
BABY BOOMERS AND GENERATION Z: THE ROLE OF CONSUMER ETHNOCENTRISM ON PURCHASE INTENTION

Preliminary communication

UDK: 658.89.013-053(497.5)

JEL: D12, F10, M31

DOI: 10.17818/DIEM/2024/1.15

Accepted for publishing: January 10, 2024

Abstract

Ethnocentrism is a very sophisticated and complex phenomenon that attracts the attention of many scholars who study it from different angles. One specific approach, undoubtedly from the perspective of behavioural economics, is consumer ethnocentrism. Consumer ethnocentrism as a special phenomenon was created to study the link between marketing and consumer behaviour with the concept of ethnocentrism. This concept has been shown to have a greater impact on purchase intent than some traditional marketing approaches. Ethnocentrism has a significant impact on consumer attitudes towards foreign brands, purchase intentions and purchase decisions for products from Croatia and abroad. The main purpose of this paper is therefore to investigate the relationship between the ethnocentrism of different generations (Baby Boomers and Generation Z) and their purchase intention for domestic and foreign products. The survey was conducted using a questionnaire. 218 members of Generation Z and 223 members of Baby Boomers in the Republic of Croatia were included in the survey. The results showed that the high level of ethnocentrism among baby boomers is positively associated with the intention to purchase domestic products and negatively associated with the baby boomers' intention to purchase foreign products from China and the former Yugoslavia. In addition, the likelihood of buying domestic products is higher where the level of ethnocentrism is higher. There is no correlation between the ethnocentrism of Generation Z and purchase intentions in general.

Keywords: *Consumer ethnocentrism, Baby Boomer, Generation Z, Purchase intention*

1. INTRODUCTION

Globalisation, the development of technologies and innovations have greatly changed consumer behaviour. It allows for faster movement and mobility of people, but also for consumers to buy foreign products from all over the world. Consumers not only have the opportunity to choose the products that meet their wishes and needs, but they can also get to know other lifestyles and cultures or develop new habits. Foreign products can be of lower quality but are cheaper than domestic ones, which moves the more price-sensitive consumer segment towards such products. It is also known that buying products that are not locally produced hurts the national economy, so individual customers who are aware of this buy local products as a sign of support for local producers. In addition to protecting domestic producers and avoiding job losses, ethnocentric consumers make purchasing decisions based not only on economic characteristics, but also on

emotional and moral values. Consumers' ethnocentrism has a significant influence on their behaviour and purchase intentions, particularly at different stages of the consumer life cycle. It is therefore not surprising that ethnocentrism is a frequent research topic of many scholars. The degree of ethnocentricity of consumers differs in terms of their characteristics, especially demographic and socio-psychological. When analysing the literature, it was found that researchers have mainly focused on ethnocentrism in general, but there are few papers that focus on the differences in the degree of ethnocentrism between different generations of consumers. Therefore, this paper aims to provide an insight into the ethnocentrism of the two different generations (Baby Boomers and Generation Z) and their purchasing intentions in relation to domestic products or foreign products from China and products from the former Yugoslavia. This research contributes to the literature on ethnocentrism in the specific context of the purchasing intentions of different generations. The article is organised as follows: The first part is the literature review and the hypotheses of the study are proposed. This is followed by the methodology as well as the empirical analyses and the results of the study. The last part contains the conclusions and limitations.

2. LITERATURE REVIEW

Ethnocentrism has developed from various socio-psychological factors. It is a very complex concept with various applications from the individual level to the more general social and cultural level of analysis (Shimp & Sharma 1987). They defined consumer ethnocentrism as a tendency rather than an attitude and pointed out that consumer ethnocentrism reflects purchasing preferences. Usunier and Lee (2009) compared domestic products with foreign products and found that ethnocentric consumers choose domestic products. Consumer ethnocentrism has a significant impact on purchasing behaviour (Herche, 1994). Klein (2002) found that consumer ethnocentrism has a notable impact on consumer behaviour and purchasing decisions, but only when foreign products are contrasted with domestic products. Ethnocentrism as a concept is related to marketing, especially in the field of consumer behaviour, as a specific concept of ethnocentrism (Deb & Chaudhuri 2014). Charulakshmi and Chandran (2022) tried to find out what causes ethnocentrism among consumers and analysed the relationship between ethnocentrism and consumer buying behaviour in Chennai. Among the various factors of consumer ethnocentrism such as hostility, prejudice, patriotism, collectivism and conservatism, they found that the attribute of prejudice has the greatest influence on consumer ethnocentrism.

Consumer ethnocentrism has a major impact on consumer attitudes towards imported products and brands, decision making and purchase intentions for domestic and imported products (Reardon et al., 2005). Consumers with higher levels of ethnocentrism are concerned that buying imported products could have negative consequences for the national economy, such as the loss of jobs and the closure of local manufacturers (Shimp & Sharma 1987; Reardon et al. 2005, Altintas & Tokol 2007; Tong & Li 2013). Matić (2013) examined the influence of demographic and socio-psychological factors and the strength of ethnocentric tendencies of consumers in the Republic of Croatia and identified the ethnocentric profile of consumers in Croatia. Vuong and Nguyen (2018) emphasized that the ethnocentric attitude of the consumer tends to choose local products, as he/ she perceives the quality of local products to be higher and this can be an opportunity for the domestic market. The concept of consumer ethnocentrism is a dynamic phenomenon that is closely linked to nationalism, conservatism and patriotism and also to cultural openness (Luque-Martinez et al. 2000, Josiassen et al., 2011). Bizumic (2018) examined the direct and indirect effects of the various factors of consumer ethnocentrism along with nationalism, ethnic in-group positivity, national in-group positivity and prejudice against foreigners. He emphasized that ethnocentric devotion has indirect effects on consumer ethnocentrism, mediated by nationalism. He did not find significant effects of the other dimensions of ethnocentrism. Oezkan Pir (2021) tried to determine the differences between the demographic variables and consumer ethnocentrism. He analysed the correlation between consumer ethnocentrism and

various variables (conscious awareness, consumer uniqueness) and found that consumer ethnocentrism is related to demographic variables, conscious awareness and consumer uniqueness. Singh (2020) highlighted that cultural openness is the most important predictor of consumer ethnocentrism and collectivism is the weakest predictor of consumer ethnocentrism in India. She found no relationship between age, education, income and consumer ethnocentrism.

The market segmentation approach, known as the cohort discussion, has become very popular in marketing research. According to this approach, people who were born in the same period and grew up in similar economic, social and cultural circumstances are very likely to have similar consumer needs, desires and attitudes (Solomon, Bamossy & Askegaard, 2002). The determination of consumer segments can be based on various criteria, such as geographical, demographic, psychographic, behavioural and hybrid characteristics. A cross-sectional method based on the above criteria is applied to the segments of consumers of different generations. The different segments of a generation are exposed to specific environmental conditions that influence their development over certain periods of time. This process results in the behaviours of the participants of the specific generation corresponding to each other. According to Knight (2014), all generations are divided into five generations based on birth years (Traditionalists or Silver Generation: born before 1945; the Baby Boomers Generation or Love Generation or Boomers Generation: born from 1946 to 1964; Generation X: born from 1965 to 1976; Millennials or Generation Y: born from 1977 to 1995 and iGeneration or Generation Z: born after 1996). However, considering that the years of birth are a fundamental criterion for distinguishing generations, many researches also claim that generations are more related to history than to chronological dates (Bejtkovský, 2016). The similarity of experiences is exceptional; therefore it can be remarkable from one generation to another.

Norum (2003) analysed the spending of baby boomers and other generations on clothing and found some differences. Specifically, Baby Boomers spend less money on clothing than Generation X and Generation Y. Kincade et al. (2010) compared the shopping process of the Echo Boomers and Baby Boomers generations based on their shopping orientation and product categories. They confirmed similarities between the segments. Kraft et al. (2020) examined Baby Boomers and Millennials as they face each other. They found that consumers generally value variables such as quality, value for money and personal recommendations more highly when making decisions. They also concluded that Baby Boomers and Millennials have more similarities than differences when it comes to the aforementioned criteria. Valkeneers & Vanhooissen (2012) analysed the differences between Generation X and Baby Boomers in terms of lifestyle and consumer behaviour. They found that Generation X is more sensitive to prestige attributes and more prone to impulsive buying behaviour than Baby Boomers, while Baby Boomers are less prone to compulsive buying behaviour than Generation X. They also found that age is a better predictor than gender or education. Thoumrungroje (2021) investigated the triggers of pandemic e-commerce after the COVID-19 pandemic between Baby Boomers, Generations X, Y and Z in Thailand. She found that hedonic motivations are most important among baby boomers. Song et al. (2021) examined the longitudinal switch in spending between Baby Boomers and Generation Z in South Korea. The results showed three consumption segments among baby boomers. They explained that members of Generation Z have fewer life cycle changes than the Baby Boomer generation.

Baby Boomers and Generation Z are posted at the opposed sides in the terms of the consumer behaviour and lifestyle. Segment of Baby Boomers are determined primarily by the time poverty. Also known as Love generation and Sandwich Generation, they tend to organise two main things - private and family tasks (Hawkins, Mothersbaugh, 2010). This generation cohort is characterised with old-fashioned family values (Pavlic et al. 2018). Specific needs, attitudes, motives, and values occur from the different factors like aging, life circumstances and life-changing events (Moschis, 2022). Instead, Generation Z is the younger generation, also known as iGeneration and online Generation since they are digital natives. They are born in the period from 1995 till 2010 (Turner, 2015). This generation were born in the age of information technology and they haven't

experienced life without the Internet. Compared to Baby Boomers, members of the Generation Z are more confident and optimistic. While Baby Boomers prefer brands to make purchase decisions, Generation Z doesn't like to be told what to think or do, they want to be included in the life of the brands they prefer (Williams, & Page, 2011).

Haque and Maheshwari (2015) determined the effects of ethnocentrism, indirect and direct role modelling of consumers on the purchase intention of different generations for locally produced plant-based products. They found that the level of ethnocentrism differs across generational cohorts. Consumer ethnocentrism was the best predictor of purchase intention for Generation X and Baby Boomers. Arora and Manchanda (2022) pointed out that ethnocentrism refers to the tendency of consumers to favour products and that this may also influence the way Generation Z perceives the quality of the products they purchase. Poelmans et al. (2022) investigated young consumers' preferences for domestically produced white wines and foreign wines in Australia and found that Australian wine consumers are highly ethnocentric. Parment (2013) compared two generations, Baby Boomers and Generation Y, in terms of their shopping behaviour and purchase participation in food, clothing and cars. He found differences between the two generations. In the three product categories, baby boomers rated the shopping experience and in-store service higher than Generation Y. Very important for baby boomers is the retailer, whom consumers trust and who advises them on the selection of the specific product. For Generation Y, the buying process begins with the selection of a product. Roberts & Manolis (2000) compared different marketing and consumer attitudes and behaviours between the Baby Boomer and Baby Buster generations (born between 1965 and 1976). They found that Baby Busters have a more positive attitude towards marketing and advertising than Baby Boomers and that these two generations also differ in their understanding of the marketing field. Dhanapal et al (2015) analysed the perception of the challenges of online purchasing among three generations (Baby Boomers, Generation X and Generation Y). They concluded that social factors have a significant relationship with the online purchasing behaviour of the three generations. In this study, similarities were found between Generation X and Generation Y, but there are differences among Baby Boomers in terms of online purchase intention.

Lissitsa & Laor (2021) examined the differences between three generations (Baby Boomers, Generation X and Generation Y) based on personality traits and digital skills in the use of on-demand radio. They found differences between the generations studied. Leovardis et al. (2020) investigated the differences in purchasing and consumption behaviour of vintage products between Baby Boomers and Generation Z. They found both differences and similarities between the generations studied in purchasing and consumption behaviour. For Baby Boomers, quality and authenticity are important factors for purchasing, while for Generation Z, image plays an important role in decision-making.

Ramadhan & Syahputri (2020) tried to analyse the difference between Baby Boomers, Generation Y and Generation Z in terms of their dependence on technology. They found no significant differences between the generations studied in relation to technology. Koksal (2019) segmented wine consumers based on the theory of generational cohorts. He analysed the individuality of consumers in each generation by considering wine attributes, information sources, wine consumption, purchasing behaviour and socioeconomic characteristics. He identified the differences between the generations based on these criteria.

Stere and Steluța (2017) assessed the stage of ethnocentrism of Romanian millennial consumers based on demographic variables. They found that Millennials with higher incomes living in urban areas are ethnocentric. Andriyanty & Wahab (2022) identified the ethnocentric attitudes of Generation Z consumers in India towards consumption of food and beverages from domestic producers in terms of their economic, individual, lifestyle, prosocial motivation, threat perception and purchase intention. They found that economic and individual factors are positively related to ethnocentric lifestyle of Generation Z in Indonesia and that lifestyle, economic variables and individual variables are positively related to ethnocentric consumption behaviour.

Many studies compare the ethnocentrism of consumers in different countries and show different effects on the purchase intention for domestic products (Papadopoulos & Heslop, 2002; Lin & Chen, 2006; Douglas & Craig, 2011; Permatasari & Soesanto, 2015; Wang et al., 2019). Nguyen et al. (2023) found a correlation between consumer ethnocentrism and the intention to purchase products from China. Ardisa et al. (2022) analysed consumer ethnocentrism, country of origin, purchase intention and perceived quality of local cosmetic products. Javalgi et al. (2005) emphasised that the influence of consumer ethnocentrism on purchase intention is reasonable if the products are perceived as absolutely necessary. Htet (2022) studied consumer ethnocentrism and purchase intention and found that uncertainty and familiarisation have a remarkable influence on purchase intention of textile products. Alshammari and Williams (2018) studied the impact of consumer ethnocentrism on purchase intention when non-domestic products are offered. They emphasised that consumer ethnocentrism is negatively associated with attitudes towards foreign products. Wang et al. (2019) investigated the influence of consumer ethnocentrism on purchase intention in China. Dhewi & Oktaviani (2023) investigated the direct impact of Generation Z ethnocentrism on the purchase intention of local trainers. They also tried to find out whether perceived quality is related to consumers' ethnocentrism and purchase intention. The results showed that consumers' ethnocentrism is positively related to the perceived quality of local trainers. In addition, the requirement of the product is crucial for ethnocentrism and the perception of importing foreign products (Javalgi et al., 2005). Renko et al. (2013) identified the relationship between consumer ethnocentrism and purchase intentions for goods and products from the former Yugoslavia and the European Union in the Republic of Croatia. Charton-Vachet et al. (2020) found that the apparent value of domestic products and consumers' preference for these products are related to purchase intention attitudes. Fernández-Ferrín et al. (2018) found that consumers prefer local products and buy them in high proportions. Xin & Seo (2019), on the other hand, found a negative correlation between consumer ethnocentrism and purchase attitude.

As discussed in the literature, consumer ethnocentrism has an impact on the conscious inclination towards domestic products based on emotional and moral concerns in purchase intention. It refers to consumers' decision to buy or avoid a product based on their expectations of the country in which it was produced. Consumers' ethnocentric tendencies play an important role in analysing future purchase intentions for domestic and foreign products. There are a few papers that have examined ethnocentrism and purchase intentions, but they have mostly focused on only one generation of consumers. Therefore, this study proposed a conceptual model of the relationship between consumers' ethnocentrism of different generations and purchase intention for domestic products and for products imported from China and the former Yugoslavia. The research model is shown in Fig. 1; the mechanism of the influence of the constructs in the research hypothesis of the model is explained in detail in the hypothesis statement.

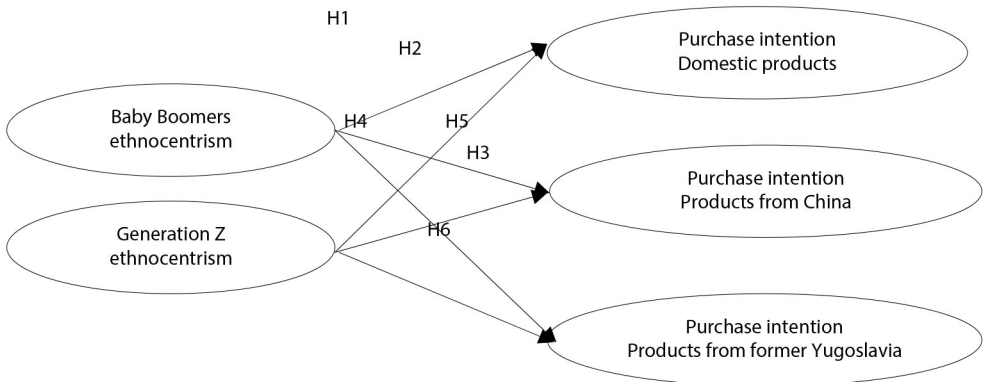


Figure 1 Conceptual model

The research hypotheses were established on the basis of the main objective of this work. The results of some similar studies on the effects of consumer ethnocentrism on consumer purchase intention were considered as follows:

H1: Baby boomers' ethnocentrism is positively related to purchase intention for domestic products.

H2: Baby boomers' ethnocentrism is negatively related to purchase intention for products from China.

H3: Baby boomers' ethnocentrism is negatively related to their intention to buy products from the former Yugoslavia.

H4: Ethnocentrism of Generation Z is positively related to the purchase intention for domestic products.

H5: Generation Z ethnocentrism is positively related to the intention to buy products from China.

H6: Generation Z ethnocentrism is positively related to the intention to buy products from the former Yugoslavia.

3. DATA AND METHODOLOGY

In order to achieve the main objective of the thesis, an empirical study was carried out using a random sample. The survey included 218 members of Generation Z and 223 members of the baby boomer generation in the Republic of Croatia. The survey was conducted from May 1, 2020 to May 1, 2021. Of the original sample of 500 respondents (250 Baby Boomers and 250 Generation Z), 441 questionnaires were completed correctly. The profile of the sample is shown in Table 1.

The data was collected using a consumer questionnaire consisting of structured questions based on the literature review and previous research in the area of ethnocentrism (Shimp and Sharma, 1987) and purchase intention (Yang and He 2011). The questionnaire consisted of three main parts. The first part was based on the ethnocentrism of baby boomers and Generation Z, the second part was based on purchase intention, and the third part was based on the socio-demographic characteristics of the respondents. The structured questionnaire used the Likert scale (1 = strongly disagree, 5 = strongly agree) on which respondents expressed their level of agreement with the questions in the questionnaire. The first part contains the standard form of the CETSCALE questionnaire with 17 statements. The middle part of the questionnaire contains nine questions on the purchase intentions for domestic and foreign products from China and the countries of the former Yugoslavia. The last part of the questionnaire contains demographic characteristics of the participants (gender, year of birth, level of education, personal monthly income and place of residence). The CESCALE was used by Shimp and Sharma (1987), Lee et al. (2003), Liu et al. (2007), Wei et al. (2009) and Chang and Cheng (2011) and was adopted for this study. Purchase intention was measured using a scale adopted from Dodds, Monroe & Greval (1991), Peterevu & Lord (1994), Mincheol (2001) and Riefler (2012), but modified to account for purchase intention in relation to local products, products from China or products from the former Yugoslavia. This research CETSCALE contains only general products and was not focused on a specific product category. In this work, three categories of countries of origin were used – local products to measure the level of ethnocentrism of different generations, then products from the former Yugoslavia, since the Republic of Croatia was attacked by Serbia and Montenegro thirty years ago and there was obviously quite a lot of hostility towards these countries, and finally products from China. For quite some time, Chinese products were associated with inferior, low-technology and low-priced products, which created a negative image of Chinese products on the international market (Yi & Ye, 2003K; Kreppel & Holtbrugge, 2012).

For the purpose of the study, descriptive, inferential and multivariate statistical methods were applied using SPSS 25. The Kaiser-Meyer-Olkin test (KMO) for sampling adequacy and the Bartlett test for sphericity were used to check the validity of the data. In addition, the Cronbach's alpha coefficient was calculated to test the reliability of the scale for ethnocentrism and purchase intention. The underlying factors derived from the EFA were presented as correlations between groups of many related variables. CFA was used to determine reliability and validity. In the next

phase, the goodness of fit of the structural equation model was tested. All statistical analyses were performed using SPSS 25.0 and AMOS.

4. RESEARCH RESULTS

The results of the descriptive statistical analysis specify the respondents' profile. 51,12% of the Baby Boomers respondents were female and 48,88% were male and in Generation Z sample 53,67% were female and 46,33% were male. Among the Baby Boomers there is equal share of every period of birth (from 14,35 till 27,80). The same situation is in the sample of the Generation Z but in this sample were researched only older than 18. The education structure showed that 42,15% of Baby Boomers were undergraduate and 10,31% of them have Primary school education. Among Generation Z, as it is expected, considering their age 60,09% have secondary school education and 39,91% are Bachelor degree. One third of the Baby Boomers had personal monthly income from 300 till 450€ and one fifth from 451 till 600€. On the other side, almost one third of Generation Z have monthly income under than 150€ and fifth have from 151 till 300€. Table 1 shows the respondents' profile.

Table 1 Respondents profile

Baby Boomers			Generation Z		
Gender		%	Gender		%
M	109	48,88	M	101	46,33
F	114	51,12	F	117	53,67
Born			Born		
1962-1964	62	27,80	1997	46	21,10
1958-1961	45	20,18	1998	42	19,27
1954-1957	45	20,18	1999	44	20,18
1950-1953	39	17,49	2001	51	23,39
1946-1949	32	14,35	2002	35	16,06
Education					
Primary school	23	10,31	Primary school	0	0,00
Secondary school	44	19,73	Secondary school	131	60,09
Undergraduate	94	42,15	Bachelor degree	87	39,91
Graduate	28	12,56	Master degree	0	0,00
Postgraduate	34	15,25	PhD	0	0,00
Personal Monthly income in €			Personal Monthly income in €		
- 150 €	14	6,28	- 150 €	69	31,65
151-300	25	11,21	151-300	58	26,61
300-450	74	33,18	300-450	34	15,60
451-600	54	24,22	451-600	41	18,81
601-750	39	17,49	601-750	11	5,05
751-	11	4,93	751-	5	2,29
Without income	6	2,69	Without income	0	0,00
Place of living					
City 100000-	63	28,25	City 100000-	73	33,49
Town 1001-100000	92	41,26	Town 1001-100000	127	58,26
Village 100-1000	68	30,49	Village 100-1000	18	8,26

Source: Author research

In order to determine the reliability of measurement 17 ethnocentrism items CETSCALE and for the nine items of the purchase intention multivariate statistics has been used. The table 2. display the results of coefficient Cronbach's alpha. Results presented in the Table 2 indicates a high

reliability coefficient of the both scales for the both samples, that also indicates the representativeness of the results.

Table 2 Reliability of the CETSCALE and purchase intention

Name of variable	Baby Boomers	Generation Z
	Cronbach Alpha α	Cronbach Alpha α
Ethnocentrism 17	0,854	0,887
Purchase intention 3a	0,799	0,812
Purchase intention 3b	0,806	0,838
Purchase intention 3c	0,854	0,767

Source: Author research

Furthermore, Kaiser-Meyer-Olkin (KMO) test of sampling adequacy and the Bartlett's test of sphericity, was used for ethnocentrism for both samples to check that the particular correlation matrices were appropriate for further factor analysis. An exploration of the correlation matrix in the Table 3 showed that result of the statistical tests KMO is very high for the both samples and Bartlett test of sphericity was statistically significant ($\alpha \leq 0.01$). It can be concluded that variable ethnocentrism is appropriate for the factor analysis.

Table 3 Kaiser-Meyer-Olkin Measure, Bartlett's Test of Sphericity of CETSCALE

		Baby Boomers	Generation Z
<i>Ethnocentrism</i>			
Kaiser-Meyer-Olkin test		0,844	0,836
	Chi Square	1.036,117	1.129,474
Bartlett test of sphericity	df	132	134
	Sig.	,000	,000

Source: Author research

The next two table presents the number of the extracted factor for the sample of Baby Boomers and Generation Z.

Table 4 Total Variance Explained for CETSCALE (Baby Boomers)

Factor	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	Variance %	Cumulative %	Total	Variance %	Cumulative %
1	11,384	62,538	62,538	11,384	62,538	62,538
2	1,598	7,115	69,653	1,598	8,115	70,653
3	,565	3,219	72,872			
4	,457	2,903	75,775			
5	,427	2,839	78,614			
6	,374	2,767	81,381			
7	,352	2,459	83,840			
8	,328	2,392	86,232			
9	,316	2,145	88,377			
10	,301	1,951	90,328			
11	,283	1,735	92,063			
12	,246	1,718	93,781			
13	,231	1,645	95,426			
14	,222	1,314	96,740			
15	,216	1,242	97,982			
16	,206	1,014	98,996			
17	,164	1,004	100,000			

Source: Author research

Table 5 Total Variance Explained for CETSCALE (Generation Z)

Factor	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	Variance %	Cumulative %	Total	Variance %	Cumulative %
1	12,354	61,718	61,718	12,354	61,718	61,718
2	1,346	6,383	68,101	1,346	6,383	68,101
3	,793	3,689	71,790			
4	,652	3,345	75,135			
5	,538	3,105	78,240			
6	,411	2,687	80,927			
7	,331	2,536	83,463			
8	,302	2,346	85,809			
9	,295	2,152	87,961			
10	,277	2,054	90,015			
11	,259	1,855	91,870			
12	,228	1,776	93,646			
13	,216	1,509	95,155			
14	,207	1,412	96,567			
15	,198	1,304	97,871			
16	,187	1,127	98,998			
17	,146	1,002	100,000			

Source: Author research

The first factor of CETSCALE for Baby Boomers sample describes 62,538% and 61,718% for the Generation Z sample of the total variability. Second factor explains 8,115% for the sample of Baby Boomers and 6,383%. The result of one factor indicated that the one solution for the both samples is the optimal solution. Therefore, the factor 1 is called ethnocentrism for Baby Boomers and Generation Z.

After this, the further phase of the analysis was made. Afore testing the conceptual model that was set after literature review, CFA has been used in order to test convergent and discriminant validity of measures of every construct. The results specify an adequate level of convergent and discriminant validity as well as unidimensionality: GFI=0.878, AGFI=0.809, NFI=0.865, NNFI=0.813, CFI=0.856. SEM adequately fit the data sets. Table 6 represents the results of regression weight estimates of the path model.

Table 6 Results of regression weight estimates of the path model

Variables	SE.	CR.	p
Baby Boomers ethnocentrism -> Purchase intention domestic products	,006	6,154	,000
Baby Boomers ethnocentrism -> Purchase intention China products	,084	-2,418	,012
Baby Boomers ethnocentrism -> Purchase intention products from former Yugoslavia	,127	-1,272	,034
Generation Z ethnocentrism -> Purchase intention domestic products	,299	,074	,486
Generation Z ethnocentrism -> Purchase intention China products	,194	,497	,217
Generation Z ethnocentrism -> Purchase intention from former Yugoslavia	,312	,937	,319

Source: Author research

There is a significant relationship between Baby boomers and Purchase intention of domestic products, China products and products from former Yugoslavia. Baby Boomers ethnocentrism is positively related to purchase intention of domestic products. Therefore, first hypothesis is supported. Moreover, there is statistically significant negative relationship among Baby Boomers ethnocentrism and Purchase intention of China products and products from former Yugoslavia. Hypotheses two and three are supported. On the other side significant relationship

between Generation Z and Purchase intention of domestics' products, China products and products from former Yugoslavia didn't find, so hypotheses four, five and six are not confirmed.

Next figure displays a path model for the Baby Boomers and Generation Z ethnocentrism and Purchase intention of domestics' products, China products and products from former Yugoslavia.

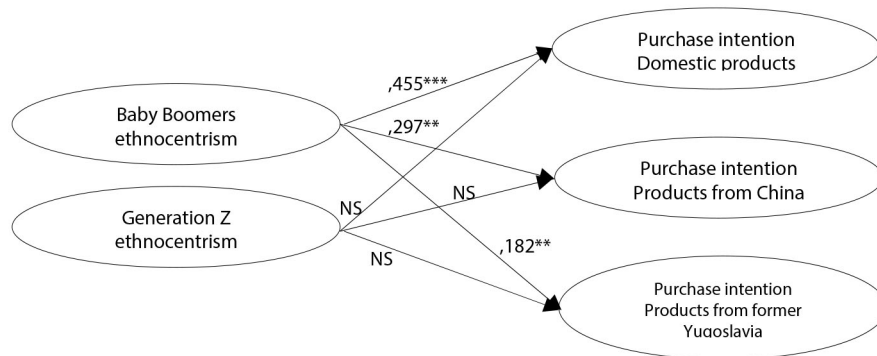


Figure 2 Estimated structural model for Baby Boomers and Generation Z ethnocentrism and Purchase intention

Source: Author research

5. CONCLUSIONS

The concept of ethnocentrism has attracted the attention of many researchers due to its importance and significant influence on consumer behaviour. By applying this concept, the tendencies of consumers' ethnocentrism on future purchasing behaviour and thus the prediction of consumer preferences in choosing products can be determined. In this paper, the relationship between baby boomers' ethnocentrism and Generation Z in terms of purchase intention for domestic products, products from China and products from the former Yugoslavia was examined. It was found that baby boomers in Croatia have a high level of ethnocentrism. The ethnocentrism of baby boomers influences the purchase intention for domestic products, but is negatively related to the purchase intention for products from China and from the former Yugoslavia. In contrast, no significant correlation was found between Generation Z and the purchase intention for domestic products, products from China and products from the former Yugoslavia.

In this study, differences were found between the ethnocentrism of baby boomers and Generation Z. By measuring the ethnocentric tendencies of consumers of the different generational cohorts, marketers can create a database that can be effectively incorporated into marketing strategy targeting the different segments. The present study has certain limitations regarding the nature of the sample. Therefore, the generalisation of the results to the entire population of baby boomers and Generation Z in the Republic of Croatia should be taken with a grain of salt. These research findings can be very valuable for Croatian product marketers to develop marketing strategies for different generations of consumers - Baby Boomers and Generation Z. They also improve the approaches to ethnocentrism of consumers of different generations by confirming some of the previous research based on a consumer sample from the Republic of Croatia. In addition, this study provides insights into the existing literature by analysing the impact of ethnocentrism of different generations on purchase intention for products from different countries of origin (domestic products, products from China and products from the former Yugoslavia) and creating a corresponding model.

Understanding the importance of consumer ethnocentrism in influencing different generations of consumers can provide a useful decision-making framework for market segmentation and marketing communication design for target market selection. By determining

the degree of ethnocentrism of different generations of consumers, more insightful market segmentation strategies could be developed for both domestic and foreign manufacturers.

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