The effect of general consumer attitudes and personality traits on attitudes towards domestic and multinational products in the Balkan region*

Tomaž Kolar, Vesna Zabkar**

This study examines consumer attitudes toward products of multinational and domestic companies in the Balkan region. In four ex-Yugoslav countries, various variables (general consumption attitudes, personality traits, and demography) were compared and analyzed as determinants of consumer attitudes towards domestic and multinational products. The data for the analysis was derived from a representative sample of 7450 Slovene, Croatian, Serbian, and Bosnian consumers by means of a syndicated field survey (PGM-Valicon 2008). The results in general do not support the assumption that regions are homogeneous in terms of consumer attitudes. The key findings at the regional level indicate that attitudes towards domestic products are driven by a different set of predictors than are attitudes towards products of multinational companies (MNC).

Key words: Consumer attitudes, Multinational firms, Product origin, Marketing strategies, Slovenia, Croatia, Serbia, Bosnia and Herzegovina (JEL: D12, M31)

* Manuscript received: 27.10.10, accepted: 2.4.13, 3 revisions

** Tomaž Kolar, Associate Professor of Marketing, Faculty of Economics, University of Ljubljana, Slovenia. Main research interests: Strategic marketing, services marketing, consumer behaviour, tourism marketing and contemporary trends in marketing. Corresponding address: tomaz.kolar@ef.uni-lj.si

Vesna Žabkar, Full Professor of Marketing, Faculty of Economics, University of Ljubljana, Slovenia. Main research interests: Strategic marketing, marketing relationships, marketing communications and tourism marketing. Corresponding address: vesna.zabkar@ef.uni-lj.si