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Consumer ethnocentrism and preference for domestic wine in times of COVID-19

Based on the theory of planned behaviour, this study examines the mediation effect of attitudes on the relationship between consumer ethnocentrism and intention to buy domestic wine in transition countries. The survey was conducted on a heterogeneous sample of 372 wine buyers from Albania and Kosovo during 2020, in the middle of the COVID-19 pandemic. Structural Equation Modelling by Partial Least Squares was used to analyse the collected data. The main results of this study show that the theoretical model from the theory of planned behaviour is valid in the case of buying behaviour of domestic wine in Kosovo, while in Albania, the subjective norm has no significant influence on the intention to buy domestic wine and perceived behavioural control has no significant influence on consumer behaviour. Consumer ethnocentrism has a positive influence on attitudes towards buying domestic wine and there is a partial mediating effect of attitudes on the relationship between consumer ethnocentrism and the intention to buy domestic wine. Intention to buy domestic wine shows a very strong and positive correlation with behaviour in both countries. The results of the study provide valuable information for food marketers who should develop an appropriate marketing strategy if they wish to increase the purchase of domestic food, especially wine.

Keywords: consumer preferences, consumers theory of planned behaviour, structural equation modelling

JEL classification: Q13

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Introduction

Consumers' decisions relating to wine purchasing are considered to be challenging to analyse due to the high number of wine brands, varieties, origin, taste, and price, factors which make the process of selecting wine more complex in comparison to other food products. In general, consumer preferences for foreign or domestic products are dependent on product categories and socio-demographic factors (Balabanis and Diamantopoulos, 2004; Zhllima *et al.*, 2012). The wine industry is undergoing major structural changes due to increasing international competition in the global marketplace (Morrison and Rabellotti, 2017). However, the origin of wine remains an important factor that influences consumer preferences and decisions to purchase wine (Jaeger *et al.*, 2013).

The domestic wine market in Kosovo and Albania is important for the local industry. Despite that Kosovo wine industry having had a strong export orientation in the past, the local market is and will remain crucial as increasing competition in the export market prevails (Zhllima *et al.*, 2020). In the case of Albania, the local market is the main channel for domestic wine, while exports have a small share of the local market (AGT-DSA, 2021).

The liberalisation of political and economic systems has led to elimination of tariff and non-tariff barriers throughout the world. Indeed, Albania and Kosovo, like other Western Balkan countries, have free trade agreements with several countries in the region, which means that both exports to and imports from these countries face no (major) trade barriers. One of the most serious effects of World Trade Organization (WTO) membership and free trade agreements is the lowered

external protection/barriers (e.g. tariffs) which has resulted in higher competition in internal markets (Mizik, 2012). However, one of the most enduring forms of non-tariff barriers is that of consumer ethnocentrism (Shimp and Sharma, 1987).

Consumer ethnocentrism is defined as "the beliefs held by consumers about the appropriateness, indeed morality of purchasing a foreign-made product and the loyalty of consumers to the products manufactured in their home country" (Shimp and Sharma, 1987). Some studies on consumer ethnocentrism have shown that consumers of developed countries tend to be less ethnocentric when compared to consumers of developing countries (Reardon *et al.*, 2005). However, others suggest that consumers from the developing countries prefer to buy products from developed countries as well as reputable brands (Chung *et al.*, 2017).

Both Kosovar and Albanian consumers show a positive bias towards domestic food products. A recent study on Albanian and Kosovar consumers has revealed that consumers judge domestic food to be safer and of higher quality (Haas *et al.*, 2021). Thus, origin is perceived to be strongly related to quality and safety and it may be expected that, in the context of COVID-19 and its impact on health concern, this relationship may be more pronounced.

Indeed, "the pandemic has made consumers more concerned about their own food safety" (Palouj, *et al.*, 2021). Moreover, the disruption of the global supply chain both forced and encouraged consumers to buy domestic/locally produced products (Ben Hassen *et al.*, 2020). On the other hand, the COVID-19 pandemic has caused an increase in nationalist sentiments relating to consumer behaviour and consumer ethnocentrism (He and Harris, 2020). Research conducted in Norway revealed that COVID-19 made

consumers more sceptical towards imported products and increased a level of Norwegian consumer ethnocentrism (Lunderberg and Overa, 2020).

There is a rich literature on wine consumer preferences, especially in the case of traditional wine consumption and wine production countries. However, according to Wang and Chen (2004), limited research has investigated the variables that interact with, and can be used to predict, the intention to buy domestic products, especially in developing or transition countries. Indeed few consumer studies have been carried out in developing markets or transition economies, such as Western Balkans countries. Some of the studies are focused on consumer preferences for basic wine attributes (Zhllima *et al.*, 2020; Zhllima *et al.*, 2012), or instead explore preferences, motives, and attitudes when consumers are buying wine (Radovanović *et al.*, 2017).

The research on consumer ethnocentrism and wine purchase intention and behaviour is relatively scarce. Tomić Maksan *et al.* (2019) explored the influence of the consumer ethnocentrism of Croatian consumers on their intention to buy domestic wine; they revealed that consumer ethnocentrism has a strong effect on attitudes relating to the regular purchase of domestic wine, as well as that attitudes have a partial mediating effect on the relationship between consumer ethnocentrism and the intention to buy domestic wine. Tetla and Grybś-Kabocik (2019) conducted research with Polish young consumers to examine the level of consumer ethnocentrism within the alcoholic beverages market, including wine. The Polish Y generation showed moderate consumer ethnocentrism, and their preferences as to whether to opt for a domestic or an imported product were shown to depend strongly on the specific type of alcoholic beverage. Polish young consumers perceive imported wine as better than domestic grape wine.

Giacomarra *et al.* (2020) noted that ethnocentric tendencies, which affect preferences for domestic wines, influence consumers' perception of wine quality, with higher consumer ethnocentrism leading to a higher perception of local wine quality. Bernabéu *et al.* (2013) explored ethnocentric tendencies and identified wine preferences of consumers from Madrid and Barcelona. The research showed that consumers from Madrid and Barcelona have no ethnocentric behaviour, indicating good opportunities for wines from other regions in this particular market.

As highlighted above, COVID-19 can affect consumer behaviour including ethnocentrism. However, obviously, there is lack of, or only limited, research on this topic in general, and in conjunction to wine for obvious reasons. Thus, this paper contributes to the interest of the readers by analysing consumer ethnocentrism in times of COVID-19. More specifically, the objective of this paper is to assess the effect of consumer ethnocentrism on domestic choice over imported wine in Albania and Kosovo, two transition countries and emerging markets where wine consumption is concerned. Moreover, the study investigates the mediating effect of consumer attitudes on the intention to buy domestic wine, at the height of the COVID-19 pandemic.

The paper is structured as follows. The following section consists of the theoretical background, followed by methods, empirical analysis results and finally, a discussion of the results and conclusions are presented.

Literature review

Theoretical background

The Theory of Planned Behaviour (TPB) has shown that people's behaviour in most situations can be explained and predicted by intentions and Perceived Behavioural Control (PBC), while intention can be explained by attitudes, subjective norms, and PBC. Intention is defined as motivational factor that influences behaviour; it is an indication of how much people are willing to try, how much effort they want to put to perform the behaviour (Ajzen, 1991). PBC plays an important role part in the theory of planned behaviour because behavioural intention can only be expressed when the behaviour in question is under volitional control, if the person can decide to perform or not perform the behaviour (Ajzen, 1991). Thus, PBC is the perceived ease or difficulty of performing the behaviour. Attitude can be defined as the degree to which a person has a favourable or unfavourable evaluation or appraisal of the behaviour in question, while subjective norm refers to the perceived social pressure to perform or not perform the behaviour (Ajzen, 1991).

TPB has been used in many food-related studies covering various research areas and products, and it has also been applied to the consumption of wine (Caliskan *et al.*, 2020). However, there is a particular lack of research using the TPB model within the consumer ethnocentrism research area. Vabø and Hansen (2016) used TPB to investigate consumer intentions to purchase domestic food in Norway and found that consumer ethnocentrism has a positive direct effect on purchase intentions. Results from China have shown that consumer ethnocentrism has a significant effect on consumer purchase intentions of domestic products, while product attitude has a mediator effect between them (Wu *et al.*, 2010).

The level of consumer ethnocentrism is used as a factor to predict consumer attitudes, purchasing intention, and purchasing behaviour towards imported and foreign products (Schnettler *et al.*, 2011; Shimp and Sharma, 1987). It affects both foreign and domestic markets, but its effect is greater in the domestic market (Chung *et al.*, 2017). Studies have revealed that consumer ethnocentrism is a driver for domestic consumption (Kavak and Gumusluoglu, 2007; Vida and Reardon, 2008), and it affects evaluation of domestic food products (Chung *et al.*, 2017). Ethnocentricity indirectly affects the development of superior local brands based on their perceived originality value; consequently, it is important for local producers to understand the nature and extent of consumers' ethnocentricity orientation and in that context address effectively the wider question of consumer preferences.

Albania and Kosovo wine sector background

Grape and wine production in Kosovo has a history of thousands of years. Numerous topographies and archaeological discoveries provide evidence of an ancient Illyrian-Albanian tradition of grape and wine production (Gjonbalaj *et al.*, 2009). Suitable agro-ecological conditions combined with the tradition of winemaking have contributed to the

sector's growth. After achieving a production peak in the 1980s, namely 100 million litres of wine per year when there was also a strong export orientation, the sector experienced a strong decline in the following decade. During the late 1990s conflict, many vineyards were destroyed, and the production of grapes and wine dropped drastically. After the Kosovo conflict, the sector experienced growth due to the increase of interest by private businesses, government, and donors for the agriculture sector in general and vineyard and wine specifically. The government has been supporting the sector through different schemes. Vine growing and winemaking continue to provide a significant contribution to the Kosovo economy (MAFRD, 2020; FAO, 2016). In 2019, the total area cultivated with grapes was 3,367 ha, of which 2,489 belonged to wine grape varieties. There are altogether 26 registered companies producing 5,754,000 litres of wine (MAFRD, 2020). In addition, many farmers process grapes on their farms, typically informally, producing rakia, and to a lesser extent, also wine (FAO, 2016).

Kosovo's wine industry has had a strong export orientation. Domestic average wine consumption is less than 2 litres per capita per year according to the official estimates, which is very low compared to neighbouring Balkan Countries and much lower when compared to Western Europe – in addition to cultural and religious factors, low family income and the employment status of family members also affect wine consumption (Gjonbalaj *et al.*, 2009; FAO, 2016). With increasing incomes (Gjonbalaj *et al.*, 2009) as well as changing lifestyles, rapid urbanisation might be an important driver of the increase in wine consumption. Imports are strongly present, primarily in the upper-end market segments. National wine companies currently export a large share of production, but they are keen to increase their domestic market share as part of a market diversification and risk reduction strategy (FAO, 2016).

Similarly in Albania, there is a strong tradition for grape and wine production dating back thousands of years. On the other hand, it is an important sector from agriculture and rural development prospective. About 35,000 farmers (more than one in ten farmers) have vineyards. Since 2000, the production of grapes has increased drastically, namely more than doubled. Despite positive development at vineyard farming, wine production in Albania is relatively small compared to its potentials, and after experiencing growth during the past decade, stagnation is observed in the past years. Although stagnation seems to be the trend in wine production, upward trend is observed for wineries producing high and medium quality wine (AGT-DSA, 2021).

Albania has a strong trade deficit in wine. Imports have been growing over time from 2,549 tons in 2010 to 4,934 tons in 2019. Exports are modest and fluctuate between 5 and 28 tons. Thus, the local market is the main driver behind the industry growth, and there is a potential to substitute imports (there is unmet and even growing demand for quality wine in Albania). The growing income and the growing preference for wine (shifting away from rakia, the main traditional alcohol drink in the past, to wine) implies that there is space/potential that the domestic consumption (demand) may increase in the coming years. Moreover, the increasing tourism trend is expected to further contribute to the increase production and

consumption of wine in Albania. Local producers can benefit from the growing tourism market, if quality and efficiency improvements were to be pursued at farm/grape production level and processing level (AGT-DSA, 2021).

Methods and procedures

Data collection

This study was conducted during September-October 2020 in Kosovo and Albania simultaneously, targeting population of Pristina and Tirana. Pristina and Tirana are the biggest cities in Kosovo and Albania in terms of population. They are also the largest economic, administrative, educational, and cultural centres of these two countries and in addition, remain the strongest central spots for businesses, media, students' life, and the international community. Lastly, purchasing power is concentrated in these two cities which represent the most attractive markets for local industry.

Initially, the study was designed to be carried out through face-to-face interviewing, but this was not possible due to COVID-19 pandemic. Hence, the study was administered online - two consumer surveys were completed for both countries (using a common framework). Although face-to-face interviews have been common in the past and the main form of surveys in the region, in recent years, online studies related to wine consumer behaviour have become more common (Mueller *et al.*, 2011). Naturally, during COVID-19, it has been the most (or the only) feasible alternative.

In the study, only those respondents who stated that they buy wine were included. In total 372 valid questionnaires were selected, out of which 248 came from respondents in Kosovo and 124 from respondents in Albania. To take account of the legal age for buying and drinking alcohol in Kosovo and Albania, only wine consumers over the age of 18 were involved in the survey. The response rate was higher in Kosovo (92%) compared to Albania (74%). To ensure that the data was of good quality, each submitted questionnaire was checked for completeness. Questionnaires that missed responses more than 2% were removed from the data set. Demographic characteristics of the two samples are presented in Table 1. As regards the gender of respondents in both countries, there is quite a balanced ratio between male and female.

In both countries, the sample is dominated by young age. This is not a surprise, for at least two reasons. First, both Albania and Kosovo are among the countries with the youngest population in Europe – for example in Kosovo, over 50% of its population is under the age of 25, while in Pristina the average age is estimated to be 28. On the other hand, the dominance of the younger age group is also related to the mode of survey implementation. There is a tendency to obtain higher response rates from younger participants in an online survey as compared with a face-to-face survey (Yetter and Capaccioli, 2010).

The majority of the respondents from both countries belong to the medium income category. Most respondents

have a university education – since the questionnaire was administered online, it is natural that educated people would be more likely to access or respond to online questionnaires.

The conceptual model for regular purchase of domestic wine is based on the measures of all constructs included in the TPB. The addressed questions for measuring the constructs of TPB were formulated based on the questionnaire developed by Ajzen (2013). The performed TPB model for regular purchase of domestic wine includes constructs of attitudes, subjective norm, perceived behavioural control, intention, and behaviour. In addition to these constructs, a construct of consumer ethnocentrism is introduced in our model based on the model assessed by Tomić *et al.* (2019) and instrument developed by Shimp and Sharma (1987) to measure a Consumer Ethnocentric Tendencies Scale (CETSCALE). All variables of the constructs were measured using a LIKERT scale of 5 points; where 1 is used for the responses when respondents were completely disagreed with the statement to 5 absolutely agree. The consumer ethnocentrism scale has been used and validated by numerous studies (Fernández-Ferrín *et al.*, 2015).

Shimp and Sharma (1987) developed a CETSCALE with 17 items, but in our study, we used a shortened version of CETSCALE with 10-item scale, along similar lines to Tasurru and Salehudin (2014). Five positive items were used to measure the attitudes of consumers towards domestic wine purchase similarly to Tomić *et al.* (2019) and Tomić and Alfnes (2018). The subjective norm was measured with six positive items adapted from Tomić *et al.* (2019) and Ajzen (2013), while the perceived behavioural control consists of three positive items. Consumers' intention and behaviour were measured with three item scale adapted by Tomić *et al.*

(2019). Higher values of the items in all constructs indicate greater consumer ethnocentrism, higher levels of attitudes, subjective norm, perceived behavioural control towards intention and behaviour to buy domestic wine.

Methods & Hypotheses

According to Luque-Martinez *et al.* (2000), consumer ethnocentrism is a predictor of consumer attitudes. Wu *et al.* (2010) argued that higher consumer ethnocentrism meant more positive attitudes towards domestic and local products. Similarly, Salman and Naeem (2015) found that consumer ethnocentrism clearly had a strong influence on attitudes towards local versus foreign products. On the other hand, Batra *et al.* (2000) indicated that ethnocentric consumers had negative attitudes towards foreign products. Recent research by Tomić *et al.* (2019) provided evidence that consumer ethnocentrism influenced attitudes towards buying domestic wine. Based on the literature discussed above, the following hypotheses are constructed and tested.

H1: Consumer ethnocentrism has a positive impact on attitudes about domestic wine purchase

TPB has been successfully applied in numerous studies to explain and predict broad categories of food-related behaviours (Pandey *et al.*, 2021; Menozzi *et al.*, 2017). Previous studies have found that attitudes towards domestic products have a significant influence on intention to choose domestic products (Chung and Pysarchik, 2000; Vabø and Hansen, 2016). According to previous studies, subjective norms have had positive significant effects on consumers' intention to buy domestic food (Wu *et al.*, 2010). In addition,

Table 1: Demographic frequency distribution of samples.

	Indicator	Kosovo (%)	Albania (%)
Gender	Female	44.9	50.4
	Male	55.1	49.6
Age (in years)	18-29	23.9	54.5
	30-45	58.3	31.7
	46-60	15.8	12.2
	>60	2.0	1.6
Household size	1	2.1	0.0
	2	8.2	12.2
	3-5	67.6	74.8
	>5	22.1	13.0
Income	Very low	0.4	0.8
	Low	2.5	0.8
	Medium	75.7	87.0
	High	19.0	10.6
	Very high	2.4	0.8
Employment	Employed	82.6	75.6
	Retired	1.6	1.6
	Student	5.7	15.4
	Unemployed	10.1	7.3

Source: Own calculations

Vabø and Hansen (2016) found that perceived behavioural control (PBC) had an influence on consumer intention to buy domestic food. The importance of perceived behavioural control was confirmed in a study by Watson and Wright (2000), which indicated that when domestic products are not available, consumers must purchase foreign products. Intention has a positive and significant impact on the actual purchase of local food.

H2: Attitudes, subjective norm, and perceived behavioural control have a positive impact on intention to purchase domestic wine, and intention and perceived behavioural control have a positive impact on behaviour (domestic wine purchase).

H3: The effect of consumer ethnocentrism on intention to purchase domestic wine is mediated by attitudes.

Previous studies in the food domain conclude that attitudes are often a mediating variable (Olsen, 2003; Garg and Joshi, 2018). A study by Wu *et al.* (2010) showed that attitude towards domestic products had a significant mediating effect between consumer ethnocentrism and intention to purchase domestic products, while Tomić *et al.* (2019) found that a consumer's attitude towards purchasing domestic wine had a significant mediating effect between consumer ethnocentrism and the intention to purchase domestic wine. Therefore, we propose that the positive relationship between consumer ethnocentrism and intention to purchase domestic wine is mediated by attitudes.

Descriptive statistics were calculated to provide an overview of the distribution, central tendency and standard deviation of the constructs comprising the estimated model. The small sample size is an issue when conducting SEM, however several researchers proved that simple SEM models could be tested even if sample size is small ($n=100-150$) (Tabachnick and Fidell, 2001; Ding *et al.*, 1995). Internal consistency and reliability analysis for LIKERT scale variables was performed using Cronbach's Alpha coefficient. According to Nunnally (1978), the variables in each scale have high degree of reliability and are positively related to each other if the Chronbach's Alpha is at least 0.7. Partial

Least Square Structural Equation Modelling (PLS-SEM) with SmartPLS 3 is used to further explore, analyse, and predict research model. At first, Confirmatory Factor Analysis (CFA) was performed to evaluate the convergent and discriminant validity. Inspection of convergent validity was tested with Composite Reliability (CR) and the Average Variance Extracted (AVE). The values for the latent constructs need to be at acceptable level and greater than the thresholds of $CFA > 0.7$, $CR > 0.7$, and $AVE > 0.5$ (Hair *et al.*, 2017). Discriminant validity was tested with Heterotrait-Monotrait (HTMT) matrix, the values of which should be below 0.90 (Hair *et al.*, 2017). In the second stage, we assessed the research model by calculating the sum of variance on intention to buy domestic wine and behaviour (regular purchase of domestic wine) explained by consumer ethnocentrism, attitudes, subjective norm, and perceived behavioural control. The model fit was assessed with the Standardised Root Mean Square Residual (SRMR), whereby values below 0.10 are considered acceptable for model validation (Henseler *et al.*, 2014). In addition, we estimated mediation effect of the consumer attitudes between consumer ethnocentrism and intention to buy domestic wine. The level of mediation effect was assessed with the variance accounted for (VAF), whereby value higher than 80% indicates full mediation; a value in the range of interval 20-80% indicates partial mediation, and a value smaller than 20% shows that there is no mediation effect (Hair *et al.*, 2014).

Results and Discussion

Each construct in the model has Cronbach's Alpha greater than the minimum threshold 0.7, which according to Nunnally (1978) can be considered reliable. The construct of behaviour for both countries has the highest value of Cronbach's Alpha, as Table 2 shows. Means for the constructs of two samples can be seen in Table 3. There is a significant difference between the two countries in all constructs; Kosovo respondents in general showed higher consumer ethnocentrism, attitudes, subjective norm, perceived behavioural control, intention, and behaviour to purchase domestic wine.

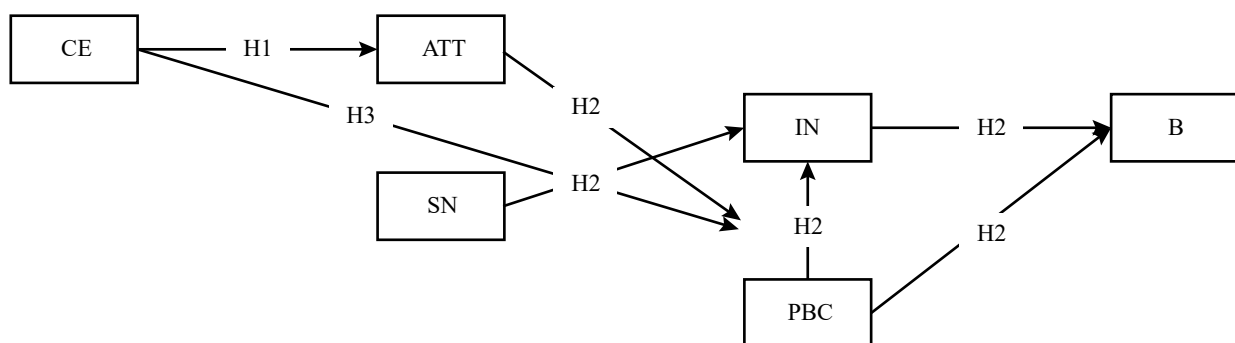


Figure 1: Research model for prediction of regular purchase of domestic wine.

Source: Own composition

Table 2: Reliability analysis of the constructs.

			Cronbach α Kosovo	Cronbach α Albania
Attitudes (ATT)	ATT1	Buying wine of local origin is very important to me	0.85	0.88
	ATT3	Buying wine of local origin is a pleasure for me		
	ATT4	For me, buying wine of local origin is a whole ritual		
	ATT5	Buying wine of local origin is fun		
	ATT6	Buying wine of local origin evokes positive emotions to me		
Behaviour (B)	B1	I regularly buy wine of local origin	0.91	0.91
	B2	In my shopping basket regularly is found wine of local origin		
	B3	When buying wine, I usually choose the one of local origin		
Consumer Ethnocentrism (CE)	CE1	Albanian/Kosovo citizens should always buy local products instead of imported ones	0.91	0.89
	CE2	Albanian/Kosovo products, first, last, and foremost		
	CE4	It is not okay to buy foreign products because it leaves Albanian/Kosovo citizens without a job		
	CE5	A true citizen of Albania/Kosovo should always buy local products		
	CE6	We need to buy products made in Albania/Kosovo and thus not allow others to get rich on us		
	CE7	It is always better to purchase Albanian/Kosovo products		
	CE8	Buying foreign products should be reduced to the most essential		
	CE9	I prefer buying Albanian/Kosovo products even though they are sometimes more expensive		
	Intention (IN)	IN1		
IN2		I plan to buy wine of Albania/Kosovo origin on a regular basis		
IN3		I will probably buy wine of Albania/Kosovo origin on a regular basis		
Perceived Behaviour Control (PBC)	PBC1	For me, regular buying of wine of Albania/Kosovo origin is easy	0.70	0.74
	PBC3	If I wanted to, I believe I could buy wine of Albania/Kosovo origin on a regular basis		
	PBC4	I expect to be able to regularly buy wine of Albania/Kosovo origin		
Subjective Norm (SN)	SN1	My family members approve my regular purchase of wine of Albanian/Kosovo origin	0.88	0.90
	SN2	My close friends approve my regular purchase of wine of Albanian/Kosovo origin		
	SN3	My colleagues approve my regular purchase of wine of Albanian/Kosovo origin		
	SN4	My family members regularly buy wine of Albanian/Kosovo origin		
	SN5	My close friends regularly buy wine of Albanian/Kosovo origin		
	SN6	My colleagues regularly buy wines of Albanian/Kosovo origin		

Note: in the case of CE construct for Kosovo items like CE1, CE2, CE4, CE5, CE6, CE7 and CE9 were included except item CE8
Source: Own composition

Based on the results presented in Table 3, respondents in Albania generally have neutral ethnocentrism (mean 3.00), attitudes (mean 3.01) and subjective norm (3.10) about domestic wine purchase. While for Kosovo consumers, study results indicate that consumers' ethnocentrism (mean 3.75) and perceived behavioural control (mean 3.92) about domestic wine purchase is moderate. Person correlation coefficients presented in Table 4 confirm that there is positive statistically significant correlation among all constructs $p < 0.001$.

In the confirmatory factor analysis, the indicator loadings show good indicator reliability, as all loadings were larger than the threshold of 0.7 (Hair *et al.*, 2017). Composite reliability (CR) for each construct is higher than 0.7 which is in line with (Hair *et al.*, 2017). The AVE values are all above 0.5 (Fornell and Larcker, 1981) with intention and behaviour having the highest AVE value (Hair *et al.*, 2017). The model was also proved to be valid in terms of discriminant validity

Table 3: Mean of constructs in the two countries.

	Mean (Standard Deviation)			P
	Albania	Kosovo		
Attitudes	3.01 (0.86)	3.58 (0.95)	0.000	
Behaviour	2.91 (0.99)	3.38 (1.12)	0.000	
Consumer Ethnocentrism	3.00 (0.77)	3.75 (0.96)	0.000	
Intention	2.77 (0.90)	3.55 (1.19)	0.000	
Perceived Behaviour Control	3.38 (0.80)	3.92 (0.85)	0.000	
Subjective Norm	3.10 (0.79)	3.47 (0.90)	0.000	
	n (124)	n (248)		

Source: Own composition

Table 4: Correlation matrix of the constructs.

Indicator	Kosovo					Albania				
	ATT	B	CE	IN	PBC	ATT	B	CE	IN	PBC
B	0.771**					0.785**				
CE	0.585**	0.528**				0.457**	0.421**			
IN	0.689**	0.712**	0.625**			0.641**	0.571**	0.481**		
PBC	0.480**	0.423**	0.432**	0.490**		0.384**	0.328**	0.361**	0.422**	
SN	0.693**	0.678**	0.553**	0.710**	0.532**	0.643**	0.554**	0.413**	0.516**	0.475**

Notes: ATT = attitudes, B = behaviour, CE = consumer ethnocentrism, IN = intention, PBC = perceived behavioural control, SN = subjective norm; **p < 0.01.
Source: Own composition

Table 5: Convergent validity.

Construct	CR (Kosovo)	CR (Albania)	AVE (Kosovo)	AVE (Albania)
ATT	0.894	0.914	0.630	0.682
B	0.946	0.943	0.854	0.848
CE	0.932	0.917	0.634	0.580
IN	0.934	0.920	0.826	0.794
PBC	0.828	0.835	0.616	0.628
SN	0.912	0.929	0.633	0.687

Notes: ATT = attitudes, B = behaviour, CE = consumer ethnocentrism, IN = intention, PBC = perceived behavioural control, SN = subjective norm.
Source: Own composition

Table 6: Heterotrait-Monotrait (HTMT) matrix for Kosovo and Albania.

Indicator	Kosovo					Albania				
	ATT	B	CE	IN	PBC	ATT	B	CE	IN	PBC
B	0.870					0.872				
CE	0.666	0.580				0.512	0.467			
IN	0.787	0.787	0.694			0.741	0.649	0.552		
PBC	0.766	0.673	0.633	0.794		0.482	0.412	0.440	0.535	
SN	0.793	0.750	0.619	0.797	0.817	0.718	0.605	0.463	0.588	0.594

Notes: ATT = attitudes, B = behaviour, CE = consumer ethnocentrism, IN = intention, PBC = perceived behavioural control, SN = subjective norm.
Source: Own composition

as all values of the HTMT matrix for the latent constructs were below the threshold of 0.90.

Model for consumers’ purchase of domestic wine in Kosovo and Albania

Consumer ethnocentrism (CE) in Kosovo has very strong and positive impact on attitudes (ATT) towards domestic wine purchase ($\beta_{CE-ATT} = 0.608; t = 15.56; p < 0.001$). The effect of consumer ethnocentrism on attitudes about domestic wine purchase is smaller for Albanian consumers’ ($\beta_{CE-ATT} = 0.493; t = 7.056; p < 0.001$). Both these results confirm *H1*, stating that consumer ethnocentrism has a positive impact on attitudes towards domestic wine purchase. Attitudes are significantly and positively impacting Kosovo consumers’ intention to buy domestic wine ($\beta_{ATT-IN} = 0.249; t = 3.903; p < 0.001$). The impact of attitudes on intention to buy domestic wine is greater in Albania ($\beta_{ATT-IN} = 0.446;$

$t = 43.909; p < 0.001$), confirming *H2*. Subjective norm was positively impacting intention of Kosovo consumers to buy domestic wine ($\beta_{SN-IN} = 0.291; t = 4.574; p < 0.001$), confirming *H3*. This was not proved to be significant for Albanian consumers ($\beta_{SN-IN} = 0.037; t = 0.359; p < 0.720$). Perceived behavioural control has positive and significant impact on intention and behaviour of Kosovo consumers of purchasing domestic wine, but it has lower impact compared to the attitudes and subjective norm ($\beta_{PBC-IN} = 0.187; t = 3.438; p < 0.001$), ($\beta_{PBC-B} = 0.159; t = 2.366; p < 0.05$), confirming *H2*. In Albania, perceived behavioural control was positively impacting consumers’ intention to purchase domestic wine ($\beta_{PBC-IN} = 0.184; t = 2.368; p < 0.05$), but this was not proved to be significant for behaviour ($\beta_{PBC-B} = 0.138; t = 1.380; p > 0.05$). In both countries intention has positive impact on consumers’ behaviour of buying domestic wine (Kosovo: $\beta_{IN-B} = 0.616; t = 10.802; p < 0.001$), (Albania: $\beta_{IN-B} = 0.519; t = 5.763; p < 0.001$), confirming *H3*.

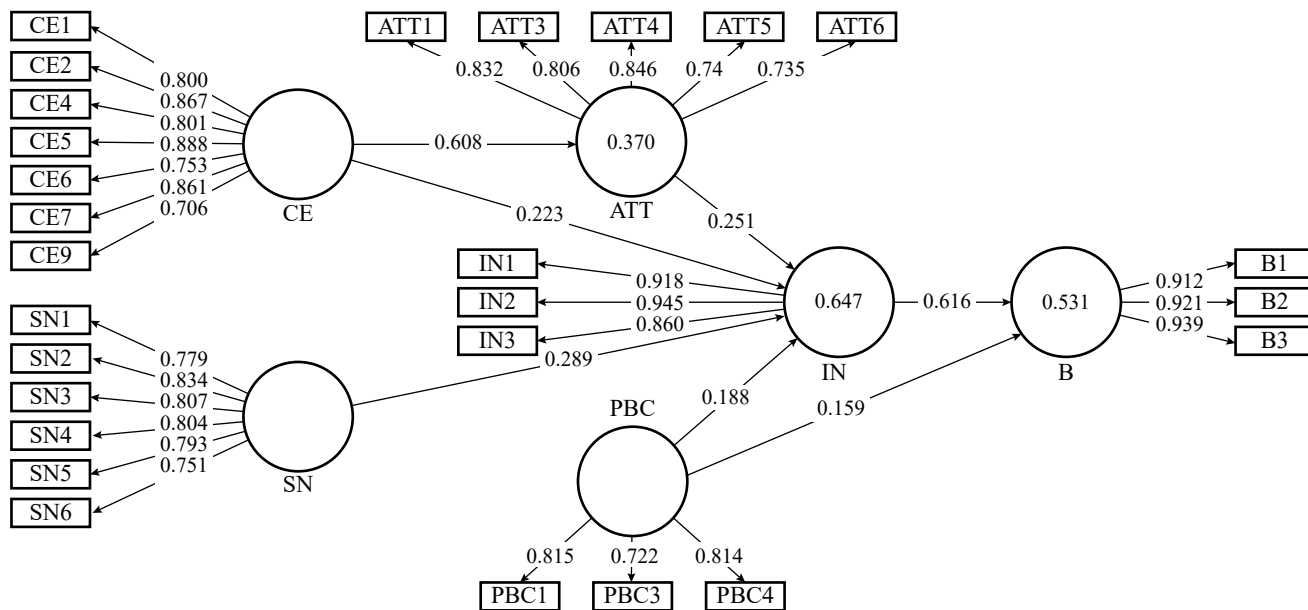


Figure 2: TPB exploratory model of regular purchase of domestic wine in Kosovo.
Source: Own composition

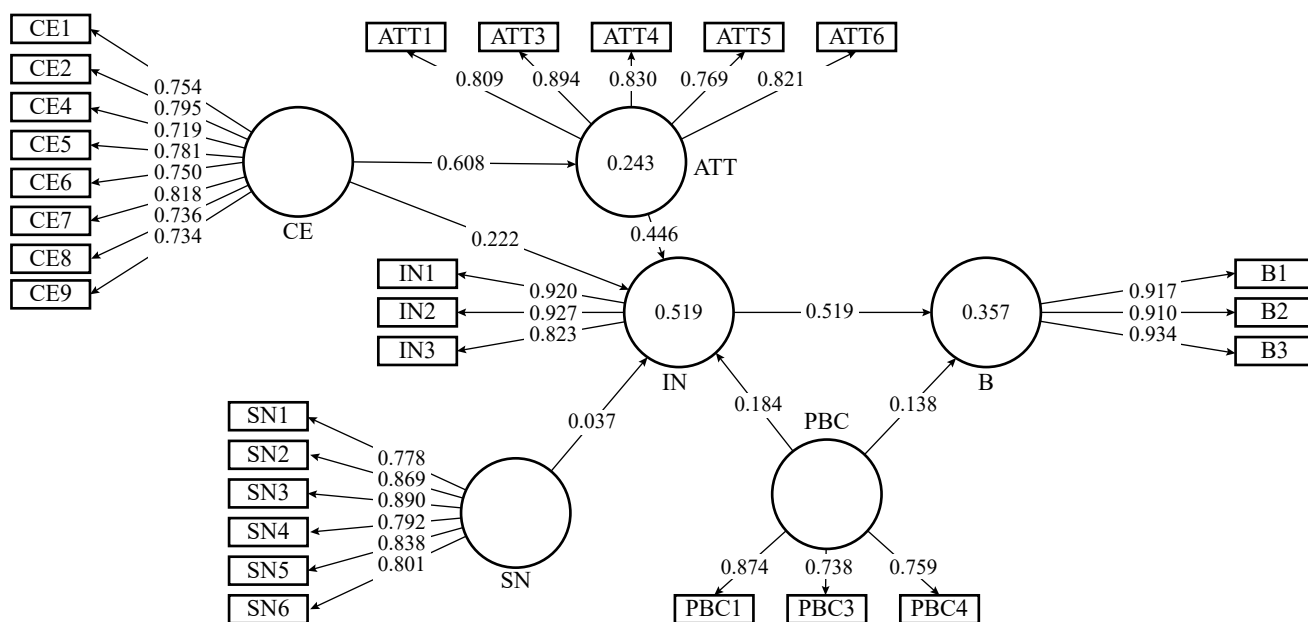


Figure 3: TPB exploratory model of regular purchase of domestic wine in Albania.
Source: Own composition

According to (Hair *et al.*, 2014), consumer attitudes is partially mediating intention to buy domestic wine. The VAF for both countries falls within the range 20-80%. Another approach for testing a mediation effect is the one proposed by Hair *et al.* (2017). Three types of mediation effect were identified by the authors: 1) complementary mediation effect occurs when the indirect and the direct effects are significant and both coefficients are in the same direction; 2) competitive mediation effect the indirect and the direct effects are significant but the coefficients in opposite direction and 3) indirect mediation where only the indirect effect is significant but not the direct effect. Based on this classification, consumers' attitudes in the two countries have complemen-

tary mediation effect on intention to purchase domestic wine, both the indirect and the direct effects are significant and have the same direction.

Based on the estimated models, consumer ethnocentrism explained 37% (Kosovo) and 24.3% (Albania) of the variance in attitudes towards domestic wine purchase (Figure 2&3). Consumer ethnocentrism, attitudes, subjective norm, and perceived behavioural control explained 64.7% (Kosovo) and 51.9% (Albania) of the variance in intention to buy domestic wine. While perceived behavioural control and intention explained 53.1% (Kosovo) and 35.7% (Albania) of the total variance in behaviour of regular purchase of domestic wine.

Table 7: Mediation effect of consumer attitudes on intention to buy domestic wine in Kosovo.

Effects	Path	Path coefficient	Indirect effect	Total effect	VAF	t-value	p-value
Mediator	CE→ATT	0.608	Not applicable				
	ATT→IN	0.251	Not applicable				
	CE→IN	0.223	0.153	0.376	40.69%	3.825	0.000

Notes: Variance accounted for (VAF) = indirect effect/total effect \times 100; VAF = (0.153/0.376) \times 100 = 40.69%. t-value = indirect effect/standard deviation = 0.153/0.04 = 3.825. Source: Own composition

Table 8: Mediation effect of consumer attitudes on intention to buy domestic wine in Albania.

Effects	Path	Path coefficient	Indirect effect	Total effect	VAF	t-value	p-value
Mediator	CE→ATT	0.493	Not applicable				
	ATT→IN	0.446	Not applicable				
	CE→IN	0.222	0.220	0.441	49.88%	3.825	0.004

Notes: Variance accounted for (VAF) = indirect effect/total effect \times 100; VAF = (0.220/0.441) \times 100 = 49.88%. t-value = indirect effect/standard deviation = 0.220/0.075 = 2.933. Source: Own composition

The model's overall quality was assessed with SRMR as proposed by Hair *et al.* (2014), in both models for Kosovo and Albania the value of the SRMR was not higher than the threshold 0.10.

Conclusions

In both countries, openness to foreign markets due to international free trade agreements has increased consumers' exposure to wine coming from different countries. Some studies on consumer ethnocentrism have shown that consumers of developed countries have a tendency to be less ethnocentric compared to consumers of developing countries (Reardon *et al.*, 2005; Lindquist *et al.*, 2001). It has been assumed that consumers of developing countries are more prone to buy foreign products (Ranjbarian *et al.*, 2010); however, such research is less present and still lacking where developing countries are concerned (Makanyeza, 2017). Csátriné (2015) argues that consumers in developed countries should be less ethnocentric compared to those in developing countries, as their economy is strong enough to withstand competition from the foreign products. In this sense, consumers of developing countries may usefully urge producers to improve the quality of products made at home and thus, make their own economy less vulnerable to foreign competition. In addition, consumers' ethnocentrism can directly or indirectly impact the improvement of employment figures in the developing countries.

Consumers' ethnocentrism may vary from one country to another. In our study, consumers' ethnocentrism in two European (Kosovo and Albania) less developed countries had a significant positive impact on attitudes towards purchasing domestic wine. This study confirms the results found in other developing or transition countries (Silili and Karunaratna, 2014; Al Ganideh and Al Tae, 2012). However, the level of ethnocentrism appears to be less pronounced in Albania (when compared to Kosovo), which was somehow expected due to their historical differences even though both countries

are culturally similar. Kosovo experienced an ethnic conflict in the late 1990s, thus it might be natural to expect that the "patriotic" sentiment in Kosovo is higher when compared to Albania. On the other hand, in Albania there is traditionally a deep sympathy and affection towards Italy which dominates the segment of imported wines.

For emerging wine markets such as those in Kosovo and Albania, both the ethnocentrism concept and its integration into the strategic development of this industry is relevant. Wine producers of both countries targeting ethnocentric consumers must compete with other wine producers; this means that they should develop different marketing strategy for domestic costumers. The high level of consumer ethnocentrism revealed in this study may indicate that consumers tend to be willing to purchase domestic over imported wine. This can be considered a useful concept for marketing managers in the wine industry, that is helpful for understanding decision making during wine purchases. It is important to further research to note that certain consumer market segments do prefer domestic wine over the imported alternatives.

Is it shown that highly ethnocentric consumers choose domestic products regardless of their quality, and brand image is less important to them than to less ethnocentric consumers (Chung *et al.*, 2017). However, their purchase intentions to buy a product depend on a domestic product possessing a positive quality image when compared to other domestic products. Consumers buying decisions are influenced by a brand's image; however, the level of that influence is expected to be lower for ethnocentric consumers.

The study results demonstrate that consumer ethnocentrism strongly affects consumers' attitudes towards domestic wine purchases in both countries. Consumers' attitudes partially mediate the relationship between consumer ethnocentrism and the intention to buy domestic wine, while ethnocentrism has been proved to be a significant predictor of consumers' intention to purchase domestic wine. A subjective norm was shown to significantly impact Kosovar consumers' intention to buy domestic wine; however, it did not prove to be significant for Albanian consumers. Perceived

behavioural control had significant impact on Kosovar consumers' intention to purchase domestic wine, but this was not the case for Albanian consumers. Perceived behavioural control also had a positive significant impact only on Kosovar consumers' behaviour towards domestic wine purchase, while intention was shown to have a significant impact on both consumers' behaviour relating to domestic wine purchases in both countries.

The study has several limitations. One of the major limitations results from the fact that it was administered online due to COVID-19 situation. As such, it was natural that educated and young people would be more likely to access or respond to online questionnaires, and as a result, the sample cannot be considered representative for the whole population in both countries. Future research should consider using a more representative sample, which can be achieved by face-to-face interviews (after COVID-19 threat/constraint is removed).

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