

# The effect of general consumer attitudes and personality traits on attitudes towards domestic and multinational products in the Balkan region<sup>\*</sup>

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*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).*

*Diese Studie untersucht die Eigenschaften von Konsumenten in Bezug auf Produkte von nationalen und multinationalen Firmen in der Balkan-Region. In vier Ländern des ehemaligen Jugoslawien vergleichen wir unterschiedliche Variablen (generelle Konsumereigenschaften, individuelle und demographische Eigenschaften) und analysieren die Determinanten der Konsumenten in Bezug auf nationale und multinationale Produkte. Die Daten dieser Analyse entstammen einer repräsentativen Stichprobe von 7450 slowenischen, kroatischen, serbischen und bosnischen Konsumenten. Die Ergebnisse unterstützen die allgemeine These, dass Regionen in Bezug auf ihre Konsumereigenschaften als homogene Masse betrachtet werden können, nicht. Die Kernaussagen auf dem regionalen Level lassen die Aussage zu, dass die Einstellung bezüglich heimischer Produkte durch eine andere Zusammenstellung von Prädiktoren geleitet wird als die von multinationalen Firmen.*

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

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