Consumer ethnocentrism in the era of globalization

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One of many significances of globalization is the diversity of brands from different countries of origin offered on local markets. Country of origin and attitudes of customers towards brands go hand in hand with consumer ethnocentrism. A carefully planned strengthening of consumer ethnocentrism may lead to significant economic consequences because it can increase consumers' motivation to buy local brands. The purpose of this paper is to present findings of the research on brand perception and consumer ethnocentrism which was carried out in three countries: the Slovak Republic, the Czech Republic and in the Kingdom of Thailand. In these countries a questionnaire was distributed among 1067 respondents in Slovakia in 2013, 1028 respondents in the Czech Republic in 2014 and 256 respondents in Thailand in the year of 2014. The results of the survey are compared and show that respondents from different cultural backgrounds have different attitudes towards local brands. Following an in-depth analysis of findings, recommendations for creating appropriate marketing campaigns will also be presented.

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Ambient media in the view of the general public and their relation to this communication form

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The article deals with the issue of the ambient media within marketing communication at level of perception of the general public. It presents detailed results of a broadband research on the topic of the General public perception of the ambient media in the context of the communication efficiency carried out by means of a mobile platform in more than 70 countries. The results are a reflection of the contemporary situation in the field of individual marketing communication tools, carriers and the media which face the ever increasing blindness of the recipients. Commercial and non-commercial entities are forced to search for new opportunities when communicating to their target group and rights of the opportunities may be perceived as the use of the ambient media. In the article the author concludes from the responses of the respondents and demonstrates the value of the ambient media use as well as shows the opportunity for enhancing competitiveness of companies/brands or products by means of the ambient media.

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