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The reality of consumer ethnocentrism and country-of-origin (impacts and opportunities)  
in Hungary

*The effects of the consumer ethnocentric tendencies on the corporate image and  
marketingstrategy*

Theses of Doctoral Dissertation

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# 1. STRUCTURE OF THE THESIS

The structure of my Thesis is summarized in Figure 1. I don't want to follow these structure in the chapters name, however illustrate the logic and the relationships of the content was definitely my goal.

1. FIGURE: STRUCTURE OF THE THESIS

Introduction	The topic	
	Actuality of the topic	
Theoretical background	Identity, nation	Identity
		Concept of Nation
		Th Hungarian national consciousness – ethnocentric tendencies in the Hungarian society
	Consumer behaviour	The influencing factors of consumer behavior
		Models of consumer behaviour
		Characteristics of the Hungarian consumer
	Consumer ethnocentrism	Definitions
		Concept of consumer ethnocentrism
		C(onsumer)ET(hnocentrism)SCALE
	Country-of-origin	Country-of-origin
		Country image
	Corporate Marketing Strategy	The impact of ethnocentric tendencies on marketingstrategy
	Research questions, assumptions	
Research method, research design		
The reality of consumer ethnocentrism and country-of-origin in Hungary – secunder research	Historical outlook - the legal environment	
	Hungarian/ domestic product – Institutions	
	Quality and origin labels	
The reaction of corporate marketing strategy on ethnocentric tendencies – primaryresearch	Exploratory research	
	Qualitative research for case studies	
	Case studies about Quality and origin labels	
	Failed quantitative research	
Development of the Theses		
Possible future extension, research limitations		

Source: own compilation

## 2. ACTUALITY OF THE TOPIC

Globalization is such an extremely important factor, which has a huge impact on our life. Globalization means (Hamilton & Webster 2012) the integration of countries by creating connectivity and communication interfaces among the world's nations. Summarize the elements of the meaning, globalization is a process in which the boundaries / differences / barriers (political, economical, cultural), which divided the world into different regions are broken down. In fact, globalization is creating many new opportunities for companies (new markets, cheaper labor force, easier supplier selection, lower raw material and logistics costs / prices). However, the disappearance of borders there is a completely new, sharper competitive environment.

*„Right or wrong, my country”* – Is there any justification of the patriotic, nationalistic economic approach such a world, which is dominated a lot of globalization trend (like multilateral institutions)? Is it possible to benefit from these motifs to forge a nation's economy or even a company?

The answer has to be subjective. It depends on the individual's education, values, perspective and a lot of socio-demographic attributions.

The researchers who analyzed the consumer ethnocentrism (Balabanis, Diamantopoulos, Dentiste Mueller & Melewar, 2001), use the general sociological concept of ethnocentrism by Sumner (1906). The concept of ethnocentrism was originally a purely sociological category, but nowadays more and more researcher said that this is a sociology, social psychology and economic sociology topic (Malota, 2003a).

Despite of this facts I think it isn't enough to analyse the consumer behaviour. We need to deal with the impact of the CET and COO on the corporate image and marketing strategy.

Why is the “Szentkirályi” mineral water successful with a lot of ethnocentric symbol such a world, which is dominated a lot of globalization trend? If we want to answer the questions in connection the topic of the thesis: Firstly we have to make a distinction between the influence of ethnocentric tendencies on the consumer behaviour and on the corporate image and strategy.

Over the last three decades a lot of research wants to present the huge impact of ethnocentric tendencies on consumer behaviour in the world. So not only the Hungarian researchers (Berács & Malota, 2000; Malota, 2003a, 2003b, 2004, 2005, Papp-Váry, 2004, 2007a, 2007b; Törőcsik 2006, 2007; Malota & Berács, 2007; Nótári, 2008; Szente, 2008; Popovics, 2009; Jenes & Simon, 2009; Szakály et al., 2010; Totth & Fodor, 2011; Jenes, 2012; Józsa, Makkos-Káldi & Németh 2012; Hámori, 2013; Malota & Mitev, 2013, Szakály et al., 2014; Szűcs & Pólya, 2014; Földi, 2014; Csatáriné, 2015) want to show the topic of the ethnocentric consumer behaviour and country-of-origin. To tell the truth the general concept of consumer ethnocentrism was introduced and used first by Shimp and Sharma (1984, 1987). In point of fact the Hungarian researchers “only” want to verify the results of the international surveys. So the improvement of this important topic, don't stop. Nowadays the effect of the country-of-origin (hereafter referred to as COO) of brands on consumer behaviour has been one of the most researched issues in international business (Peterson & Jolibert, 1995). And we can say also – after the global economic crisis – the relevance of COO is much bigger than before.

When the concept of consumer ethnocentrism was developed, it was determined as an economic form of ethnocentrism. The whole idea is depending on beliefs of individuals, so people fear of economically harming his/her beloved country by buying foreign products, the morality of buying imported products, and a personal prejudice against imports (Sharma, Shimp & Shin, 1995; Balabanis, Diamantopoulos, Dentiste Mueller & Melewar, 2001).

In Shimp and Sharma's opinion: "From the perspective of ethnocentric consumers, purchasing imported products is wrong because, in their minds, it hurts the domestic economy, causes loss of jobs, and is plainly unpatriotic; products from other countries (i.e., outgroups) are objects of contempt to highly ethnocentric consumers. To non-ethnocentric consumers, however, foreign products are objects to be evaluated on their own merits without consideration for where they are made (or perhaps to be evaluated more favorably because they are manufactured outside the United States)". (Shimp & Sharma, 1987, p. 280.)

The relevance of patriotic or ethnocentric consumption nowadays is not an ignorable element of the marketing theory. The domestic products are very important parts of the national identity (Nagashima, 1970). So the companies need a competitive edge, especially during such a big economic crisis, and this competitive edge could be the domestic image of the product or the service.

### 3. THE RESEARCH DESIGN OF THE THEORETICAL BACKGROUND

The thesis, as it was already signed needs at least three aspects to approach the topic. Based on figure 2. during creating the thesis theoretical literary review, I will essayfocus on one hand the aspect of sociology, social psychology and economic sociology, on the other hand the aspect of consumer behaviour, consumer ethnocentrism and country-of-origin effect and the impact of COO onthe corporate marketing strategy.

2. FIGURE: THE RESEARCH DESIGN OF THE THEORETICAL BACKGROUND



Source: own compilation

### 3.1. The link between country-of-origin and corporate marketing strategy

For Companies it is necessary to get a competitive advantage – especially after such a significant crisis – and it can be a country image or a COO image of a product or a service produced by the company (Vianelli&Marzano, 2012), which can be also used for the creation of marketing (sub)strategy – especially for product and communication strategies. Aichner (2014) in his study isolate two types of strategies: first is legally regulated and the second is non-regulated strategy types.

The legally regulated (by the European Union and the national regulatory authorities) – strategy types can be sublisted to the types of marketing communication strategy such as (1a) „Made in...” strategy, which signals the communication of the place of production, and a (1b) strategy of the use quality and origin labels, which plays an important role in shaping the product policy. The legally unregulated strategies are all important in making the marketing communication strategy:

- (2a) Shows the COO embedded in the company name
- (2b) The COO is usual in the product name, and there are country-specific words in it
- (2c) Shows the COO in the name, with using communication language and language terms
- (2d) Use of famous or stereotypical people from the COO
- (2e) Use of COO flags and symbols
- (2f) Use of typical landscapes or famous buildings from the COO

Aichner (2014) in his study discusses and defines whether the strategies from the companies’ perspective are implicit or explicit, and how complex they are in terms of communicative focus. His results are summarized in Table 1.

1. TABLE: COO STRATEGIES

N.	Strategy name	Strategy type	Communication complexity
1a	„Made in...”	Explicit	Low
1b	Quality and origin labels	Explicit	Low
2a	COO embedded in the company name	Explicit	Low
2b	Typical COO words embedded in the company name	Implicit	Medium
2c	Use of the COO language	Implicit	Medium/high
2d	Use of famous or stereotypical people from the COO	Implicit	Medium/high
2e	Use of COO flags and symbols	Explicit/Implicit	Low/medium
2f	Use of typical landscapes or famous buildings from the COO	Implicit	Medium

*Source: Aichner, T. (2014) Country-of-origin marketing: A list of typical strategies with examples. Journal of Brand Management, 21 (1), 91.*

## 4. RESEARCH QUESTIONS, ASSUMPTIONS

I formulated the following research questions in my dissertation, which I intend to analyze by using of the secondary and primary research, first of all by using of the qualitative research (deep interview, case study method) as well as by analyzing of the relevant literature.

- **Q1** What kind of ethnocentric tendencies can be observed in the Hungarian society?
  - **Q1a** Are there ethnocentric tendencies demonstratively present in the Hungarian society?
  - **Q1b** How did the ethnocentric tendencies alter in the Hungarian society?
  - **Q1c** Do these ethnocentric tendencies influence the consumer decisions?
- **Q2** Do corporations pay attention to these ethnocentric tendencies and what kind of (partial) strategies (Józsa, 2014; Aichner, 2014) do they follow according to these?
  - **Q2a** If ethnocentric tendencies influence the consumer decisions, do these appear in the marketing strategy of corporations?
  - **Q2b** In which fields of the corporate marketing strategy are the ethnocentric tendencies the most significant (product strategy vs. communication strategy)?
- **Q3** Is it a real solution/possibility to use the certificate and origin labels in working out the (partial) strategies for product marketing and communication marketing?
  - **Q3a** What kinds of factors do influence the success of certificate and origin labels?
  - **Q3b** Can be the certificate and origin labels regarded as successful?
  - **Q3c** What kind of result can be disclosed in connection with the using of certificate and origin labels?

The basis of my secondary research is the study and research I also presented in the introduction while the core of the primary qualitative research is the analysis of the deep interviews I made with the corporate representatives and the representatives of the quality and origin label providers as well as the case studies written on the basis of these interviews.

The assumptions formulated on the basis of the research questions contain both theoretical (conceptual) and research (empirical) assumptions.

### **Theoretical assumptions:**

**A<sub>t</sub>1** There are ethnocentric tendencies in the Hungarian society that are able to influence the customer behavior.

**A<sub>t</sub>2** The ethnocentric tendencies and the consumer ethnocentrism that are present in the Hungarian society have an impact on the marketing strategy of the Hungarian corporations, especially on the partial strategy of the product and marketing communication.

**Research assumptions:**

**A<sub>r</sub>1** The Hungarian corporations (especially MKKV) expect and demand state support in order to protect the Hungarian products.

**A<sub>r</sub>2** Both bigger companies and the quality and origin label service providers that are building on a marketing strategy based on business and common organization value those initiatives that come from the side of corporations and that embrace the Hungarian products.

**A<sub>r</sub>3** While the message of state initiative(s) is the quality emphasising on the impact on the partial strategy of product marketing, the message of corporate initiatives emphasises on the (partial strategy) of marketing communication that suits the ethnocentric tendencies.

**A<sub>r</sub>4a** There are quality and origin label service providers that focus on domestic/Hungarian products and that place emphasis both on quality as well as on the message of communication. In this cases, the working out and execution of the partial strategy of marketing communication the label happen on a corporate level - thus the success of the the partial strategy of marketing communication depends on the corporation.

**A<sub>r</sub>4b** On the other hand there are quality and origin label service providers that focus on domestic/Hungarian products and emphasis more on the message of communication. Characteristics of these quality and origin label service providers is the harmonizing of the partial strategy of marketing communication.

**A<sub>r</sub>5** Applying the proactive marketing communication of a developed ethnocentric image (that is successfully managed by label service providers) can help to increase the financial success (increase of revenue).

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## 5. EMPIRICAL RESEARCH

### Research method

The data collection and research section of the thesis is composed of two more separated parts: secondary research and primary research. Concerning this, several literature reviews (Veres, Hoffmann & Kozák 2006, 2009; Malhotra&Simon, 2009; Pervez – Kjell, 2011; Gyulavári et al. 2012) dealing with research methodology note that primary data collection is needed if the secondary data are not suitable to answer our questions of research at an appropriate quality. At the same time more professional books (Veres, Hoffmann & Kozák 2006, 2009; Malhotra&Simon, 2009; Pervez&Kjell, 2011; Gyulavári et al. 2012) state that secondary data can support the success of research though in a way that:

- we understand the question of research better by them and we can present that more easily with their help;
- they help in detecting the reasons of the problem and understanding them correctly;
- they support a more precise definition of goals, methods, hypotheses of the primary data collection;
- they help in interpreting the results of the primary researches.

In defining the research process, besides the method of data collection another question has to be clarified, namely what research logic the applied research methodology follows, whether inductive or deductive research is being conducted. However, research logic can follow not only traditional ways (inductive, deductive, abductive), but can also integrate new opportunities in theory creation and performing the research process. There is an opportunity for using Grounded Theory (GT) which is qualitative or quantitative depending strongly on the research methodology applied regarding its trends. (Mitev, 2015a, Corbin&Strauss, 2015) Since both qualitative and quantitative research methods have advantages in social science researches, then applying 'mixed method designs' gives a possibility for triangulation; a supplementary character; conveying; initiating and accomplishing. (Király, Dén-Nagy, Géring & Nagy, 2014)

As a fundamental element of the authenticity and validity of a qualitative method, GT reflects the relation between the researcher and his/her research. Authors mostly agree in describing the common characteristics of GT methodology: theoretical sensitiveness, using literature as a reflection; open coding and constant comparison; theoretical coding; the analysis goes on parallel in time with data collection; sampling is influenced by formulating the research question and aspects present during the analysis. (Sallay, 2015) From the theoretical trends mentioned above all affected the research introduced here in the thesis, so a certain methodology or another is not clearly applied. I call this research that of a qualitative type based on its data collection since it is composed of an in depth interview revealing research and an application of case study methodology based experts' in depth interviews and secondary analyses.

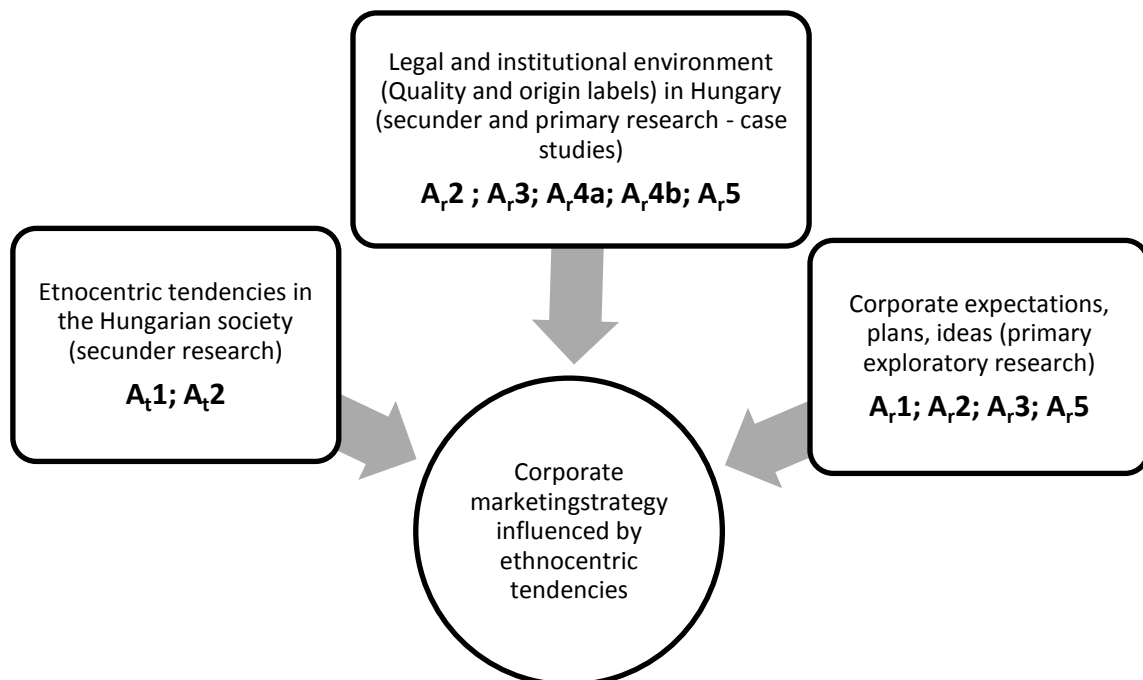
Case studies created during the research try to present the importance of the two players in the "national trademark market" which evidently has an effect on creating Hungarian enterprises' marketing strategy. A particular case study is a kind of research method through which we observe a given group (enterprise) or event at a certain point of time.

(Pervez – Kjell, 2011, 79) As Mitev (2015b, 129) says “[...] the case study method is an art of efficient information collection and concentration which makes understanding phenomena possible at a higher level. So a researcher should function as a good investigator who is capable of collecting and generating information scattered.” Applying case study methodology is suitable for analyzing a limited number of events where their circumstances and the relations systems between them are presented as well. Nevertheless Yin (1994) notes that case studies are suitable for both creating and testing theories. Obviously during the analysis we can rely on not only a single case study but we also need to present a phenomenon based on several case studies (Mitev, 2015b), of course this time “an event” is rather a unit of observation than that of analysis (Pervez – Kjell, 2011, 79).

### Research design

Needless to say the possible advantages of a given analysis mainly depend on the structure and the model of the research (‘research design’). (Király, Dén-Nagy, Géring & Nagy, 2014) Working out the research model of this thesis I relied on the literature background and methodology shown above. Moreover, in creating the research model (see Figure 3) I considered what general expectations the models should meet such as description; explanation; prediction/forecasting; guidance of activities. (Pervez – Kjell, 2011, 54)

3. FIGURE: RESEARCH DESIGN



Source: own compilation

## 6. THE REALITY OF CONSUMER ETHNOCENTRISM AND COUNTRY-OF-ORIGIN IN HUNGARY – SECUNDER RESEARCH

To talk about Hungarian products, first of all these questions should be clarified:

- What can we define as Hungarian product?

- How can we recognize those spectacular signs which raise people's attention to the fact that a Hungarian product is in question? (Gyüre, 2009, Németh, 2012)

### **6.1. Hungarian/ domestic product**

According to an article published in HVG *"nowadays a product can be termed Hungarian based on at least seven different aspects: the owner's nationality; the workers' citizenship; the company's location; the site of production; the origin of the materials used for production; the company's name; the place of their products' distribution."* (HVG, 2010, online) The strictest costumers state that a real Hungarian product meets all the seven requirements. Instead of guessing the percentages we apply a generally accepted economic definition recently published in Conscious Consumers' Magazine (Tudatos Vásárlók Magazinja) saying that *"we term goods Hungarian whose more than 50% of its value was manufactured here in Hungary"* (Tudatos Vásárló, 2010, online) – as Malota (2003b) remarks, this agrees with the definition in economics. The set of Hungarian quality products is denoted and exactly defined by the Regulation on Hungarian Products (Regulation 74/2012 (25 July) by the Minister of Rural Development) in force from September 2012 (Malota, 2013):

1. Certification Hungarian product or any other statement including the Hungarian origin of the food/product can be put on the good exclusively if it was produced from Hungarian materials and in Hungary.
2. A food/product can be termed domestic product if at least 50% of its ingredients are Hungarian and each step of processing is taken place in Hungary.
3. The third category is the set of domestically processed products like foods/products processed in Hungary but mostly containing ingredients imported.

### **6.2. The role of product labels and the legal environment**

To have a fair economic competition and to inform consumers there is a need for marks in words or graphics to distinguish goods.

As the Act XI of 1997 (*on the Protection of Trademarks and Geographical Indications*) says *"trademark protection shall be granted for any signs capable of being represented graphically provided that these are capable of distinguishing goods or services from those of other undertakings."*

The [former] Hungarian Patent Office defines trade marks as *"the most important type of marks for goods. Like marks, the trade mark is a legal protection to identify goods and services, to distinguish from others, to promote informing consumers. A fundamental means of the economic competition and plays a crucial role in the areas of marketing and advertising."* (MSZH, 2010, online)

The task of a trade mark is to generate trust in consumers so as they should choose that again based on their good experience, and at the same time it is the market means of distinguishing against the rivals. Its functions can be determined in several ways: distinguishing or identifying function; competition means function; advertising means function; collective and quality function. (Pintz, 2010) The different types of trade marks are as follows in Table 2:

2. TABLE: TYPES OF PRODUCT LABELS

<b>Trade marks for Goods</b>	Marks are used to distinguish goods produced by a certain enterprise.
<b>Trade marks for Services</b>	Marks are used to distinguish services provided by a certain enterprise.
<b>Collective marks</b>	Trade marks are used to distinguish products or services of a certain social organization, public body or association members based on the quality, origin or other characteristics of the goods or services with trade marks.
<b>Certification marks</b>	Trade marks are used to distinguish goods or services with defined quality and other characteristics from other goods or services in a way that their quality or characteristics are certified – they can mark partly a geographical origin as well.
<b>Well-known marks</b>	Trade marks which are considered well-known in the market, and as a result they enjoy a stronger protection as an advantage.

Source: (former) Hungarian Patent Office (Magyar Szabadalmi Hivatal) [online] [2010.10.25.]: Register a trade mark (Szerezzünk védjegyet), ([www.hpo.hu/kiadv/ingy\\_magy/szerezzunk\\_vedjegyet\\_utmutato.pdf](http://www.hpo.hu/kiadv/ingy_magy/szerezzunk_vedjegyet_utmutato.pdf))

Collective trade marks give a special area of trade marks which are not used by the organization itself but the members. Hungarian product labels are a good example for that. (Pintz, 2010)

### 6.3. Hungarian products – Institutional system

*“Several researches and representative surveys find that more than half of the Hungarian consumers (some 52%) prefer buying Hungarian products to foreign goods imported. Unfortunately these show only the consumers’ preferences; in fact only 35% of them buy Hungarian products. In the background the reasons can be that only 23 percent of the consumers trust in trademark labels while the same figure in Austria is 80 percent for example. Besides this the reputation level of trademarks is very low, what is more, Hungarian consumers are not willing to pay more for products labelled with trademarks of a higher reputation level.”* – as it is written on the website of the Hungarian National Tourist Office Agricultural Marketing Centre Management (Magyar Turizmus Zrt. Agrármarketing Vezérigazgatóságának honlapja, 2016, online). This is, of course, in contrast with the findings of the study mentioned earlier (Drozdenco&Jensen, 2009).

As I noted in the part of the thesis which summarises and discovers professional literature, the sociological analyses of the Hungarian society also show important results, discover the ethnocentrism present in the society (latent, arising, suppressed) or playing a marginal role; the analysis of nationalism, patriotism and cosmopolitan approaches should also be mentioned here. Based on the representative International Social Survey Programme (ISSP, 1995, 2003, 2013) researches and analyses we can remark on the whole that (the extreme and moderate types of) ethnocentrism is characteristic at 69 percent in the Hungarian society. (Örkény, 2004, 14) In the light of this statement the results reflecting the marketing research institutes’ surveys and the opinions of the company and the researchers are not surprising. I am making an effort to introduce them in the following sections.

As it was written down earlier the strictest customers announce that a real Hungarian product meets seven requirements. At the same time generally accepted that Hungarian products are exactly those of which consumers believe that they are Hungarian (Szonda Ipsos, 2009, online): Produced from Hungarian materials (77%); Trademarked (58%); Produced by a Hungarian-owned company (47%); Old, traditional (38%).

In the survey of Medián (2009) consumers term those products Hungarian which are Hungarian-owned companies' products (60%); Everything produced in Hungary even if the producing company is foreign (40%); The Hungarian origin of the product is the 4th aspect of selection after the price, the quality and healthy living; 17% say that the Hungarian origin is important because this way they support the Hungarian economy while 45% see Hungarian goods of a better quality.

GfK Hungary (GfK Hungária, 2009) has been conducting surveys concerning patriotism every two years since 2003:

1. It can be observed as a tendency that Hungarian consumers pay more attention to choose products of their country of origin than those of the neighbouring countries (with the exception of Austria of course).
2. It is important for 68 percent of the Hungarian consumers that products purchased should be of Hungarian origin (this was 52% in 2005).
3. Among consumers 8% do not prefer Hungarian products; 20% buy Hungarian products more frequently, 69% equally, 11% more rarely.

Another survey conducted in 2011 by Nielsen Hungary (AC Nielsen Piackutató Kft.) analysed the Hungarian consumers' food shopping habits: it can be expressed as the result of the research that it is important for most Hungarians to choose Hungarian food. *"Six out of ten consumers see important to choose Hungarian product when buying food. One third of them marked good quality as the main reason of their decision and one fifth the healthiness of the Hungarian goods."* Among the aspects of their decision the respondents *"marked reliable materials, the flavour they are accustomed to and the level how they favour a brand in order, at 10-17 percent."* Generally the Hungarian origin of the food is *"either important or unimportant"* for 23 percent of the people questioned. For another 16 percent it is not a crucial factor that the foods to be purchased should be Hungarian. (Marketinginfo, 2011, online) The survey also covered what means for the consumers if they find labels or information referring to Hungarian origin: 49% say that they are produced exclusively from Hungarian materials and in Hungary; 31% say that they are produced mostly from Hungarian materials and in Hungary; 10% say that these products were packed in Hungary; 8% say that the brand of these products is Hungarian. (Marketinginfo, 2011, online)

According to the survey of a national representative sample with the population of 600 people ordered by the Hungarian Competition Authority (Gazdasági Versenyhivatal, GVH, 2012) it can be observed that 43% of respondents buy Hungarian products even if this way they have less money in their wallets and going for quest for Hungarian products makes the time of purchase longer.

#### **6.4. Quality and origin label service providers**

Neither the Regulation of 2012 of Ministry of Rural Development specifies a requirement of using a trademark or logo(!), nor other law writes an obligation of that while they support the use of public certification trademarks concerning the regulation. The most popular trademarks referring to Hungarian/domestic products in Hungary are the trademark "Hungarian Product" of Hungarian Product Non-profit Ltd. (Magyar Termék Nonprofit Kft.) ("Domestic Product"; Domestically Processed Product"), the trademark "Quality Food from Hungary" of the former Agricultural Marketing Centre (AgrárMarketing Centrum) (currently the Ministry of State for Food Chain Control

Supervision and Agricultural Administration in the Ministry of Agriculture (FM – Élelmiszerlánc-felügyeletért felelős Államtitkárság) and the trademark “Hungarian Quality Product Award” of INDUSTORG – Trademark Quality Office Assurance Co. Ltd. (INDUSTORG – Védjegyiroda Kft.). The commercial trademark “Hungarian Product” of Lidl Hungary (Lidl Magyarország) is also in use, and this is also used by several producers contracted with Lidl Hungary (Lidl Magyarország). However, the implementation was seriously attacked by Hungarian Product Non-profit Ltd. (Magyar Termék Nonprofit Kft.) because of creation of the logo. (Torontáli, 2015, online)

In case of trademarks and trade mark providers besides their orientation it should be mentioned what type of trademark is in question based on the specialization. In studies written by the authors Szente (2008) and Totth&Fodor (2011) two types of trademarks are definitely distinguished based on the community marketing organization of the German food market: sector-specific and without sector specialization. Szűcs&Pólya (2014) in their study, built on a cross-sectional survey conducted between March and April 2013, based on consumers’ enquiries show what the reputation and the importance of the trademarks in the Hungarian market are among Hungarian consumers. During the period since 2013 (the time of the research) the contents and the role of the trademarks examined in the research significantly changed due to governmental activity, and in many cases I found some irrelevant concerning my own research; so taking the topic of my thesis into account I underline the important Hungarian trademark providers in Table 3 below.

3. TABLE: RELEVANT HUNGARIAN QUALITY AND ORIGIN LABEL SERVICE PROVIDERS (2016)

Name of Quality and origin label service provider (-/+;O/R/H)	Number of enterprises (Number of product or/and service)	Name of Quality and origin label	Product or service label
Magyar Termék Nonprofit Kft. (-O)	143 (3482)	<ul style="list-style-type: none"> <li>• Magyar Termék</li> <li>• Hazai Termék</li> <li>• Hazai Feldolgozású Termék</li> <li>• Magyar Szolgáltatás</li> </ul>	product and service (commercial and producer)
INDUSTORG - VÉDJEGYIRODA Kft. (-O)	159 (303)	<ul style="list-style-type: none"> <li>• Magyar Termék Nagydíj</li> </ul>	product, service and know-how
United Publishers Hungary Kft. (-O)	228 (fogyasztói márka – n.a.) 125 (üzleti márka –n.a.) 3 (különdíj – n. a.)	<ul style="list-style-type: none"> <li>• Magyar Brands</li> </ul>	brands
AgrárMarketing Centrum (AMC) (+O)	22 (28)	<ul style="list-style-type: none"> <li>• Kiváló Magyar Élelmiszer</li> </ul>	product (food – commercial and producer)
Premium Hungaricum Egyesület (-O)	24 (n.a.)	<ul style="list-style-type: none"> <li>• Premium Hungaricum</li> </ul>	product (food)
Vágóállat és Hús Szakmaközi Szervezet és Terméktanács (VHT) (+O)	47 (n.a.)	<ul style="list-style-type: none"> <li>• Kiváló Minőségű Sertéshús</li> </ul>	product (food)
Baromfi Termék Tanács (+O)	n.a.+5 (n.a.)	<ul style="list-style-type: none"> <li>• Magyar Baromfi</li> <li>• Koronás Tojás</li> </ul>	product (food)
LIDL Magyarország	kb. 320 (>2500)	<ul style="list-style-type: none"> <li>• Magyar Termék</li> </ul>	product (food)

Kereskedelmi Bt. (-O)			
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Source: own compilation [2016]

+ = sector specific; - = without sector specialization; O = country; R = regional; H = local Toth – Fodor (2011)

## **7. CORPORATE MARKETING STRATEGY AND QUALITY AND ORIGIN LABEL SERVICE PROVIDERS INFLUENCED BY ETHNOCENTRIC TENDENCIES – PRIMARY RESEARCH**

### **7.1. Exploratory research**

#### **Data collection method – deep interview**

The data collection method that I used during my exploratory research was the deep interview, which - according to its characteristics of a qualitative research method design - signifies a small sample research based on open questions (Sántha, 2013,123). The definition of the deep interviews that I made and presented on the qualitative data collection axle (see Figure 4) can be determined as being interviews between the structured and unstructured interviews.

The following general statements are worth mentioning in connection with the exploratory research:

- its starting points are more extended research questions (K1, K2, K3);
- the reasoning of the conclusion is either inductive or abductive;
- the role of surveying is not important;
- the sampling is not according to the probability;
- the goal of sampling and research is the deeper learning and understanding;
- there are few sample elements;
- the research is value-based and biased;
- the process of the research is flexible;
- the research can be less standardized;
- the essence of analysis is the description and understanding of the phenomena embedded in the context maintaining their uniqueness;
- the research is presented by telling stories and using quotations;
- quality judgment is based on credibility. (Mitev, 2015c,35)

When I was selecting the research method design of data collecting and analysis I took into consideration the above mentioned points, so I formed the research strategy according to these. It is important by the analysis of the qualitative research: the perspective (from where we are observing); dimensions and characteristics (attributes); the context (in which we place ourselves according to some kind of conditions) as well as the analysis and the presentation of the conclusions (following the actions or processes). (Corbin&Strauss, 2015,111). My aim was to take into consideration all these points during the analysis and writing of my entire dissertation.

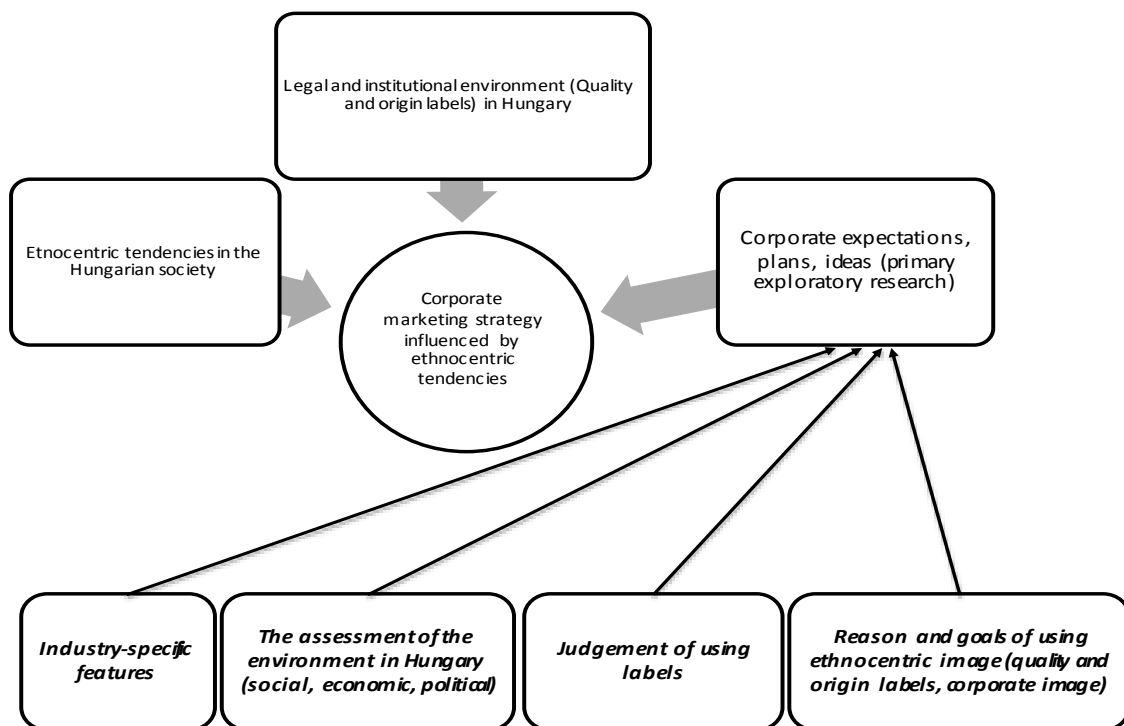
#### **Analysis toolkit, the method of analysis**

I used the **MAXQDA™ 12.0** software for analyzing the exploratory deep interviews. This software makes possible to analyze qualitative data (partially with quantitative and visual

methods) and it is one of the three most frequently used data analysis software in the fields of Social Sciences and Economics.

Several methods can be applied for data analysis such as: the manual content analysis and the analysis of connection between the parts of the content. In my opinion the emphasis is not on the connection between the parts of the content in the interviews I made related to the topic of my dissertation. Therefore I used the research method design of the manual content analysis, in the process of which I created memos and paid great attention to data management; I studied the index of reliability of coding with the help of intra coding<sup>1</sup>; I did the structural analysis of the contents on the evidence of encoding; I studied the contents partially from a lexical point of view. (Sántha, 2013)

4. FIGURE: CODING PARADIGM – EXPLORATORY RESEARCH



Source: own compilation

I have used both the parallel codes and the hierarchical system during the process of coding. Besides these - on the second level of the structural analysis of my discourse - I also made an attempt to decode implicit structures that give meaning and goal because these contents are not just simple texts but they get formed and structured according to their meaning. In this way the decoding process is not only complicated but - of course - it is also not free from subjective impacts. (Sántha, 2013, 138)

According to the GT I set up a coding paradigm (theoretical model) in the process of encoding, in which I visually illustrated (see Figure 4) the connection between the categories. (Mitev, 2015a)

<sup>1</sup> The same encoder does two independent coding of the same document



During the selective coding I described the “story” of the expectations, plans and notions of companies as a central element of the model and I closed the coding process with this final idea. (Mitev, 2015a, 110)

I used the **MAXQDA™ 12.0** software during the process of analysis, in which all the available data can be analyzed in so called “projects”. One can upload documents in these projects and I uploaded 10 pieces of documents in format \*.txt during my analysis.

The documents (deep interviews) can be edited and data can be managed in the “Document Browser” viewer “Edit” menu of the **MAXQDA™ 12.0** software, so I finalized the editing of documents in these menus. Using the **MAXQDA™ 12.0** software one has the choice to build up a code system (code file) in the “Code System” viewer after the documents have been edited and read through several times. I did so during my analysis using classical coding with the aid of the “New Code” function. That means that I did not use in-vivo codes<sup>2</sup>– starting out from the coding paradigm and insisting on it. Regarding the created codes, I applied the hierarchical coding and I also used so called “sub codes” and “sub-sub codes”. I applied the Color coding because of analytical point of views and in order that the managing of codes would be more comprehensible as well as to make the process of coding easier and more comprehensible. I choose the possibility of creating “Memos” for codes in order to make the process of coding and analysis faster. (I recorded 29 “Memos” during the process of analysis, creating 51 codes, sub-codes and sub-sub-codes). (Sántha, 2013)

I uploaded 10 documents during the recording of the project. I created 11 codes, 28 sub-codes and 12 sub-sub-codes with the aid of which I marked 529 code-segments (number of parts of contents coded).

### **The sample**

When I was working out the sample, I aimed to gather both small and medium sized companies in the sample. Besides, it was also important for me that the sample should include both companies that use industry-specific labels and companies that do not use industry-specific labels. Furthermore it was also important for me that the sample should include both companies that have experience and opinion in using only one label and companies that have experience and opinion in using several labels.

According to these I illustrated the following sample in the table # 4. The names of the corporations are anonymized (I used fantasy names in the chart). Data regarding the economic achievements of the companies has not been given as self-submission but on the basis of **HBI Company Database™** run by Bisnod Hungary.

I provided the type and the name of labels on the basis of the homepages of the corporations and the deep interviews made by me. The table contains the date of the deep interview (period of research: 24. May 2013-05. July 2016); the position of person interviewed and the time of the interview. During the deep interviews I informed the person interviewed about the aim of the interview and about the planned research process in a brief introductory conversation. Then the interview continued according to the interview sketch that I illustrated in the appendix of the following chapters. I dropped

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<sup>2</sup> Codes obtained from the analyzed context

the introductory conversation in the analysis because I focused on the goal of the research.

4. TABLE: THE SAMPLE OF QUALITATIVE EXPLORATORY RESEARCH

Company name - anonymized	Revenue (2014) (Million HUF)	Number of employees (2014) (capita)	Position	Label name	Deep interview - time
<b>Producers</b>					
Sajt Zrt.	6 206	119	Director of Sales	KMÉ	2 hour
Ízesítő Kft.	1 126	47	Director of Sales	KMÉ	1,5 hour
Hús Kft.	14 926	367	Technical manager	KMÉ	1 hour
Méhészet	n.a.	n.a.	Owner	KMÉ	1,5 hour
Házi sajt Kft.	189	14	Technical manager	KMÉ HÍR	1,5 hour
Piros Kft.	2 327	157	Director of Sales	Magyar termék	1 hour
Szalámi és Tej Zrt.	2 035	129	Corporate Affairs and Public Relations Director	KMÉ	2 hour
Tészta Kft.	3 093	139	Director of Marketing and Sales	Magyar termék KMÉ	2 hour
Liszt Zrt.	10 431	105	CEO	Magyar termék KMÉ Magyar Barands	1,5 hour
Párizsi Kft.	2 947	67	Technical manager	KMÉ Magyar Termék Nagydíj	1 hour

Source: own compilation (HBI Database™)

KMÉ=Kiváló Magyar Élelmiszer; HÍR=Hagyományok-Ízek-Régiók

## 7.2. Qualitative research for case studies

### Research method

The appliance of the method design of the case study is proper only for the analysis of a restricted number of cases, in which there are presented the circumstances of cases and the connections between them. On the other hand according to Yin (1994) the case studies are proper both for theory building and for theory testing. Of course, we can rely not only on a single case study in the process of our analysis as there could be cases when a phenomenon has to be demonstrated with the aid of several case studies (Mitev, 2015b). In such cases, the “case” is more a unit of observation rather than a unit of analysis (Pervez-Kjell, 2011,79).

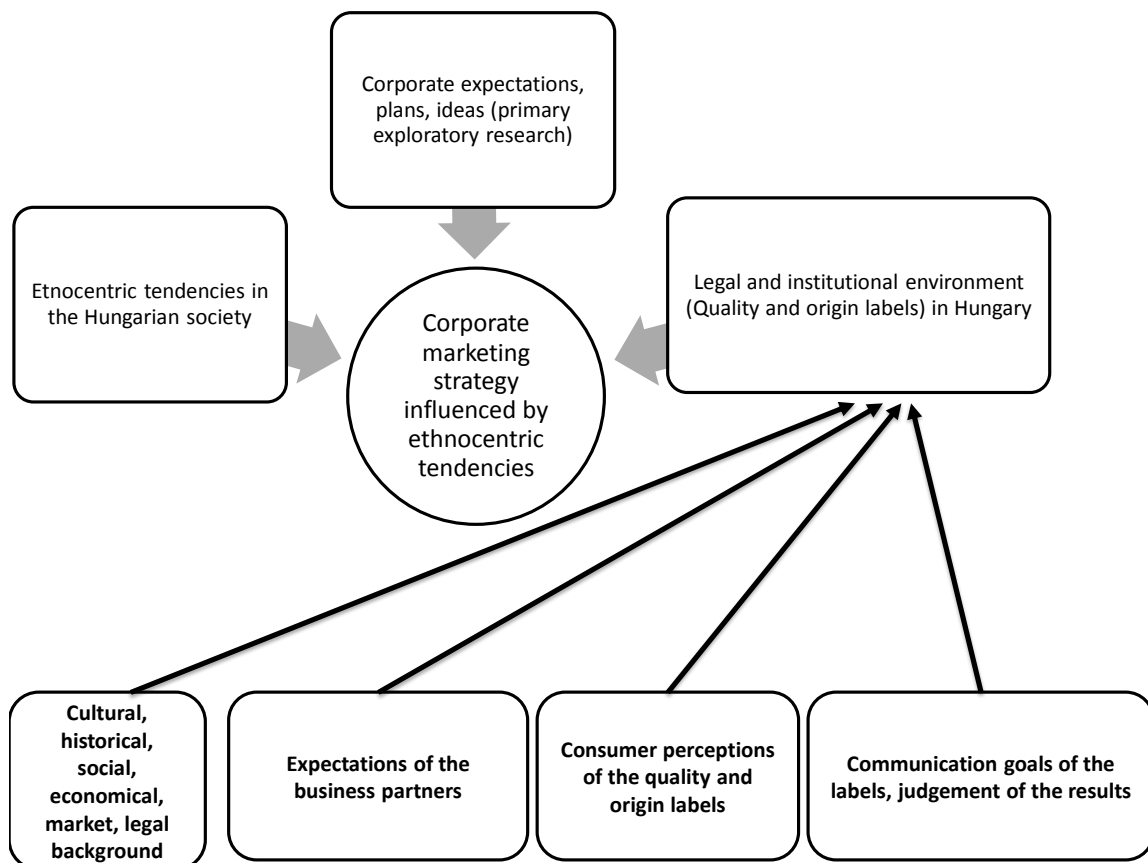
When one is applying the method design of the case study, generally the following steps have to be taken into consideration (Dooley, 2002; Klenke, 2008): determining of the research question; selecting of cases: one case or more cases; selecting of techniques of

data collection and analysis; preparing the techniques of data collection and researcher’s reflection; collection of data; analyzing and interpreting of data; writing of the research report. (Mitev, 2015b, 137)

Regarded the method of the case study, both “the qualitative and the quantitative techniques” can be applied in the process of determination of data collection and the techniques of analysis linked to it. Furthermore “several data collection methods can be allowed such as document analysis, questionnaires, interviews, Delphi-technique and the list can be continued”(Mitev 2015b, 140).

The data collection connected to case studies typically begins with one method, which later is completed with additional elements according to the situation. (Dooley, 2002; Mitev, 2015b). In the case of the case studies introduced in my dissertation, I applied the data collection method design of the expert deep interviews taking into consideration the result of the exploratory research. According to this I have used the **MAXQDA™ 12.0** software similarly to the analysis of the deep interviews of the previous chapters.

5. FIGURE: CODING PARADIGM – EXPERT DEEP INTERVIEW



Source: own compilation

In the process of data analysis the dominating analysis technique will be of course the one that fits the starting data collection method, meanwhile Stake (1994; Mitev, 2015b, 144) is supporting four types of data analysis, such as: categorically summoning; comparison of samples; **making explanation; analytical generalization.**

The analytical method of the case studies presented in my dissertation can be enrolled in the above mentioned last two techniques.

I highly emphasized on the presentation of the so called coding paradigm also in the presentation of the previous qualitative research method design because this paradigm constitutes the basis of the axial coding of the deep interviews.

The coding paradigms of deep interviews related to the study cases are illustrated in the Table 5.

### The sample

I made deep interview only with two of the quality and origin labels service providers in Hungary recorded in the Table 12. of my dissertation. In my opinion as a researcher these two are the most relevant quality and origin label service providers here there in Hungary. The main line of the interview was based on the results of exploratory research as well as on taking into account the uniqueness of the quality and origin label service providers. The providers are not anonymized as the persons interviewed gave me their approval that I did not have to anonymize their opinion. Further information was used from open sources such as from the homepages of quality and origin label service providers as well as from the **HBI Company Database™** for writing of the study case.

5. TABLE: THE SAMPLE OF QUALITATIVE RESEARCH – EXPERT DEEP INTERVIEW

Company name	Revenue (2014) (Million HUF)	Number of employees (2014) (capita)	Position	Label name	Deep interview - time
<b>Quality and origin labels service providers</b>					
<b>MAGYAR TERMÉK Nonprofit Kft.</b>	61	4	CEO	Magyar Termék (Hazai Termék; Hazai Feldolgozású Termék; Magyar Szolgáltatás)	2,5 hour
<b>INDUSTORG - VÉDJEGYIRODA Kft.</b>	44	2	CEO	Magyar Termék Nagydíj	2,5 hour

*Source: own compilation (HBI Database™)*

### 7.3. Case studies about Quality and origin labels

I completed two case studies in the process of the writing of my dissertation. One of these is about the company Magyar Termék Nonprofit Ltd. and about the labels awarded by this company. The other one is about the company INDUSTORG Védjegyiroda Ltd. and about the label called Hungarian Quality Product Award (Magyar Termék Nagydíj) awarded by it. I am going to demonstrate the result of the case studies in the following chapter.

## 8.DEVELOPMENT OF THE THESES

In the final chapter of my dissertation I am going to make an attempt to answer the research questions on the basis of the research results formulated in my dissertation

taking into account the characteristics of the research framework that I developed during the writing of my dissertation.

I am going to give the evaluation of theoretical and research hypotheses formulated in relationship with the research questions. According to this, the theses of my dissertation will be based on this evaluation. Then I am going to present the theoretical model which visually presents and summarizes the results of my dissertation. In this case I am basing on coding paradigms related to the research design and the primer examinations.

### **8.1. What kind of ethnocentric tendencies can be observed in the Hungarian society? (Q1)**

**A<sub>t</sub>1** There are ethnocentric tendencies in the Hungarian society that are able to influence the consumer behaviour.

I **accept** the thesis **A<sub>t</sub>1** according to the sociological studies and analyses (Csepeli et al., 1992, 2000, 2004, 2005; Örkény, 2004) based on researches of ISSP National Identity (ISSP, 1995, 2003, 2013) and on the research illustrated prior in my dissertation as well as on the result of the research and study about the consumer ethnocentrism and COO-effect (Berács&Malota, 2000; Malota, 2003a, 2003b, 2004, 2005, 2009; Papp-Váry, 2004; Malota&Berács, 2007; Nótári, 2008; Szente, 2008; Popovics, 2009; Jenes&Simon, 2009; Szakály et al., 2010; Totth&Fodor, 2011; Jenes, 2012; Józsa, Makkos-Káldi & Németh 2012; Hátori, 2013; Malota&Mitev, 2013, Szakály et al., 2014; Szűcs&Pólya, 2014; Földi, 2014; Rekettye et al., 2015; Csatáriné, 2015) and on the surveys made on this topic by the Market-Research-Institutes (GfK, Gallup, Szonda Ipsos, Medián, Nielsen). On the basis of these, the thesis **T<sub>t</sub>1** formulated in my dissertation is the following:

**T<sub>t</sub>1** There are ethnocentric tendencies in the Hungarian society that are able to influence the consumer behaviour.

**A<sub>t</sub>2** The ethnocentric tendencies and the consumer ethnocentrisms have an impact on the marketing strategy of the Hungarian corporations, especially on the partial strategy for product marketing and marketing communication.

I **accept** the pre-assumption **A<sub>t</sub>2** according to the bibliography by Józsa (2014) and other authors used in the chapters of my dissertation on the topic of marketing strategy and COO-effect as well as according to the content of the thesis **T<sub>t</sub>1**, taking into consideration the statements of Aichner (2014). On the basis of these, the thesis **T<sub>t</sub>2** formulated in my dissertation is the following:

**T<sub>t</sub>2.**The ethnocentric tendencies and the consumer ethnocentrisms have an impact on the marketing strategy of the Hungarian corporations, especially on the partial strategy for product marketing and marketing communication.

### **8.2. Do corporations pay attention to the ethnocentric tendencies and according to these what kind of (partial) marketing strategies do they follow? (Q2) Is the using of certificate labels a real solution/possibility in working out the product marketing and the communication marketing? (Q3)**

**A<sub>r</sub>1** The Hungarian (especially MKKV) corporations expect and demand state support in order to protect the Hungarian products.

During my research I analyzed Hungarian corporations that are using certificate (quality) labels (some of them marking also the country-of-origin). These corporation sell products categorized as Hungarian product, domestic product and product processed in Hungary.

These are farmers, producers and salespersons; they belong in the category of small and middle-sized companies according to the data concerning the number of employees and the corporate revenue. Of course one should not leave out of consideration that some of the certificate labels such as the Magyar Termék Nagydíj (Hungarian Quality Award) can also be awarded to creative communities for works with a methodological significance in some kind of categories but I did not focus on this during my analyzation.

The analysis based on the exploratory deep interviews that I made with quality and origin label users has categorically shown me that in the case of quality and origin label service providers the degree of the state control and state participation determines the fact what the companies expect from the state. During the analysis based on case researches it became obvious to me that if the quality and origin label service providers get a more unambiguous legal environment as well as an ethical and expert support from the state (from state institutes), they would also expect a clearer situation. The quality and origin label service providers aim to get into a supportive professional relationship with several state institutions. They also involve these state institutions in some way in the process of qualification and certification. Especially in the case of quality and origin label service providers working on a market basis, the role of the state is not emphasized as expectation. Their emphasis is rather on the importance of a clear and unambiguous legal environment. Meanwhile, in the case of the labels and programs that are affected by a strong state influence the entire organization, operating and financing of marketing communication is highly expected. According to these I **can accept** the pre-assumption **A<sub>r</sub>1 only partially**. The thesis formulated according to the results is the following:

**T<sub>r</sub>1** The Hungarian (especially MKKV) corporations expect and demand state support in order to protect the Hungarian products, domestic products and the products processed in Hungary as well as in order to protect the Hungarian/domestic services. The expected height of demand is different among the quality and origin label service providers with a different background and it is also different among corporations that use different kinds of labels. The difference is in the height and type of the required support in communication.

**A<sub>r</sub>2** Both bigger companies and the quality and origin label service providers that are building on the marketing strategy based on business and common organization value those initiatives that come from the side of corporations and that embrace the Hungarian products.

One can find among the quality and origin label users also some big (bigger) companies. (There are few corporations that can be enrolled in the category of big company on the basis of their revenue and of the number of their employees. So I have taken into the category of big companies the companies belonging in the upper 1/3 of the middle-sized companies.

These corporations started proactively independent initiative(s) to protect the Hungarian products, domestic products and products processed in Hungary as well as to protect the Hungarian market and economy and to get quality certification abroad. (This is mostly prominent in the case of food products as the Hungarian food is stereotypized as quality food). The state had a very less role in these initiatives at the beginning as these companies are partially or entirely corporations that has been organized on a market basis or they are non-profit organizations that serve corporate purposes. Later on (after the decree VM Hungarian Product in 2012) also these quality and origin label service

providers signed partner and tender agreements with state institutions. The state institutions have an important role in establishing the value of labels as they can provide professional support for the quality and origin label service providers. In this way the value of labels increases not only in the eyes of customers but it is also important in the case of sources involved which are necessary for a success abroad. According to these I **can accept** the pre-assumption **A,2 only partially**. The thesis formulated according to the results is the following:

**A,2** Both bigger companies and the quality and origin label service providers that are building on the marketing strategy based on business and common organization value those initiatives that come from the side of corporations and that embrace the Hungarian product. However the role of the state institutions seemingly appears in the increasing of the value of labels after the decree “Hungarian Product” has fallen in force in 2012.

**A,3** While the message of state initiative(s) is the quality emphasising on the impact on the partial strategy of product marketing, the message of corporate initiatives emphasises on the (partial strategy) of marketing communication that suits the ethnocentric tendencies.

I **do not accept** the preassumption **A,3** because the quality and origin label service providers, which are operating on a market basis, do also highly emphasis on the quality certification. (Quality is a demand for product characteristics in the onion product model - Rekettye, Törőcsik & Hetesi, 2015, 174). The statement formulated in the hypothesis is also denied by the fact that on the basis of the primer study I could not disclose any cases even in the marketing communication of corporate initiatives that would explicitly match to the ethnocentric identity/ethnocentric tendencies.

Although the activity of the quality and origin label service providers has the important role to mark and communicate the origin of the product towards the consumers, the message formulated by the quality and origin label users and the quality and origin label service providers emphasises however on their commitment to the functioning of the Hungarian economy.

The thesis formulated according to the above mentioned statements is the following:

**A,3** Both the quality and origin label service providers and the quality and origin label service users emphasis on the partial product strategy; labels are primary interpreted as quality certifications and the marketing communication of origin is only a secondary expectation.

**A,4a** There are quality and origin label service providers that focus on domestic/Hungarian products and that places emphasis both on quality as well as on the message of communication. In this cases, the working out and execution of the partial strategy of marketing communication of label happen on a corporate level - thus the success of the the partial strategy of marketing communication depends on the corporation.

I **accept** the pre-assumption **A,4a** according to the case study related to the Hungarian Product Award (Magyar Termék Nagydíj). The thesis formulated according to the above mentioned statements is the following:

**T,4a** There are quality and origin label service providers that focus on domestic/Hungarian products and that place emphasis both on quality as well as on the

message of communication. The working out and execution of the partial strategy of marketing communication of label happen in this cases on a corporate level and the success of the partial strategy of marketing communication depends on the company.

**A,4b** On the other hand there are quality and origin label service providers that focus on domestic/Hungarian products and emphasis more on the message of communication. Characteristics of these quality and origin label service providers is the harmonizing of the partial strategy of marketing communication.

**I accept** the pre-assumption **A,4b** according to the study case that presents the labels of Magyar Termék Nonprofit Kft. The thesis formulated according to the above mentioned statements is the following:

**T,4b** On the other hand there are quality and origin label service providers that focus on domestic/Hungarian products and emphasis more on the message of communication. Characteristics of these quality and origin label service providers is the harmonizing of the partial strategy of marketing communication.

**A,5** Applying the proactive marketing communication of a developed ethnocentric image (that is successfully managed by the quality and origin label service providers) can help to increase the financial success (increase of revenue).

The analysis of the pre-assumption is a hard task. First of all I have to do here a researcher' self-reflection. The first question that needs to be answered is: What does it mean pro-action during crisis, before economic recovery and in the case of growing economy? Why is a corporation in a bad position? Is a corporation in a bad position because of its inner weakness or is it in a bad position because of the worsening market conditions? Is it true that a corporation can be proactive only in the case when the market conditions and prospects are bad?

In order to study this pre-assumption, I wrote analyses about the quality and origin label service providers regarding their revenue movements in both of the case studies presented in my dissertation. The result could even support the hypothesis as one can see an average revenue growth in the case of quality and origin label service providers since 2012. (On the other hand this growth can/could have also macroeconomic reasons what I also articulated in the study cases). Meanwhile it is also certain that the quality and origin label service providers, which I analyzed in my study, do not want to form any ethnocentric images about themselves. (These quality and origin label service providers could be considered for the most successful ones here there in Hungary) They award certification labels to the quality and origin label users with different contents and service packages whilst the message of product origin of these contents is only secondary.

According to these **I cannot accept** pre-assumption **A,5**. The thesis formulated according to the above mentioned statements is the following:

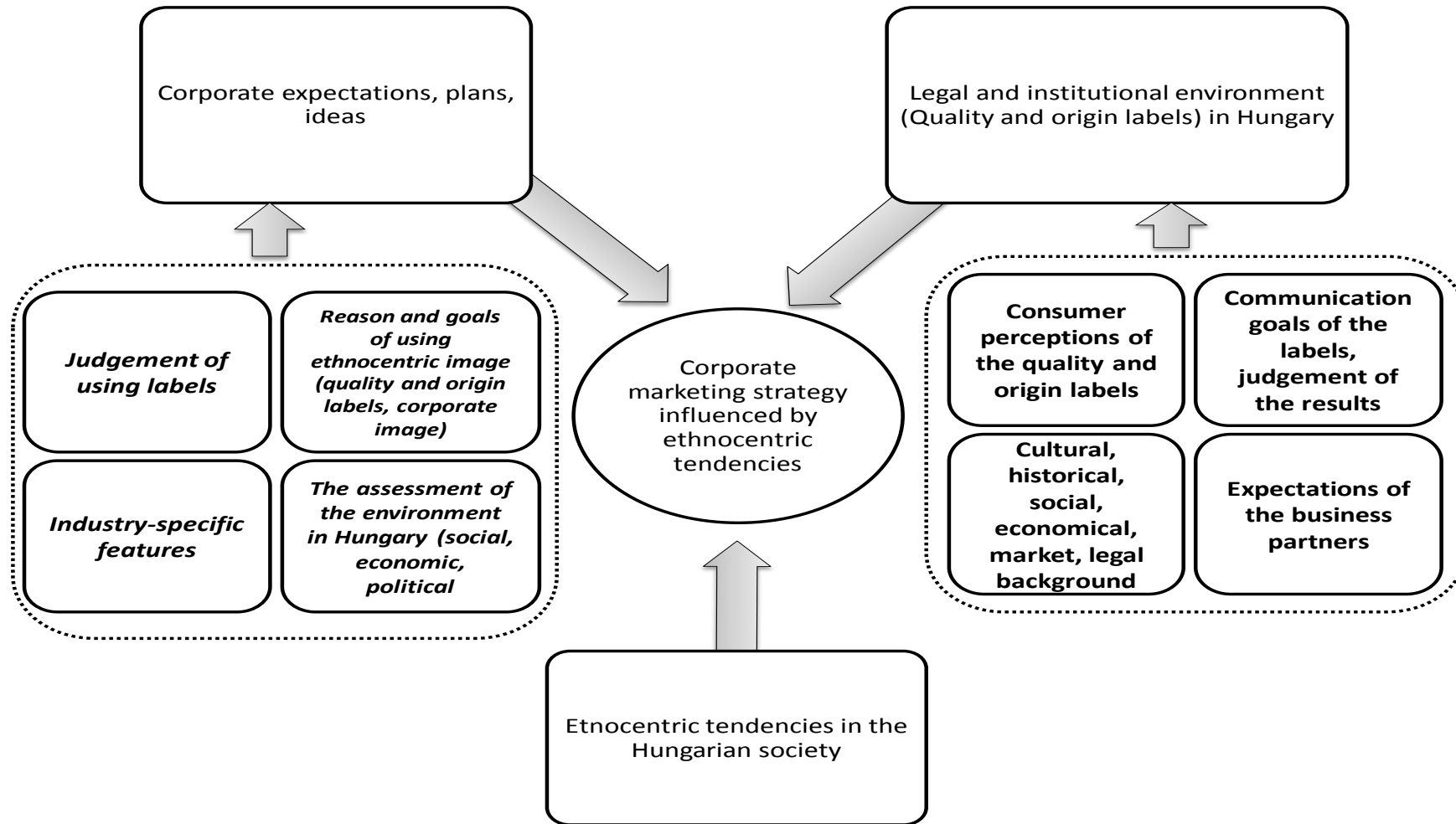
**T,5** In the opinion of quality and origin label service providers applying marketing communication in the case of a certificate label with a developed image (and successfully managed by the quality and origin label service providers) can help to attain the market stabilization.

### **8. 3. Theoretical model**

On the basis of my research and the theses formulated I can figure the following theoretical model illustrated on Figure 6.



6. FIGURE: THEORETICAL MODEL



Source: own compilation

## **9. POSSIBLE FUTURE EXTENSION, RESEARCH LIMITATIONS**

During the writing of my dissertation I aimed to do a more detailed work as possible, however it could still not been a complete one, because the literature basis of the topics on identity, sociological national identity, marketing study of CE, COO and marketing strategy is a very large one. I tried to mark the most important authors and results in the case of certain topics, although the bibliography model that I used in the study integrates my subjectivity as a researcher in the work completed. This limitation can be lifted later with a more detailed research work on literature but in my opinion the 300 bibliography that I gathered do not signify such a great limitation that cannot be lifted in the course of the interpretation of the study results, as 80% of these bibliographies deal with the topic on narrowly interpreted ethnocentrism, consumer ethnocentrism, country-of-origin impact and marketing strategy.

While evaluating the empiric research of my dissertation it has to be noticed that a primary research is practical and relevant when reliable and valid secondary data are not available. I emphasised this fact even in the chapter of my dissertation dealing with the research method. Former surveys, research and analyses linked to the topic of my dissertation as well as national research on topics dealing with consumer ethnocentrism and country-of-origin impact gave an adequate starting basis to the evaluation framework of my dissertation. Using a very large document and online data I succeeded to explore those law contents as well as those historical and institutional specifications that were preconditions of the primary study.

On the basis of the qualitative research paradigm, a qualitative research has a different philosophy, sampling criteria and research process compared to a quantitative research. (Mitev, 2015c, 35) At the same time there are arguments for using the mixed research design that can mean - of course - two things. From one hand it means completing, testing and interpreting of the qualitative research with the quantitative research. On the other hand it means the applying of quantitative sampling criteria in the analyzing of qualitative data. It appears as a limitation in my study that it is based on an exploring, analyzing research; the analyzing research method design also contains quantitative elements but I did not complete and analyze the data according to the quantitative research method design. Instead of this I used the research method design of case study. The case study stands closer to the research method design of qualitative data collection and data analysis and it uses this research method design partially, too. The case study is a hard task as the researcher "has to work as a good detective who is able to gather and generate the diffused informations in a creative way" (Mitev, 2015b, 129).

From the point of view of practical applicability of the results, it is to emphasize that conclusions and proposals could be drawn from them both for decision makers (persons responsible of state institutions) and for national corporations.

One can propose for decision makers that supporting the labeling initiatives coming from the side of corporations can be more effective than preferring of state initiatives. At the same time the corporate expectations could be different regarding the size of the company, that means it would be worth working out such state programmes that fit for companies with a smaller size.

I would formulate the most important suggestion for companies on the basis of my research thesis **T,5**, that is: In the opinion of the quality and label service providers applying marketing communication in the case of a quality and country-of origin label with a developed image (and successfully managed by the quality and origin label service providers) can help to attain the market stabilization.

On the basis of the limitations formulated in my dissertation, a future study is possible whereas several ways of approaching are possible. These ways are the following in my judgement:

- extending of the theoretical and bibliographical basis of sociological topics affected in the study;
- continuing of the analysis of the qualitative research method designs, completing the study with newer non-typical case writing as well as writing of study cases which will explore extreme cases as well;
- lifting the qualitative research paradigm by using the quantitative analyzing, completing and testing research as well as by involving corporations in the research which do not build yet consciously on ethnocentric tendencies in their marketing strategy.

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