Balabanis G., Diamantopoulos A., Mueller R.D., Melewar T.C.:** The impact of nationalism, patriotism and internationalism on consumer ethnocentric tendencies, „Journal of International Business Studies” 2001, Vol. 32, No. 1, pp. 157-175.
- [2] **Baruk A.:** Etnocentryczny wymiar prosumpcyjnej aktywności polskich nabywców, „Studia i Prace WNEiZ” 2016 (the article in press).
- [3] **Chen H.-L.:** 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.
- [4] **Everitt B.:** Cluster analysis, John Wiley & Sons, Chichester, West Sussex, U.K. 2011.
- [5] **Hearn J.:** 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.
- [6] **Hippel E., Ogawa S., de Jong J.:** 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: 01.11.2015].
- [7] <http://encyklopedia.pwn.pl/szukaj/antypatriotyzm.html> [access: 07.11.2015].
- [8] <http://www.businessdictionary.com/definition/consumer-trends.html> [access: 12.11.2015].
- [9] http://www.naukowiec.org/wiedza/metodologia/alfa-cronbacha_668.html [access: 07.11.2015].
- [10] **Ind N., Coates N.:** The Meanings of Co-creation, „European Business Review” 2013, Vol. 25, No. 1, pp. 86-95.
- [11] **Kotler P., Gertner D.:** 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.
- [12] **Li Y., Ngamkroekjoti Ch.:** 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), <http://icehm.org/siteadmin/upload/8649ED0814064.pdf> [access: 03.11.2015].
- [13] **Migdal-Najman K., Najman K.:** 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].
- [14] **Mitrega M.:** Czy prosumpcja w dobie kryzysu to zjawisko jednowymiarowe? Eksploracja wśród użytkowników portali społecznościowych, „Problemy Zarządzania” 2013, Vol. 11, No. 1, pp. 40-53.
- [15] **Mróz B.:** Nowe trendy konsumenckie – implikacje dla strategii biznesowych firm, „Marketing i Rynek” 2014, No. 8, pp. 1141-1146.

- [16] **Mróz B.:** 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.
- [17] **Rieder K., Voß G.G.:** 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.
- [18] **Ritzer G., Dean P., Jurgenson N.:** The Coming of Age of the Prosumer, „American Behavioral Scientist” 2012, Vol. 56, No. 4, pp. 379-398.
- [19] **Ritzer G., Jurgenson N.:** 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.
- [20] **Staszczak D.:** 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.
- [21] **Szromnik A., Wolanin-Jarosz E.:** 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.
- [22] **Szul E.:** Prosumpcja jako aktywność współczesnych konsumentów – uwarunkowania i przejawy, s. 347-358, <https://www.ur.edu.pl/file/43403/29.pdf> [access: 03.11.2015].
- [23] **Tapscott D.:** Growing up digital: How the Net generation is changing your world, New York 2008, McGraw-Hill.
- [24] **Tkaczyk J.:** Trendy konsumenckie i ich implikacje marketingowe, „Handel Wewnętrzny” 2012, No. May-June, pp. 126-134.
- [25] **Verlegh P.W.J.:** 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.
- [26] **Wanninayake W.M.C.B., Chovancová M.:** 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.
- [27] **Ziamba E., Eisenhardt M.:** Prosumption awareness among young consumers, pp. 163-177, http://www.ue.katowice.pl/uploads/media/11_E.Ziamba_M.Eisenhardt_Prosumption_awareness....pdf [access: 02.11.2015].

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.